

# Rate card

Valid from 1st of January 2024

**BRANDING**

**CONTENT MARKETING**

**LEADGEN**

**TRAFFIC PUSH**

**SALES PUSH**

**EMPLOYER BRANDING**

**COMMUNITY**

**TARGET GROUP TARGETING**

# Branding

**DISPLAY ADS**

**ACCOUNT BASED DISPLAY**

**CONTEXTUAL**

**HEISE+**

**WALLPAPER**

**FIREPLACE**

**(DOUBLE) DYNAMIC SIDEBAR**




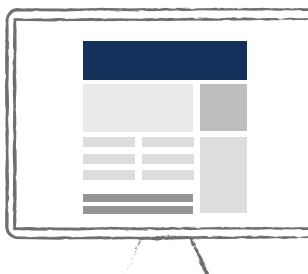




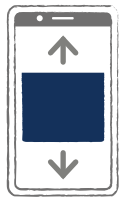
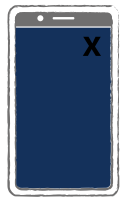
**PROGRAMMATIC**

**NEWSLETTER**

**PODCASTS**






**VIDEOS**

# Display Ads

Price level 1	Price level 2	Price level 3	
			
<b>Leaderboard</b> 728x90 px	<b>Medium Rectangle</b> 300x250 px	<b>Half Page Ad</b> 300x600 px	<b>Billboard</b> 970x250 px
			
<b>Skyscraper</b> max. 160x600 px		<b>Wallpaper</b> 728x90 px + 160x600 px	<b>Sidebar</b> Dynamic
			<b>Rotation</b>
<b>Mobile Rectangle</b> 300x250 px	<b>Mobile Interscroller</b> 300x600 px	<b>Mobile Interstitial</b> 320x480 px + 336x280 px FC 1 per user/day	channel rotations & run of heise online

all rates plus VAT. Agency commission is granted; minimum booking volume is € 3,500 gross

## CPM

First party target groups/ interests	Price level 1	Price level 2	Price level 3
Audience IT Decision Maker	€ 59	€ 79	€ 99
Audience Server • Cloud • Security • Recruiting • Developer	€ 59	€ 79	€ 99
Audience Consumer	€ 19	€ 29	€ 39
Rotations	Price level 1	Price level 2	Price level 3
Channelrotation (Selection of at least 3 channels)	€ 49	€ 69	€ 89
Run of heise online	€ 29	€ 39	€ 49
Channels	Price level 1	Price level 2	Price level 3
   	€ 59	€ 79	€ 99
  			
<b>News categories:</b> Applications • Business • Consumer Electronics • Entertainment • Trade • Hardware • Internet • Linux & Open Source • Mobile • Networks • Security • Software Engineering • Server & Storage • Technology & Research • Windows			
Keyword Targeting			
<b>Make:</b>   	€ 29	€ 39	€ 49
   			

Programmatics: All these formats and channels can also be booked as Private Deal or Preferred Deal via the Google AdExchange or Yieldlab.

# Account Based Display

## Rate category 1



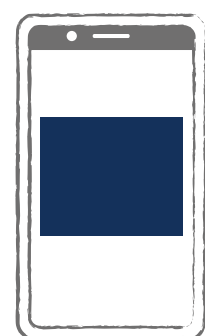
**Leaderboard**  
728 x 90 px



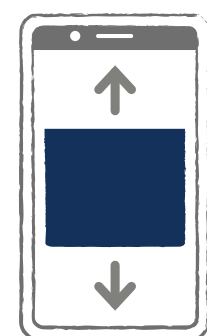
**Medium Rectangle**  
300 x 250 px



**Skyscraper**  
max. 160 x 600 px



**Mobile Rectangle**  
300 x 250 px



**Mobile Interscroller**  
300 x 600 px

> 2500 Accounts	€ 189 CPM
< 2500 Accounts	€ 199 CPM
< 500 Accounts	€ 209 CPM

## Rate category 2



**Half Page Ad**  
300 x 600 px



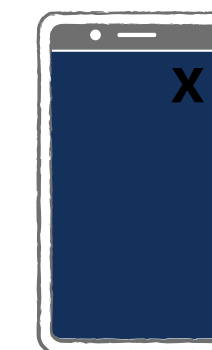
**Billboard**  
970 x 250 px



**Wallpaper**  
728 x 90 px + 160 x 600 px



**Sidebar Dynamic**



**Mobile Interstitial**  
320 x 480 px + 336 x 280 px

## Rotation

Channel rotations & Run of heise online

> 2500 Accounts	€ 229 CPM
< 2500 Accounts	€ 239 CPM
< 500 Accounts	€ 249 CPM

Example: Your target account list (TAL) comprises <2500 accounts. This results in a CPM of €199 in price group 1. We calculate the individual forecast of ad impressions based on your TAL. This results in the following calculation, for example: € 199 x 100,000 ad impressions = € 19,900 gross

all rates plus VAT. Agency commission is granted

# Contextual Targeting



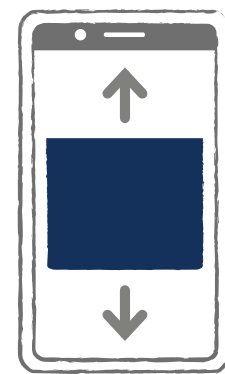
It consists of:

**Leaderboard** and **Skyscraper**

728 x 90 px

120 x 600 px

(max. 200 x 800 px)



**Mobile Interscroller**

300 x 600 px

(visible area:

300 x 360 px)

## Delivery: desktop and mobile

	Wallpaper	Wallpaper and Interscroller	
<b>Placement</b>	in the articles relevant to the topic	in the articles relevant to the topic	
<b>Reach*</b> (using the example of the topic AI within a 4-week runtime)	200,000 adImps	<b>desktop</b> 200,000 adImps	<b>mobile</b> 500,000 adImps
<b>Rate</b>	<b>CPM € 79</b>	<b>CPM € 79</b>	

\* Minimum purchase quantity: 100,000 ad impressions. The runtime depends on availability and agreement.

Examples of topics can be found at [www.heise.de/themen](http://www.heise.de/themen)

# 1st Party heise+ User

## Price group 1:



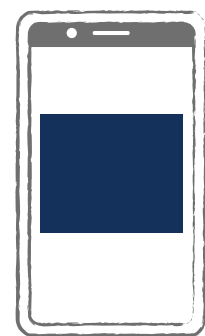
**Leaderboard**  
728 x 90 px



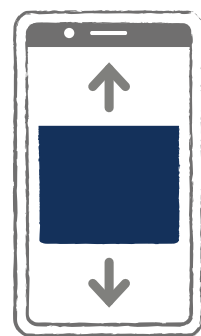
**Medium Rectangle**  
300 x 250 px



**Skyscraper**  
max. 160 x 600 px



**Mobile Rectangle**  
300 x 250 px



**Mobile Interscroller**  
300 x 600 px

**TKP: 130 €**

## Price group 2:



**Half Page Ad**  
300 x 600 px



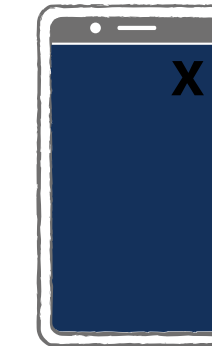
**Billboard**  
970 x 250 px



**Wallpaper**  
728 x 90 px + 160 x 600 px



**Sidebar**  
Dynamisch



**Mobile Interstitial**  
320 x 480 px + 336 x 280 px

**Rotation**

channel rotations &  
Run of heise online

**TKP: 150 €**

Only users who have taken out a heise+ subscription\* are reached.  
This target group has a high usage intensity. It is an advertising-reduced environment, which is why the advert receives special attention.  
\* approx. 70,000, August 2024

all rates plus VAT. Agency commission is granted

# Wallpaper



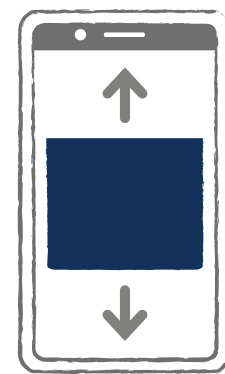
It consists of:

**Leaderboard** and **Skyscraper**

728 x 90 px

120 x 600 px

(max. 200 x 800 px)



**Mobile Interscroller**

300 x 600 px

(visible area:

300 x 360 px)

## Delivery: display and mobile

	<b>Daily fixed placement HOME RUN</b> (100% SOV)		<b>Weekly fixed placement HOME RUN</b> (100% SOV)	
<b>Placement</b>	Placement on the heise homepage, news ticker, topic pages and heise online articles		Placement on the heise homepage, news ticker, topic pages and heise online articles	
<b>Reach</b>	<b>display</b> 250,000 adImps	<b>mobile</b> 200,000 adImps	<b>display</b> 1,400,000 adImps	<b>mobile</b> 1,000,000 adImps
<b>Duration</b>	1 day		1 week	
<b>Rate</b>	<b>display</b> <b>€ 13,750</b>	<b>display and mobile</b> <b>€ 20,250</b>	<b>display</b> <b>€ 63,000</b>	<b>display and mobile</b> <b>€ 96,000</b>

all rates plus VAT. Agency commission is granted

# Wallpaper Targeting



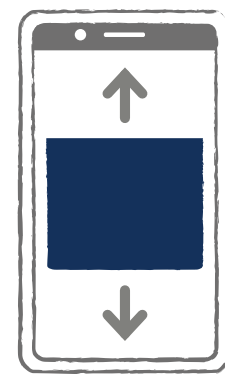
It consists of:

**Leaderboard** and **Skyscraper**

728 x 90 px

120 x 600 px

(max. 200 x 800 px)



**Mobile Interscroller**

300 x 600 px

(visible area:

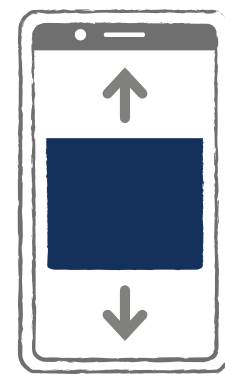
300 x 360 px)

## Delivery: display and mobile

	B2B weekly fixed placement (100% SOV)		B2C weekly fixed placement (100% SOV)	
<b>Placement</b>	individually, by audience or targeting		individually, by audience or targeting	
<b>Reach</b>	<b>display</b> 400,000 adImps	<b>mobile</b> 400,000 adImps	<b>display</b> 450,000 adImps	<b>mobile</b> 400,000 adImps
<b>Duration</b>	1 week		1 week	
<b>Rate</b>	<b>display</b> € 39,600	<b>display and mobile</b> € 64,000	<b>display</b> € 17,550	<b>display and mobile</b> € 24,650



# Fireplace



**It consists of:**

**Billboard** and **U-Wallpaper**

- 1056x250 px
- Leaderboard: 1104x90px
- +
- Skyscraper left: 200x600px
- +
- Skyscraper right: 200x600px

**Mobile Interscroller**

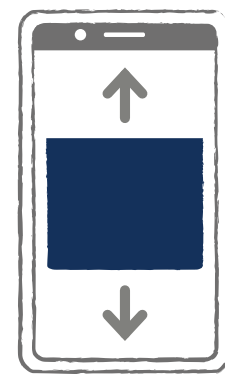
- 300x600 px
- (visible area: 300x360 px)

**Delivery: display and mobile**

	<b>Daily fixed placement HOME RUN</b> (100% SOV)		<b>Weekly fixed placement HOME RUN</b> (100% SOV)	
<b>Placement</b>	Placement on the heise homepage, news ticker, topic pages and heise online articles		Placement on the heise homepage, news ticker, topic pages and heise online articles	
<b>Reach</b>	<b>display</b> 200,000 adImps	<b>mobile</b> 200,000 adImps	<b>display</b> 1,000,000 adImps	<b>mobile</b> 1,000,000 adImps
<b>Duration</b>	1 day		1 week	
<b>Rate</b>	<b>display</b> <b>€ 13,000</b>	<b>display and mobile</b> <b>€ 20,000</b>	<b>display</b> <b>€ 50,000</b>	<b>display and mobile</b> <b>€ 80,000</b>

all rates plus VAT. Agency commission is granted

# Fireplace Targeting B2B und B2C



**It consists of:**

**Billboard** and **U-Wallpaper**

1056x250 px  
 Leaderboard: 1104x90px  
 +  
 Skyscraper left: 200x600px  
 +  
 Skyscraper right: 200x600px

**Mobile Interscroller**

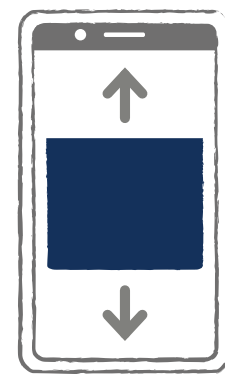
300x600 px  
 (visible area:  
 300x360 px)

**Delivery: display and mobile**

	<b>B2B</b> weekly fixed placement (100% SOV)		<b>B2C</b> weekly fixed placement (100% SOV)	
<b>Placement</b>	individually, by audience or targeting		individually, by audience or targeting	
<b>Reach</b>	<b>Desktop</b> 200,000 adImps	<b>mobile</b> 400,000 adImps	<b>Desktop</b> 280,000 adImps	<b>mobile</b> 400,000 adImps
<b>Duration</b>	1 week		1 week	
<b>Rate</b>	<b>display</b> <b>€ 22,000</b>	<b>display and mobile</b> <b>€ 54,000</b>	<b>display</b> <b>€ 11,200</b>	<b>display and mobile</b> <b>€ 23,800</b>

all rates plus VAT. Agency commission is granted

# Dynamic Sidebar + Double Dynamic Sidebar



**Mobile Interscroller**  
300x600 px  
(visible area:  
300x360 px)

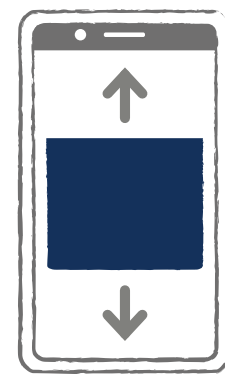
- Iframe only
- Creative needs to be responsive
- max. size: 200 kB

## Delivery: 100% display

	Daily fixed placement HOME RUN (100% SOV)				Weekly fixed placement HOME RUN (100% SOV)			
<b>Placement</b>	Placement on the heise homepage, news ticker, topic pages and heise online articles				Placement on the heise homepage, news ticker, topic pages and heise online articles			
<b>Reach</b>	<b>display</b> 250,000 adImps		<b>mobile</b> 200,000 adImps		<b>display</b> 1,400,000 adImps		<b>mobile</b> 1,000,000 adImps	
<b>Duration</b>	1 day				1 week			
<b>Rate</b>	<b>display</b>		<b>display and mobile</b>		<b>display</b>		<b>display and mobile</b>	
	<b>Sidebar</b>	<b>Double Dynamic Sidebar</b>	<b>Sidebar</b>	<b>Double Dynamic Sidebar</b>	<b>Sidebar</b>	<b>Double Dynamic Sidebar</b>	<b>Sidebar</b>	<b>Double Dynamic Sidebar</b>
	€ 16,250	€ 18,750	€ 22,500	€ 27,000	€ 70,000	€ 84,000	€ 96,000	€ 120,000

all rates plus VAT. Agency commission is granted

# Dynamic Sidebar + Double Dynamic Sidebar, B2B + B2C



**Mobile Interscroller**  
300x600 px  
(visible area: 300x360 px)

- Iframe only
- Creative needs to be responsive
- max. size: 200 kB

## Delivery: 100% display

	B2B weekly fixed placement (100% SOV)				B2C weekly fixed placement (100% SOV)			
<b>Placement</b>	individually, by audience or targeting				individually, by audience or targeting			
<b>Reach</b>	<b>display</b> 400,000 adImps		<b>mobile</b> 400,000 adImps		<b>display</b> 450,000 adImps		<b>mobile</b> 400,000 adImps	
<b>Duration</b>	1 week				1 week			
<b>Rate</b>	<b>display</b>		<b>display and mobile</b>		<b>display</b>		<b>display and mobile</b>	
	<b>Sidebar</b>	<b>Double Dynamic Sidebar</b>	<b>Sidebar</b>	<b>Double Dynamic Sidebar</b>	<b>Sidebar</b>	<b>Double Dynamic Sidebar</b>	<b>Sidebar</b>	<b>Double Dynamic Sidebar</b>
	€ 30,000	€ 50,000	€ 48,000	€ 88,000	€ 22,500	€ 27,000	€ 34,000	€ 42,500

all rates plus VAT. Agency commission is granted

# Programmatic

**Various SSPs are connected and the entire inventory is available programmatically.**

Deals gladly on request. Minimum booking volume: € 1,500 gross



Google Ad Exchange (AdX)



**Leaderboard**

728x90 px



**Medium Rectangle**

300x250 px



**Skyscraper**

max. 160x600 px



**Billboard**

970x250 px



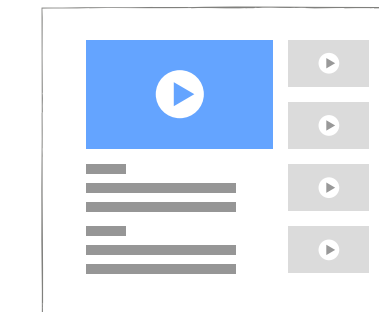
**Half Page Ad**

300x600 px



**Mobile Rectangle**

300x250 px



**PreRoll Ad**

640 x 360 px  
(mp4, avi, mov, VAST, VPAID, max. 15 seconds)

**deal options:**

**Programmatic Guaranteed**

- 1 publisher and 1 buyer
- Negotiated fixed rate (CPM)
- Guaranteed volume

**Preferred Deal**

- 1 publisher and 1 buyer
- Negotiated fixed rate (CPM)
- No guaranteed volume

all rates plus VAT. Agency commission is granted

# Newsletter Ads



**Newsletter Leaderboard**

540x65 px



**Newsletter Rectangle**

276x230 px



**Newsletter Sponsoring**

540x65 px + 2 x 276x230 px

Channels	approx. contacts per week	Issues a week	Date of dispatch	Newsletter Leaderboard	Newsletter Rectangle	Newsletter Sponsoring
heise online Daily	172,000	7	daily	€ 3,290	€ 2,490	€ 5,200
c't	93,000	bi-weekly	Thursday	€ 2,430	-	-
heise Security	50,000	2	Monday/ Thursday	€ 1,790	€ 1,490	€ 3,000
developer	4,800	2	Monday/ Thursday	€ 500	€ 450	€ 900
Mac & i	16,250	5	daily	€ 980	-	-
ix	20,000	monthly	1x monthly, to the day of sale	€ 990	-	-
Make:	1,000	1	Monday	€ 250	-	-
c't Fotografie	6,000	1	Saturday	€ 890	-	-
c't 3003 Hype	6,000	1	Wednesday	€ 1,500	-	-
AI Update	5,000	5	weekdays	€ 1,000	-	-

# Podcasts (native)



Frequency of publication	every Thursday
Calls in the first 4 weeks	20,000
Length of the sequence	90-120 min.
Length Integration	30 sec./1 min.
Integration	2 spots/Native
<b>Production</b>	<b>€ 3,000</b>

all rates plus VAT. Agency commission is granted

# Podcasts (booking of individual shows)



								
Frequency of publication	every Thursday	every Saturday	every working day	every working day	weekly	every 14 days	every 14 days Thursday	every 14 days
Calls in the first 4 weeks	15,000	30,000	80,000	30,000	10,000	2,500	10,000	3,500
Length of the sequence	approx. 60 min.	approx. 60 min.	approx. 2,20 min.	Mon-Thu approx. 10 min. Friday approx. 45 min.	approx. 20 min.	approx. 30 min.	approx. 30 min.	approx. 60 min.
Length Integration	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.
Integration	Pre- or Mid-Roll	Pre- or Mid-Roll	Post-Roll	Post-Roll	Post-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll
<b>CPM AdBundle</b> (Pre-Roll OR Mid-Roll OR Post-Roll)	<b>125 €</b>	<b>125 €</b>	<b>125 €</b>	<b>125 €</b>	<b>125 €</b>	<b>125 €</b>	<b>125 €</b>	<b>125 €</b>
<b>CPM TandemAd</b> (Exclusively in one episode Pre-Roll AND Mid-Roll)	<b>180 €</b>	<b>180 €</b>	<b>180 €</b>	<b>180 €</b>	<b>180 €</b>	<b>180 €</b>	<b>180 €</b>	<b>180 €</b>



\* Only post-rolls are possible for our snackable podcasts **kurz informiert** and **KI-Update**. However, these sponsorships are **exclusive!**

all rates plus VAT. Agency commission is granted; Minimum booking volume € 1,500 gross



# Podcasts (booking of individual shows)



							
Frequency of publication	every 14 days Wednesday	every Monday	Monday, Wednesday, Friday	every 14 days Friday	every 14 days Sunday	every 14 days	every 14 days Wednesday
Calls in the first 4 weeks	10,000	3,000	15,000 per week	approx. 2,500	approx. 700	-	-
Length of the sequence	30-45 min.	40-60 min.	approx. 30 min.	approx. 30 min.	approx. 40 min.	10-45 min.	60 min.
Length Integration	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.	approx. 30 Sec.
Integration	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- and Mid-Roll
<b>CPM AdBundle</b> (Pre-Roll OR Mid-Roll OR Post-Roll)	<b>125 €</b>	<b>125 €</b>	<b>125 €</b>	<b>125 €</b>	<b>125 €</b>	<b>125 €</b>	<b>125 €</b>
<b>CPM TandemAd</b> (Exclusively in one episode Pre-Roll AND Mid-Roll)	<b>180 €</b>	<b>180 €</b>	<b>180 €</b>	<b>180 €</b>	<b>180 €</b>	<b>180 €</b>	<b>180 €</b>

all rates plus VAT. Agency commission is granted; Minimum booking volume € 1,500 gross

# Podcast networks



	heise network	B2B			B2C	
		Decision maker	IT security	Employer Branding	Consumer	Young IT talents
<b>Reach per week</b>	<b>approx. 160,000</b>	<b>approx. 165,000</b>	<b>approx. 120,000</b>	<b>approx. 140,000</b>	<b>approx. 60,000</b>	<b>approx. 10,000</b>
<b>CPM AdBundle</b> (*Pre-Roll <b>OR</b> Mid-Roll <b>OR</b> Post-Roll)	<b>€ 90</b>	<b>€ 105</b>			<b>€ 70</b>	
<b>CPM TandemAd</b> (* Exclusively in one episode Pre-Roll <b>AND</b> Mid-Roll)	<b>€ 115</b>	<b>€ 135</b>			<b>€ 80</b>	

\* Only post-rolls are possible for our snackable podcasts kurz informiert and KI-Update. However, these sponsorships are exclusive!

all rates plus VAT. Agency commission is granted; Minimum booking volume € 1,500 gross

# Podcast special



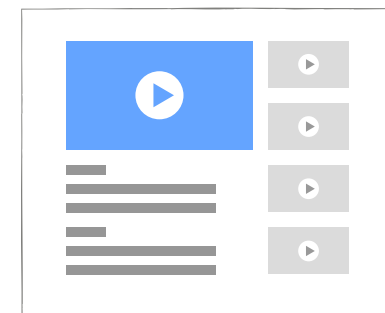
Frequency of publication	every 14 days on wednesday
Calls	approx. 500 per episode in the first 4 weeks
Length of the sequence	approx. 25 minutes
Integration	interview partner
Mention in the podcast descriptions	yes
Advertising opportunities:	<ul style="list-style-type: none"> <li>• An employee of your company will be the interview guest of the podcast; the questions are agreed in advance</li> <li>• Suggested topics:                             <ul style="list-style-type: none"> <li>- General questions and suggestions about digitization</li> <li>- Technology trends</li> <li>- Hype topics broken down into actionable strategies</li> </ul> </li> <li>• Sponsor reference in the podcast descriptions on all platforms incl. link and short company description</li> <li>• Exclusivity as sole sponsor of an episode!</li> </ul>
<b>Rate per episode</b>	<b>€ 6,900</b>







all rates plus VAT. Agency commission possible

# Videos

## PreRoll Ad

placed directly before high-quality editorial videos



Placement	heise.de      
Reach	750,000 AI per month
File size	max. 5 MB
Length	15 sec (unskipable) / 30 sec (skipable)
Formats	.mp4, .3gpp, .mov, .avi or VAST redirect
CPM	<b>€ 49</b>



Frequency of publication	every Friday		
Calls in the first 4 weeks	at least 35,000		
Episode length:	10-20 minutes		
Subscribers	106,000		
Playout channels::	Youtube channel c't 3003		
Advertising options:	<b>Package S:</b> Native integration with briefing, up to 30 seconds at the beginning, plus sponsor notes. (Explicit recommendation max. 15 sec.)	<b>Package M:</b> Native inclusion + product SHOW and briefly outlined (even if only in the background) with briefing, 45 seconds at the beginning, plus sponsor notes.	<b>Package L:</b> Product placement, at least 4 weeks
Production	<b>€ 5,500</b>	<b>€ 7,900</b>	<b>on request</b>

all rates plus VAT. Agency commission is granted

# Contentmarketing

**ONLINE ADVERTORIAL**

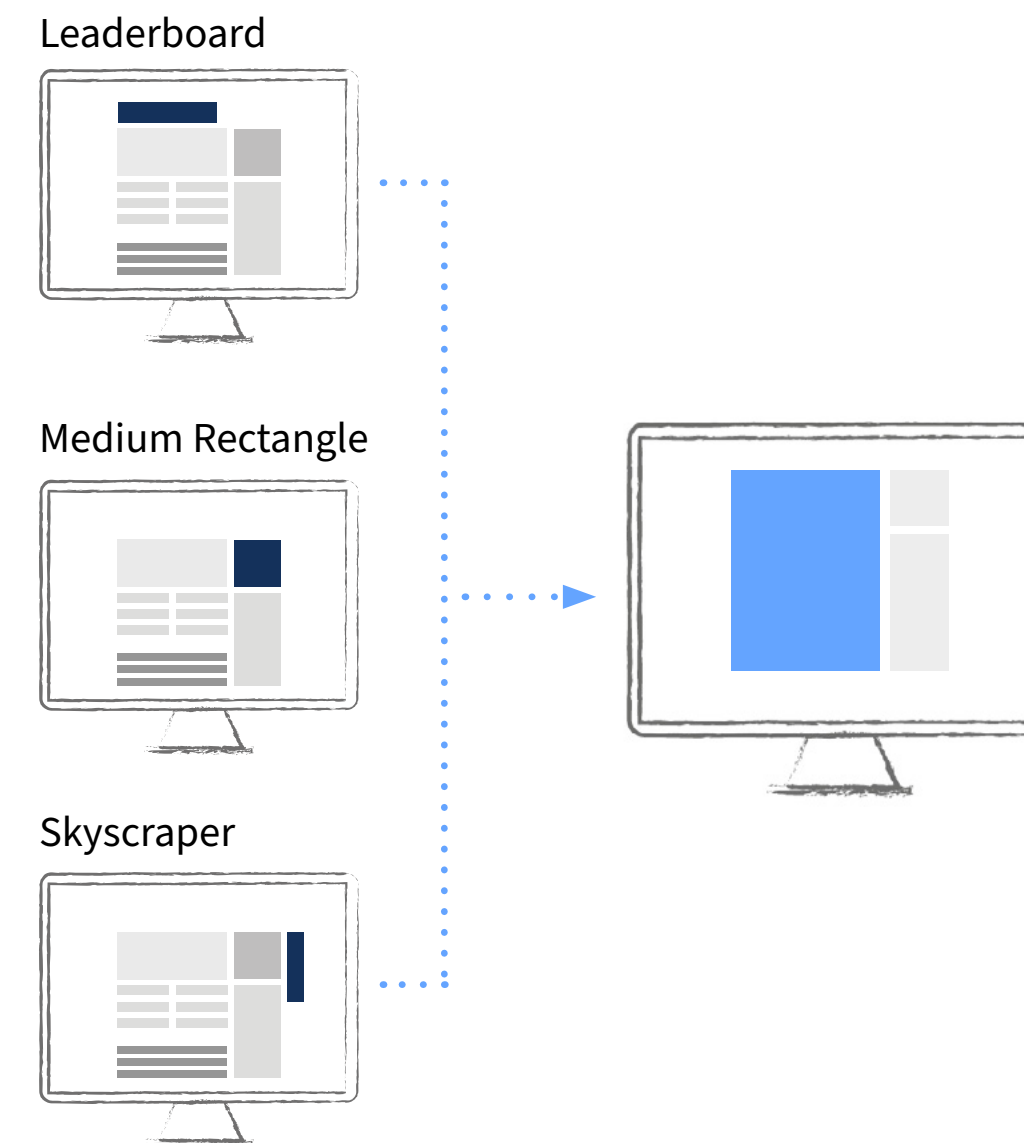
**NATIVE ARTICLE**

**CONTENT HUB**

**VIDEO TUTORIAL**

# Online Advertorial

	Advertorial heise online	Advertorial Audience
Placement	heise online	heise online Audience*
Duration	4 weeks	4 weeks
Guaranteed calls	at least 2,000	1,500
Layout	✓	✓
Programming	✓	✓
Promotion	✓	✓
SEO - Relevance	✓	✓
co-branded Ads	✓	✓
Textlink	✓	✓
<b>Rate</b>	<b>€ 9,900</b> minus agency commission if applicable	<b>€ 10,900</b> minus agency commission if applicable



**Note:** Content creation possible on request

all rates plus VAT. Agency commission is granted

\*Co-branded ads can be played in the following audiences :

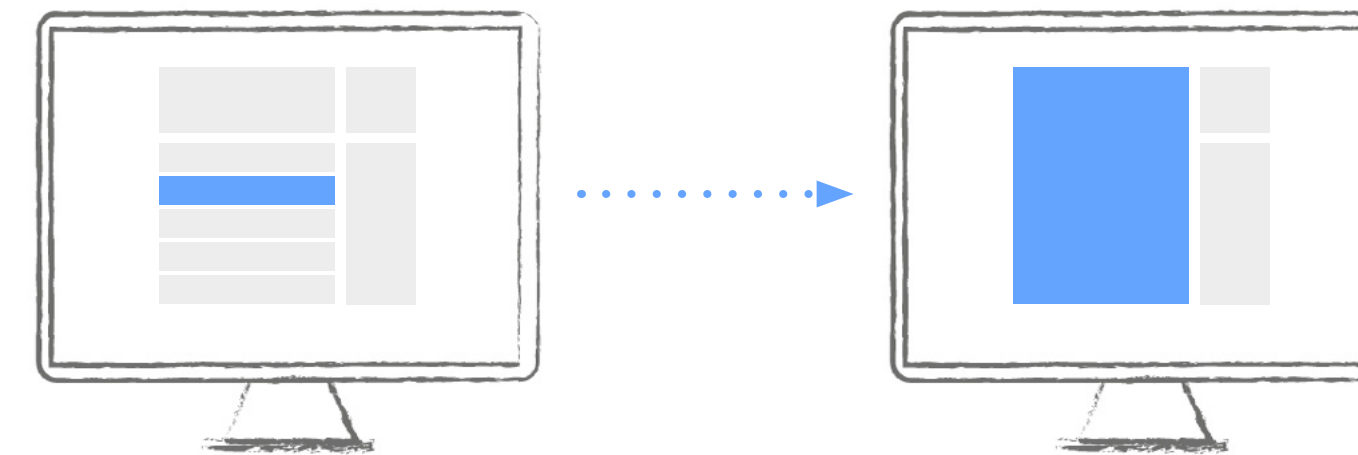
IT Decision Maker, Server, Cloud, Security, Recruiting, Developer, Consumer

# Native Article

	Small	Medium
Duration	2 weeks	4 weeks
Content page	1	2
Guaranteed calls	1,000	2,500
Content creation	✓	✓
Layout	✓	✓
Promotion (Native Teaser)	✓	✓
Programmierung	✓	✓
SEO - Relevance	✓	✓
<b>Rate</b>	<b>€ 8,900</b>	<b>€ 12,900</b>

## Example

Advertisement in the Newsfeed



# Content Hub

	Content Hub M	Content Hub Audience	Content Hub Leads
Articles from HBS	6	6	2 Lead assets and 5 articles
Duration	3 months	3 months	6 months
View guarantee	21,000 views	at least 35,000 views	at least 35,000 views
Audience	heise online Total	individually according to target group specifications	individually according to target group specifications
Content from customer	at least 5 Assets	at least 5 Assets	at least 4 Lead-Assets (gated)
Lead time	6 weeks	6 weeks	8 weeks
Project management HBS	yes	yes	yes
Lead guarantee	no	no	yes
Leadnurturing	no	no	yes (MQL, MTL, SRL)*
Quantity	no indication	no indication	at least 600 Leads
Filter	no	yes (Industry, number of employees and function)	yes (Industry, number of employees and function)
Layout/Programming	yes	yes	yes
Integration of image galleries, videos, studies, whitepapers	yes	yes	yes
SEO-Relevance	yes	yes	yes
Promotion heise online	yes	yes, incl. link in Top Navi and in Top Topics	yes, incl. link in Top Navi and in the top topics as well as Native teaser in Newsstream and Daily Newsletter
Stand-alone mailings	no	yes	yes
Reporting	yes	Individual performance report	Individual performance report and lead report
Rate	<b>from € 78,300</b>	<b>from € 135,000</b>	<b>from € 234,000</b>

\*MQL= Marketing Qualified Lead: 1 contact/download

\*MTL=MQL, further qualified by additional touchpoints

\*SRL=MTL plus, 3 of the following 4 criteria should be met: Authority of the ASP; need available, time horizon foreseeable; budget available.

all rates plus VAT. Agency commission is granted



# Video Tutorial

Do you want to convey complex topics in an easy-to-understand and gripping way? The heise Business Service team transforms your vision into memorable video content.

In just 90 seconds, we transport your message directly to your target group with crisp storytelling. Let's work together to ensure that your company and your products are not only seen, but also understood - and become deeply embedded in the minds of your customers.

**Objective:**

Branding, attention for your company & your product portfolio

**Example:**



[Google ChromeOS](#)

## What we offer you

Creation of a video tutorial including preliminary discussion, moderation, recording and post-production [www.heise.de](http://www.heise.de) and promoted across the entire network with co-branded ads and links.

Runtime	4 weeks
View guarantee	2.000 views
Application heise online	yes
Performance Report	yes
Price	<b>€ 12,900</b>

## What we need from you

Name of the product
Description of the product, photos/screenshots
System requirements/operating instructions (if available)
Your company logo in high resolution as JPG, TIFF or PNG
Linking to external pages (with tracking links)
Lead time: six weeks

all rates plus VAT. Agency commission is granted

# LeadGen

WHITEPAPER

WEBCAST

# Whitepaper

with assets

## Cost per Lead (CPL)

### Standard Lead

### Filter and options

- ✓ **First and last name**
- ✓ **eMail address** (private/company internal)
- ✓ **Job title** (Pupils, apprentices, students, unemployed & pensioners are filtered out free of charge)
- ✓ **Name of the company** (before campaign start exclusion of max. 10 companies possible, free of charge)
- ✓ **Company size**
- ✓ **Division**
- ✓ **Branch**
- ✓ **Postcode & Country**
- ✓ **Phone number**

**€ 100 per Lead**

<b>Company size</b>	
Company size 50+	€ 15
Company size 100+	€ 20
Company size 250+	€ 25
Company size 500+	€ 30
Company size 1000+	€ 45
<b>business division:</b>	
IT only	€ 15
Non-IT only	€ 15
<b>Industry</b>	
no consultants	€ 15
no authorities	€ 15
no VARs/resellers	€ 15
<b>Job title:</b>	
ITDM only (incl. IT experts)	€ 15
Manager only (incl. C-level)	€ 45
<b>Country</b>	
only Germany	€ 15
<b>Questions</b>	
one additional question, all answers count	€ 15



without assets

## Content creation incl. leadgen

### Package S

- € 4,900 Content creation
  - 20 Standard leads á € 100
- € 6,900**

### Package M

- € 4,900 Content creation
  - 40 Standard leads á € 100
- € 8,900**

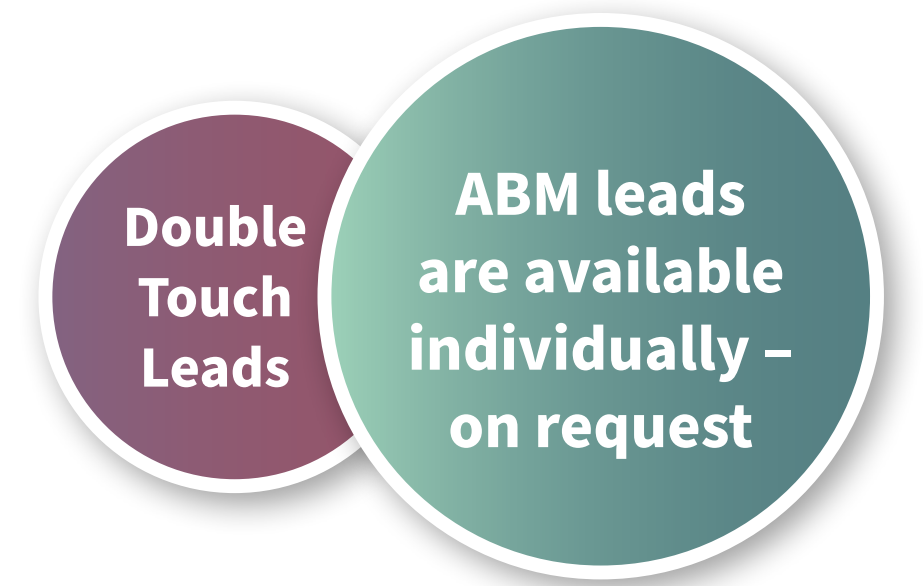
### Package L

- € 4,900 Content creation
  - 60 Standard leads á € 100
- € 10,900**

## Account Based Marketing-Lead:

- Leads according to MQL standard
- Qualified on the basis of a previously defined target account list.

**Rates on request**



# Webcasts

	S	M	L	XL
Format	Video	Video	Video	Video
Production site	Remote	Remote	Studio or Remote	Studio or Remote
Number of speakers	max. 1	max. 2	max. 3	max. 3
Company speaker visible	yes	yes	yes	yes
Length	60 minutes	60 minutes	60 minutes	60 minutes
Moderation HBS	yes	yes	yes	yes
Lead guarantee	no	yes	yes	yes
Quantity	all generated leads	85	115	150
Desktop Sharing	yes	yes	yes	yes
Filter	no	no	no	yes (Industry, number of employees and function)
Promotion heise online	yes	yes	yes	yes
Surveys	yes	yes	yes	yes
Participant questions	yes	yes	yes	yes
On-demand promotion	no	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)
Reporting	PDF-Report	PDF-Report	PDF-Report	PDF-Report
Rate	<b>from € 10,900</b>	<b>from € 15,900</b>	<b>from € 23,900</b>	<b>from € 31,900</b>

all rates plus VAT. Agency commission is granted

# Traffic Push

**NATIVE POST/UsAD**

**SOCIAL MEDIA**

**EVENT PUSH**

# Native Post / usAd

**Gesponserter Link** **Native Post**  
Logo or graphic: 360x220 px  
Icon: 32x32 px

- Reach and credibility of the heart of heise online - the news ticker - is used
- Native advertising formats tend to be more click-rich than classic display advertising
- Generation of traffic for your own landing page, linked to a content topic
- Tailored communication with a high-quality B2B readership



**Homepage inkl. Newsticker**  
duration approx. 3 weeks **€ 5,592**

CPC **€ 6,99**  
not discountable at least 800 Clicks

**Unblockable Super Ad** **Medium Rectangle**  
300x250 px

- On the acceptable ad list of Ad Block Plus
- Static 300x250px is not blocked by default and also reaches users with activated Ad Blocker
- Requires control via the editorial CMS, so the clicks cannot be delivered evenly over the campaign period and the clicks may be reached (long) before the end of the campaign.
- The campaign is fulfilled as soon as the number of clicks has been delivered. As a special form of advertising, the usAd cannot be tracked using standard tools (such as Google Analytics). Therefore, there may be significant counting differences. Heise reporting is authoritative for billing.



**Homepage**  
CPC **€ 5,99**  
not discountable at least 1,000 Clicks

all rates plus VAT. Agency commission is granted

# Social Media

## heise online

- Your advertisement will only be played in the heise online audience. That means users who actively follow heise online on Facebook and Instagram.
- Advantage:** You can reach the heise online user in a private usage situation and thus set a new touchpoint within the customer journey.

### Package 1

Duration: 2 weeks  
Clicks: 500 **€ 1,990**

### Package 2

Duration: 4 weeks  
Clicks: 1,000 **€ 3,990**

### Package 3

Duration: 6 weeks  
Clicks: 2,000 **€ 6,990**

## heise online **inkl. LinkedIn**

- Your ad will only be played in the audience of heise online. That is, users who actively follow heise online on Facebook, Instagram and LinkedIn.
- Advantage:** You reach the heise online user in a different usage session (both private and professional) and thus set another touchpoint within the customer journey.

### Package S

Duration: 2 weeks  
Clicks: 600 **€ 4,690**

### Package M

Duration: 4 weeks  
Clicks: 1,200 **€ 8,090**

### Package L

Duration: 6 weeks  
Clicks: 2,400 **€ 14,690**

## Tech Specs

### Image display

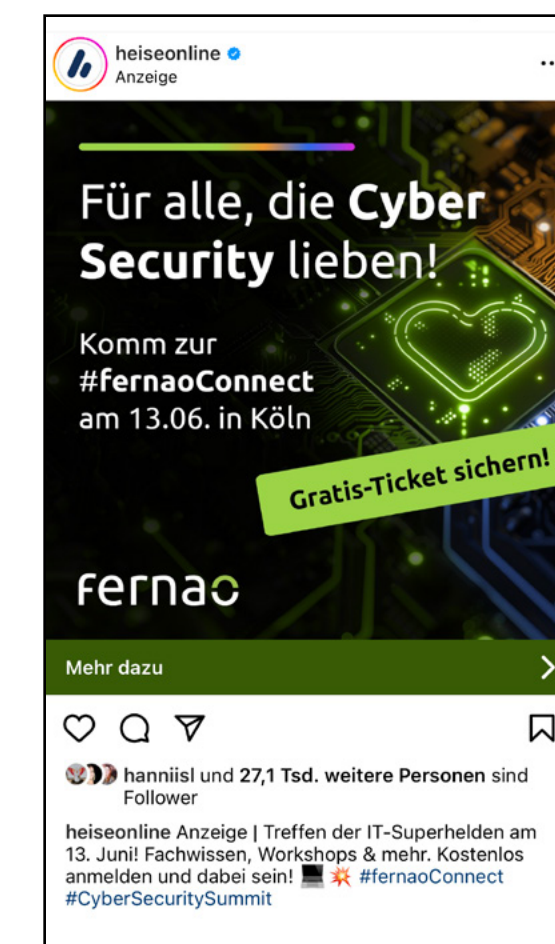




Image dimensions: 1200 x 1200 px  
Heading: 40 characters, Description: 125 characters  
URL: Clicktracking / Landingpage

# Event Push

Topic Cluster	Package S	Package L
<b>(IT) Decision Maker</b> <b>Developer</b> <b>Security</b> <b>Cloud</b>	Medium Rectangle (Rotation in a topic-related environment): approx. 100.000 AIs 	Billboard/Half Page Ad (Rotation in a topic-related environment): approx.75.000 AIs 
	usAd Rotation: 250 Clicks	UsAd Rotation: 500 Clicks
	Social Media: 250 Clicks	Social Media: 500 Clicks
	Newsletter with an affinity for the topic (Medium Rectangle): 1 week	Newsletter with an affinity for the topic (Sponsoring Leaderboard + Medium Rectangle)
		Podcast „kurz informiert“ (Spot)
	<b>€ 5,900</b>	<b>€ 9,900</b>

The linking may only be made to the landing page of the event. Links to products, store pages or other landing pages are excluded from this promotion.



# Sales Push

**SALES AD**

# SalesAd



**USP**

- Creation of a sales push advertorial including text, pictures and (affiliate-) links by our TechStage team
- Promotion through co-branded ads on the heise consumer and entertainment rotation
- max. 15-20 products
- Integration of the TechStage widget linked to the price com-parison portal
- Editorial briefing possible by arrangement
- One correction loop

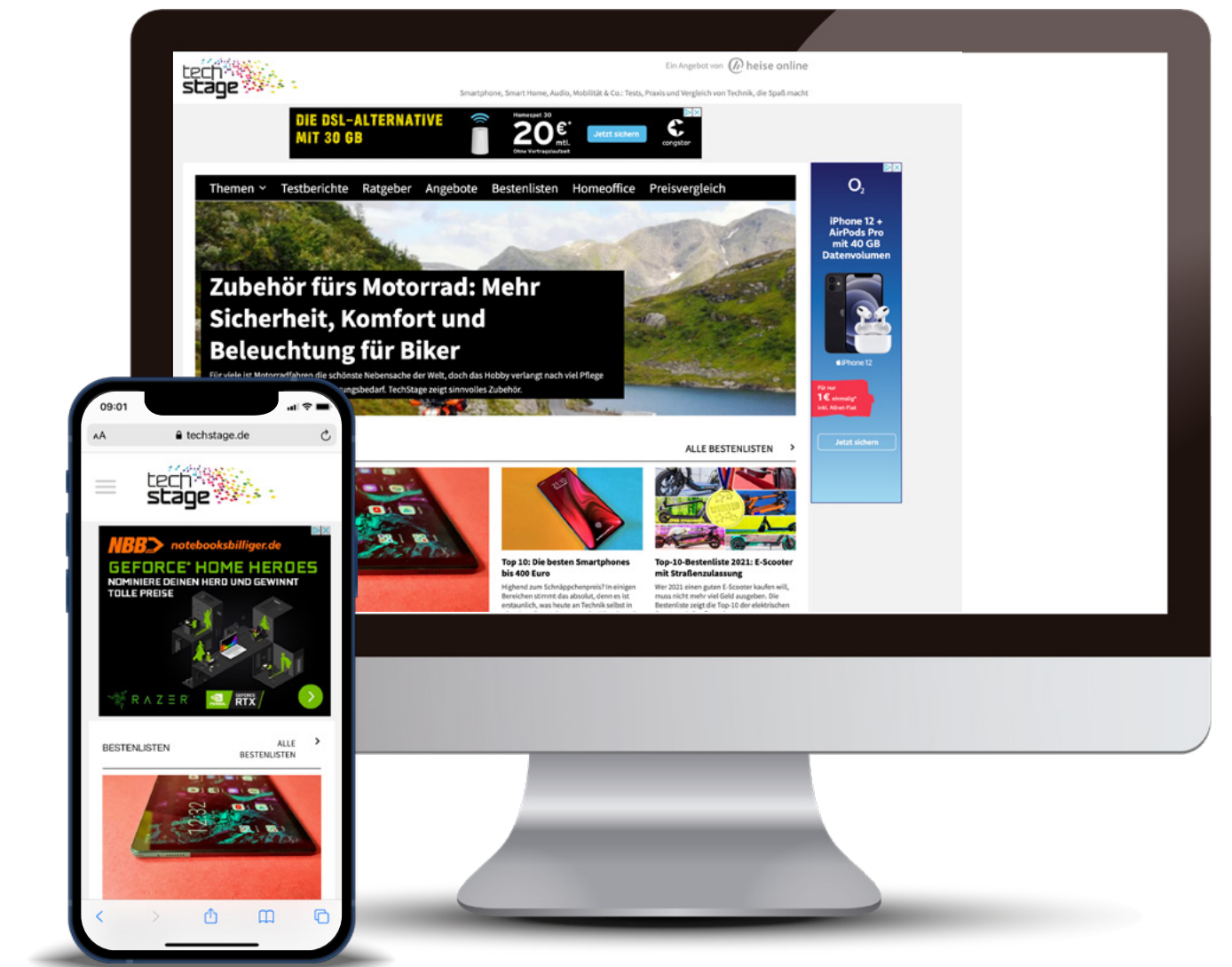
**IMPORTANT:**

There must be an added value for the user (cou-pon, high discount, raffle,...)

**Lead time max. 14 working days**

**Packages**

	Package S	Package M	Package L
Clicks	500	1,000	2,000
Duration	1 - 2 weeks	4 weeks	6 weeks
Rate	€ 3,250	€ 5,750	€ 9,250



[www.techstage.de](http://www.techstage.de)




all rates plus VAT. Agency commission is granted

# Employer Branding

**EMPLOYER BRANDING PACKAGES**

**HEISE JOBS**

# Employer Branding

	Package S	Package M	Package L
<b>Branding/Display</b>	<b>Wallpaper</b>  individual target group targeting, 100,000 AdImps	<b>Wallpaper</b>  individual target group targeting, 250,000 AdImps	<b>Wallpaper</b>  individual target group targeting, 250,000 AdImps
<b>Podcast</b>	<b>Podcast by choice</b> (individual according to target group)	<b>Podcast by choice</b> (individual according to target group)	<b>Podcast by choice</b> (individual according to target group)
<b>Native Post or usAD*</b>	300 clicks	500 clicks	700 clicks
<b>Online Advertorial</b>	-	-	2,000 guaranteed views, 4 weeks
<b>Job ads Professional</b>	2 (each € 899)	4 (each € 899)	4 (each € 899) alternative offer: 2 job ads Professional and participation in an „IT-Jobtag“
<b>Rate</b>	<b>€ 6,990</b>	<b>€ 11,990</b>	<b>€ 25,99</b>

all rates plus VAT. Agency commission is granted

# Job advertisements

## Job advertisements Classic

undesigned job advertisement in standard layout

Run-time 30 days	€ 759
Run-time 60 days	€ 999

## Job advertisements Professional

designed job advertisement in HTML format

Run-time 30 days	€ 889
Run-time 60 days	€ 1,220
Design of your advertisement according to your specifications	€ 90
each additional ad in the same layout <a href="https://jobs.heise.de/">https://jobs.heise.de/</a>	€ 50

## Job advertisements Professional+

designed job advertisement in HTML format incl. ad optimization by our experts

Run-time 30 days	€ 1,099
Run-time 60 days	€ 1,430
Design of your advertisement according to your specifications	€ 90
each additional ad in the same layout <a href="https://jobs.heise.de/">https://jobs.heise.de/</a>	€ 50

### included :

- Logo box „Top Jobs“ prominent on the homepage of heise Jobs
- Widget push in the heise online newsletter

## Job advertisements for training places/internships

Run-time 30 days	€ 109
------------------	-------

all rates plus VAT. Agency commission is granted

# Community

LIVE CHAT

USERTEST

# Live Chat

## Benefits:

- Prominent presence on the start homepage of heise online -> approx. 200,000 AdImps
- Consultation on the choice of topic in advance with colleagues from heise Business Service
- exchange with your target group.
- the live chat (duration: approx. 1h) is announced in advance via a landing page
- during the live chat you can refer to a URL or contact address
- extensive promotion through co-branded ads in the run-up to the chat
- after the live chat, the transcript of the chat can be accessed via the landing page
- complete handling incl. moderation by heise Business Service

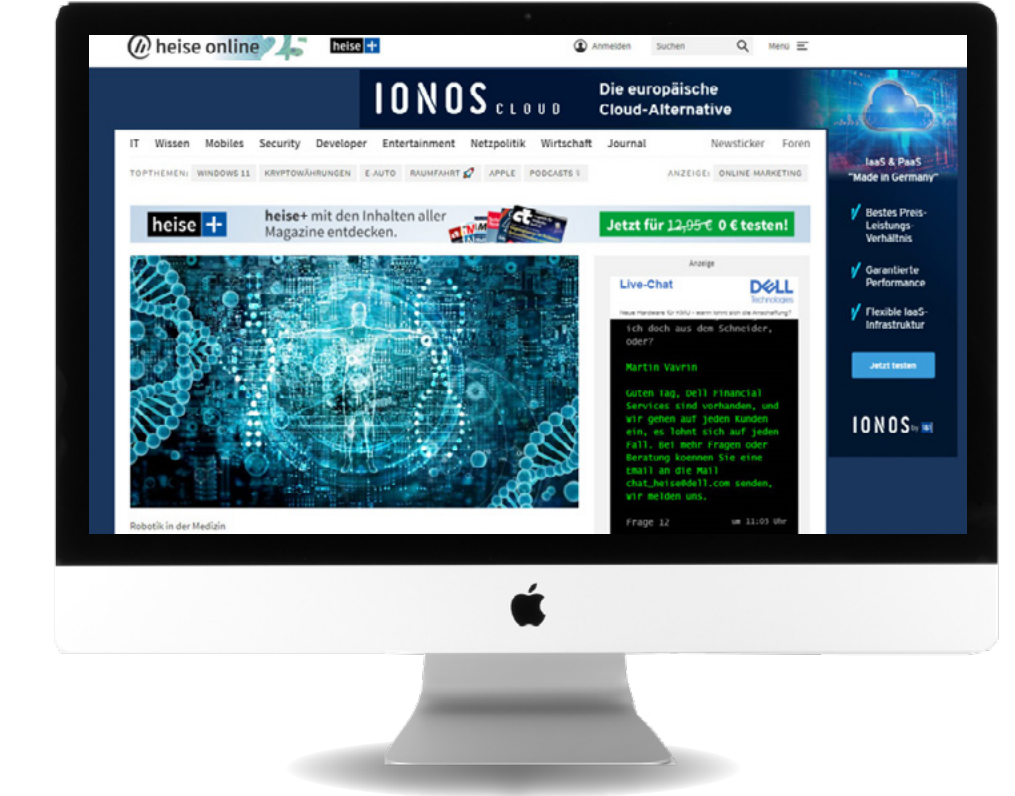
Landingpages of the Live Chats



Placement of the advertising form HalfpageAd with the announcement of the live chat on the heise online start homepage



Live chat live on the heise online start homepage



€ 25,000

all rates plus VAT. Agency commission is granted

# Usertest

Selected users deal intensively with the product in a test lasting several weeks and then share their experiences.

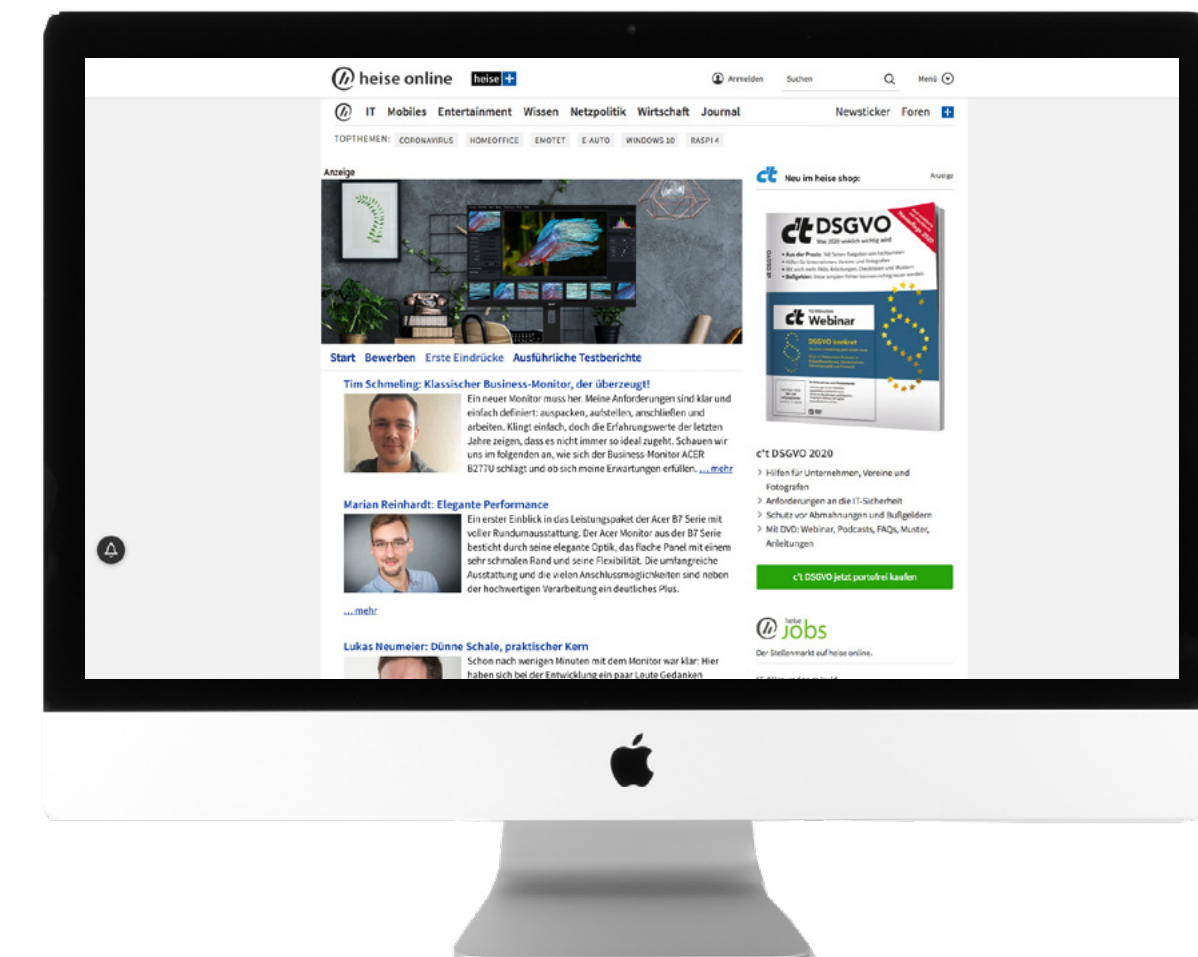
The content generated in this way is highly credible and subsequently usable.

- Added value for users
- Gladly with docted raffle
- High credibility (users test for users)
- Test results are available as content
- High visibility, own site on heise online
- Complete handling by heise
- Interactive solution off the beaten track

## Possible procedure

- Customer provides devices (at least 3, maximum 6) & offers a prize or incentive for users
- Promotion in relevant channels on heise online
- Social media component (application video) possible to create additional attention here
- Sifting of applicants & selection of testers
- Dispatch of the devices by the customer
- Follow-up by heise Business Services
- Editing and publishing of the test results on heise online
- Selection of the winner(s)
- Further promotion draws attention to test results

from € 12,000





# Target group targeting

**STAND-ALONE-NEWSLETTER**

**DISPLAY FIRST PARTY, 3RD PARTY**

**CONTENT HUB AUDIENCE**

**ONLINE ADVERTORIAL AUDIENCE**

*see page 22*

**ACCOUNT BASED MARKETING**

*see page 4*

# Stand-Alone-Newsletter

## TARGET GROUP PACKAGES

IT decision Maker	Package S	Package M	Package L
Contacts	22,000	39,800	57,000
Rate	€ 10,400	€ 18,800	€ 26,900

Industry	Package S	Package M	Package L
Contacts	22,000	35,000	49,000
Rate	€ 10,400	€ 16,500	€ 23,100

**Minimum booking volume:** € 9,900, only agency commission applicable  
All technical costs are already included

\* Package L always corresponds to the total target group

all rates plus VAT.

Cloud	Package S	Package M	Package L
Contacts	22,000	27,000	30,000
Rate	€ 10,400	€ 12,750	€ 14,200

Business	Package S	Package M	Package L
Contacts	22,000	60,800	230,000
Rate	€ 10,400	€ 28,700	€ 108,560

Security	Package S	Package M	Package L
Contacts	22,000	-	-
Rate	€ 10,400 €	-	-



# Display First Party, 3rd Party

## First Party

We determine the segment based on the surfing behavior of the individual user on heise online. If the request for the segment matches the user's surfing behavior, the user is marked using a first-party cookie.

Under certain circumstances, a user may be included in the segment based on his or her surfing behavior, even though he or she is not part of the actual target group.

This is due solely to his surfing behavior of the pages called up (only heise online). In this case, the user is nevertheless part of the segment and is also addressed afterwards. The segmentation is not based on log-in data.

see [DisplayAds](#)

## 3rd Party

Google Audiences:

Target groups of segments or users with certain interests, intentions, and demographic characteristics identified by Google and external providers. Your ads are then played out to users who are most likely to be interested in the selected categories.

Particularly relevant here are IT interests and positions, among others.

see [Account Based Display](#)

# Content Hub Audience

## Content Hub Audience

Articles from HBS	6
Duration	3 months
View guarantee	at least 35,000 views
Audience	individually according to target group specifications
Content from customer	at least 5 assets
Lead time	6 weeks
Project management HBS	yes
Lead guarantee	no
Leadnurturing	no
Quantity	no indication
Filter	yes (Industry, number of employees and function)
Layout/Programming	yes
Integration of image galleries, videos, studies, whitepapers	yes
SEO-Relevance	yes
Promotion heise online	yes, incl. link in Top Navi and in Top Topics
Standalone mailings	yes
Reporting	Individual performance report
Rate	<b>from € 135,000</b>

all rates plus VAT.

# Scale of discount

Gross volume	from € 8,000	from € 12,000	from € 25,000	from € 40,000	from € 55,000	from € 80,000	from € 120,000	from € 150,000	from € 1 80,000	from € 250,000	from € 300,000
Discount	3%	5%	8%	10%	13%	15%	18%	21%	25%	30%	33%

all rates plus VAT. Agency commission is granted

# Your Contact

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