



# Digital ads in the c't app

## Increased reach? Cross-channel presence in the c't!

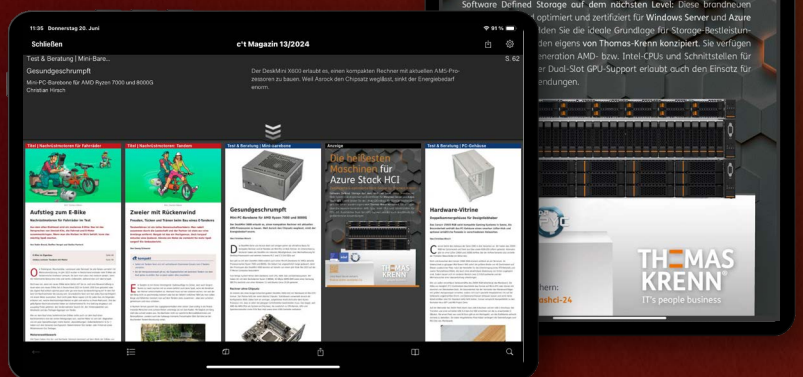
Post your advert in the digital app edition of the c't.  
Targeting the digital readership increases the visibility of your campaign!

### YOUR BENEFIT

- **Maximum visibility:** Each advert is integrated into the app as a full screen
- **Direct linking:** Direct links to the website or landing page increase conversion
- **Efficiency:** Reach optimisation and economical use of budget

Around 115,000 c't subscribers have access to the digital edition - that's 73% of all subscribers.

**Rate: € 4,900**



### CONTACT

**Simon Tielbe**  
Director Sales  
Phone: + 49 (0) 511 53 52 890  
[simon.tielbe@heise.de](mailto:simon.tielbe@heise.de)

**EMEA, UK, USA**  
**Sascha Günther**  
Senior Account Manager  
Phone: + 49 (0) 511 53 52 359  
[sascha.guenther@heise.de](mailto:sascha.guenther@heise.de)

**Asia**  
**Roberto Giordano**  
Senior Account Manager  
Phone: + 49 (0) 511 53 52 817  
[roberto.giordano@heise.de](mailto:roberto.giordano@heise.de)