

HEISE JOBS

RATE CARD 2024

HEISE JOBS

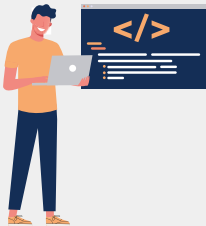
The job market for IT experts
in the German-speaking countries

Target group

Job seekers in the ICT sector, with a high or above-average level of education

more than 3,000
IT job adverts

192,908
Page Impressions*



WHY HEISE JOBS?



Maximum visibility
in the IT target group



Time saving
Quick & easy online posting
of your job adverts



Targeted recruitment
in various
IT areas




We benefit from the
usership of **heise**
online




Low scatter loss
of your adverts due to
the targeted audience

JOB ADVERTS

Job adverts 

	Classic	Professional	Professional +
	Undesigned job advert in standard design	designed job advert in HTML format	designed job advert in HTML format
30 days run time (optional 60 / 90 days)	✓	✓	✓
Refresh of your advert	✓	✓	✓
Logo presence in the hit list next to your job advert	✓	✓	✓
Daily e-mail dispatch of your advert via job newsletter	✓	✓	✓
Maximum categorisation of your ad	✓	✓	✓
The heise Jobs team will be happy to help you!	✓	✓	✓
Advert traffic through widget push on heise online		✓	✓
Ad optimisation by our experts			✓
Provide us with your keywords			✓
Logo box "Top Jobs" prominently on the home page of heise Jobs			✓
Widget push in the heise online newsletter			✓
30 days run time	€ 759	€ 889	€ 1,099
Full service (advert design costs)	-	€ 90	€ 90

LONGER RUNNING TIMES

Longer running times 

Adverts Classic

30 days:	€ 759
60 days:	€ 999
90 days:	€ 1,250
6 months:	€ 1,800
12 months:	€ 2,500

Adverts Professional

30 days:	€ 889
60 days:	€ 1,220
90 days:	€ 1,450
6 months:	€ 1,990
12 months:	€ 2,700

Adverts Professional +


30 days:	€ 1,099
60 days:	€ 1,430
90 days:	€ 1,660
6 months:	€ 2,200
12 months:	€ 2,900

Adverts Apprentice/Students

30 days:	€ 109
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ADVERTISING PACKAGES

Advertising packages 

COST-SAVINGS

Classic

Output as HTML advert in the specified layout.

Run time: 30 days

Package of 3 | € 2,049
(regular rate € 2,277)

Package of 5 | € 3,264
(regular rate € 3,795)

Professional

Output as HTML advert in corporate design.

Run time: 30 days

Package of 3 | € 2,400
(regular rate € 2,667)

Package of 5 | € 3,823
(regular rate € 4,445)

Professional +

Output as HTML advert in corporate design.
With additional traffic push.

Run time: 30 days

Package of 3 | € 2,802
(regular rate € 3,297)

Package of 5 | € 4,670
(regular rate € 5,495)

PERSONA TARGETING

Persona targeting 

Extension of your job advert in the adverts section of *heise online*

We create a persona to address the target group directly
– for the area security or developer:

- + **Display campaign** with 100,000 ad impressions on heise online
- + **Advertising material creation** based on our corporate design & logo of heise Jobs by us
- + **incl. a Professional advert** on heise Jobs
- + **30 days run time**

Rate: 30 days | € 3,300




heise online

heise online is the leading medium for German-language high-tech news.

The combined expertise of seven specialised editorial teams reports on all events in the IT sector, on general high-tech topics and on research and science.

EMPLOYER BRANDING

Employer Branding 



Package S

100,000 AdImps

300 Clicks Native Post/Us Ad

2 Ads Professional à € 889

Podcast of your choice

Rate: € 7,190

Package M

250,000 AdImps

500 Clicks Native Post/Us Ad

3 Ads Professional à € 889

Podcast of your choice

Rate: € 11,990

Package L

250,000 AdImps

Online Advertorial:
2,000 guaranteed views
4 weeks

700 Clicks Native Post/Us Ad


4 Ads Professional à € 889

Podcast of your choice

Rate: € 25,990


With our **multichannel packages** you get the perfect **recruiting mix** to find your IT staff.

Play out your **recruiting campaign** via **various channels on heise online** and address applicants in a targeted and direct manner.



No matter which package you choose - the publication of your job adverts is always part of your **perfect recruiting mix!**

DELIVERY OF YOUR ADVERTS



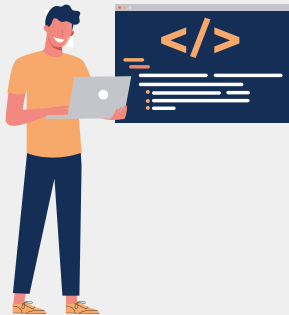
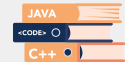
Booking via the switching tool:

You can conveniently post and publish job adverts on heise Jobs yourself at www.jobs.heise.de. Here it is possible to insert the advert into a template design or publish it in your corporate design.



Delivery by mail:

Please send your adverts data as a PDF, Word or ZIP file by email to: **stellenanzeigen@heise.de**
Please also let us know in which adverts format your job advertisement should be published on heise Jobs.





heise Jobs IT days

IT recruiting event for targeted recruitment in the IT sector



USPs

Small event, personal exchange, target group-orientated, no scattering losses, free supporting programme



11 cities

all over Germany

What we offer

Company profile on the [heise Jobs IT Tag website](#)

Information booth (approx. 8m²) with at least one high table & two stools and power supply at the booth

Wifi, catering

Promotion of the event:

- University marketing
- Ticker messages on heise online
- Social Media
- Calendar of events
- Newsletter

Rate: € 3,900 plus VAT

Presentation (30min.): € 250 plus VAT

powered by



This is what we offer you as an exhibitor:

- Direct access and discussions with people interested in ICT jobs
- Information booth with high table and two stools/chairs and space for your information material, Wifi
- Extensive communication and promotion of the event in the heise media and via Jobware
- Promotion of the event through our excellent contacts with universities and colleges
- Mention of your company and company presentation in an advertising campaign on heise online and heise Jobs
- Presentation of your company with logo and brief description on the registration page
- Catering included

Hamburg / 07 Mar 24	Düsseldorf / 12 Mar 24	Stuttgart / 09 Apr 24	Munich I / 18 Apr 24	Leipzig / 25 Apr 24
Former main customs office	Rheinterrassen	IHK region Stuttgart	Nemetschek Haus	Mariott Hotel
Hanover / 16 May 24	Frankfurt / 28 May 24	Cologne / 19 June 24	Nuremberg / 25 June 24	Karlsruhe / 18 Sept 24
Hanover Congress Center	IHK building at Börsenplatz	KOMED in the MediaPark	Meistersingerhalle Nuremberg	IHK House of Economy
Berlin / 09 Oct 24	Munich II / 17 Oct 24			
Spreespeicher	Nemetschek Haus			

powered by

heise Jobs

— IT KOMPAKT —



heise Jobs IT Kompakt

Combination of conference and recruiting fair



USPs

- Personal exchange with potential employees, offer of vacant IT positions
- HR stage: current job topics, opportunities in the professional environment, tips & tools for career planning, elevator pitches



Takes place **several times a year** – always linked to a **larger trade fair**, e.g. like gamescom



YOUR CONTACT

Erika Hajmassy
erika.hajmassy@heise.de

Learn more



**LEVEL UP
YOUR CAREER!**

What we offer

Be part of our HR stage

Present your company as an employer in a 5-minute elevator pitch


Exhibition area

Present your company and your vacant IT positions with an information stand

Promotion of the event:

- University marketing
- Social media
- Marketing on the heise channels

YOUR CONTACTS

Your contacts 



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**Lisa
Simon**

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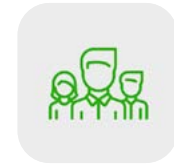
+49 [0]511 5352 815



**Lousia
Fischer**

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+49 [0]511 5352 121



**heise Jobs
Team**

stellenanzeigen@heise.de

click for further information:
www.jobs.heise.de

HEISE PUBLICATIONS




c't magazin für computertechnik has been one of the most respected sources of information for computer professionals in Europe **for 40 years**. Every 14 days, c't offers thematic diversity, technical expertise, journalistic independence and in-depth articles. The magazine reports on operating systems, hardware technology and communication in a manufacturer-independent and cross-platform manner. In addition to classic computer technology, c't also pays close attention to contemporary applications, for example in the digital audio/video sector or in mobile computing.

The IT professional magazine **ix** has been a must-read for professional IT users **for over 30 years**. A mixture of manufacturer-independent tests, basic articles and background reports as well as the latest product presentations provide all the necessary information for successful company-wide computer use.

Technology Review is the magazine for important technological trends. Published eight times a year, the German edition of the famous „MIT Technology Review“ has been reporting **for over 20 years** on innovations and ideas that will change our society and our lives. It identifies market opportunities and the benefits of developments, particularly in information and biotechnology, energy, transport, space, medicine and materials research. Technology Review provides knowledge, guidance and inspiration for managers and decision-makers, researchers, developers and anyone else interested in technology.

PUBLISHER'S DETAILS



Publisher's details 

Publisher

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Ansgar Heise, Beate Gerold

Editor-in-chief

Dr. Volker Zota & Torsten Beeck

Advertising Manager

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Publishing company

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Germany

Web

www.jobs.heise.de



GENERAL TERMS & CONDITIONS

General Terms & Conditions heise jobs of

Heise Medien GmbH & Co KG, Karl-Wiechert-Allee 10, 30625 Hanover Germany

- represented by the Managing Directors Mr. Ansgar Heise and Mrs. Beate Gerold -

These General Terms & Conditions apply for the signing and execution of contracts between Heise Medien GmbH & Co KG (Heise Verlag) and the customer regarding the online job exchange and the rights and duties arising out of this contract for the two parties involved.

I. Subject matter of the General Terms & Conditions

The subject matter of these General Terms & Conditions is the specification of the contractual terms of contracts concluded online or otherwise between Heise Verlag and advertising customers regarding the publication of advertisements in the online job exchange on the Heise Verlag web sites and with customers requesting access to the applicant database. The General Terms and Conditions shall apply in the version valid at the time the contract is concluded.

The first section specifies the terms and conditions of Heise Verlag for the publication of job advertisements at heise jobs. The second section deals with the contractual terms regarding access to the applicant database operated by Heise Verlag. The third section comprises terms and conditions valid for both sections described above.

II. Publication of advertisements at heise jobs

§ 1 Signing of the advertising contract

1. An „advertising contract“ in the sense of the following General Terms & Conditions is a contract for one or several advertisements of an employer or other interested parties (customer) on the online job exchange of Heise Verlag's web sites.
2. The contract is deemed concluded when Heise Verlag confirms the customer's respective purchase order. An order may be placed by completing the form available on the web site or by other means, such as by e-mail, fax or letter. The customer will receive an order confirmation after receipt of his advertisement order by e-mail or otherwise and after Heise Verlag has validated the order. The contract is deemed signed upon confirmation or upon clearing.
3. The information contained in Heise Verlag's order confirmation, in particular concerning the start date and duration of the advertisement placement, is deemed agreed between the parties. If the customer does not agree with the information contained in the order confirmation, he will contact Heise Verlag immediately to have this information corrected, as appropriate.

§ 2 Duty to inform

When placing an order, the customer is obliged to provide true and correct information. If no such information or if incorrect data - in particular, a wrong address - is provided from the outset, Heise Verlag may withdraw from the contract if one has already been entered into.

§ 3 Reservation to reject orders

1. Heise Verlag reserves the right to reject advertisement orders due to their content, origin or technical design, in particular in cases where the content of the job advertisement offends legal or regulatory prohibitions or is contra bonos mores or if publishing the advertisement is deemed unacceptable for Heise Verlag due to other reasons.
2. If an advertisement already published online offends legal or regulatory prohibitions or is contra bonos mores, Heise Verlag has the right to remove this advertisement immediately from their offering. Heise Verlag will inform the customer immediately that his advertisement has been withdrawn and will make arrangements with the customer on how to proceed.
3. If an advertisement is rejected prior to publication or removed from the web site, because it offends legal or regulatory prohibitions or is contra bonos mores or if publishing the advertisement is deemed unacceptable for Heise Verlag due to other reasons, the customer is not entitled to claim damages from Heise Verlag. If the customer is liable for the situation, Heise Verlag is entitled to claim reimbursement of expenses.

§ 4 Supply of advertisements

1. The customer has several options to supply the advertisements to be published.
Enter the data into the web form.
 - Entering the data via web form;
 - Sending the data by e-mail, letter, fax or other means;
 - Transmission of a digital template;
 - Provision on own server when integrated into frames of the Heise Verlag.
2. The customer is responsible for the complete supply of the means of advertisement, in time and before the first publication date specified and agreed in the order confirmation. Heise Verlag cannot be held accountable for any delays caused by the content of the advertising material supplied by the customer or for content-related or technical reasons.

§ 5 Creation of advertisement by Heise Verlag

1. If the customer explicitly commissions Heise Verlag to do so, Heise Verlag will design and create advertisements for the customer based on the customer's specifications.
2. Heise Verlag will receive a fee for creating and designing such advertisements. Unless otherwise agreed in writing, this fee is based on the rate card published online on the pages of heise jobs.
3. Heise Verlag will reserve all copyrights and usage rights for the advertisements created by Heise Verlag for the customer; unless otherwise agreed in writing, they will not be transferred to the customer automatically, even after termination of contract. This provision does not apply for those parts of the advertisement supplied by the customer.

§ 6 Infringement of third-party rights

1. Heise Verlag is not obliged to check the texts and images supplied by the customer and the technical design of the advertisement for any infringements of third-party rights.
2. If trademarks or copyrighted material is used for publishing the advertisement, the permission to use this material is deemed granted with the advertisement order. The customer warrants that he has the right to grant such permission.
3. The customer explicitly indemnifies Heise Verlag from any claims of third parties that may arise due to the form, content or design of the advertisements, in particular potential infringements of copyrights or trademark rights. The parts of the advertisements created by Heise Verlag are excluded from such indemnification.

§ 7 Publication of the advertisement

1. Heise Verlag will ensure online publication of the advertisement commissioned by the customer on Heise Verlag's job market web pages at the time and for the duration agreed.
2. The customer must check the published advertisement immediately after its first publication and must lodge any complaints immediately. If the customer does not lodge such complaint, the published advertisement is deemed approved free of deficiencies.

§ 8 Modifications of advertisements

1. If the customer requests so, Heise Verlag will modify job advertisements during their period of publication, if such content-related or technical modifications are deemed acceptable.
2. If only minor modifications have to be performed by Heise Verlag with only minor efforts, they will be performed free of charge. For major modifications, a fee must be paid to be agreed between Heise Verlag and the customer.
3. If the customer hosts the advertisement on his own server and integrates the offering through frames into Heise Verlag's offering, the customer may modify his advertisements anytime.
4. Excluded are such modifications which change the content of an advertisement in such a way that, in the event of the modification, a new position would be advertised instead of the original one. If such modifications are made without the consent of Heise Verlag, the advertisement will be deemed to have been placed again and will entail a renewed obligation to pay remuneration in accordance with the rates quoted by Heise Verlag. Furthermore, Heise Verlag has the right to terminate the contract without notice.

§ 9 Transfer of advertisements to third parties

1. Heise Verlag is not permitted to transfer the advertisement in part or as a whole to other online or offline media for publication without the customer's explicit consent.
2. Heise Verlag is not liable for any unauthorised transfer of the advertisement or individual parts of this advertisement into third-party offerings, since we cannot rule out such transfers based on the current state of technology. If Heise Verlag learns of such cases, the customer will be informed accordingly.

§ 10 Remuneration

1. A fee must be paid to Heise Verlag for publishing and provisioning the advertisement. Unless agreed otherwise and individually in writing, the amount of this fee is based on Heise Verlag's rate card published online. The fee shall be calculated based on the rate card published in the Internet at the time when the customer's order is received.

2. Unless otherwise agreed, the amounts invoiced are due immediately and net. Payment is deemed made when the money has been credited to Heise Verlag's bank account.
3. The customer only has the right of retention if and to the extent to which his counterclaim arises from the same contract. Any offsets made by the customer are excluded unless the counterclaims have been recognized by declaratory judgment or have been acknowledged by Heise Verlag.

§ 11 Warranty

1. Heise Verlag ensures that the advertisements are reproduced as well as possible according to the common technical standard. However, the customer understands that the current state of technology does not allow a program to be created that is completely free of any deficiencies.
2. In particular, reproduction of the job advertisement is not deemed deficient if such deficiencies are caused by using an unsuitable presentation by software and/or hardware, by disruptions of communication networks operated by other providers, by computer breakdowns at an Internet access provider or online service or by incomplete and/or not updated offerings of proxy servers (caches) of commercial and free providers and online services.
3. The presentation of advertisements is impossible due to reasons for which Heise Verlag is responsible, the customer may claim a correct substitute advertisement, which is, however, limited to the extent to which the usage of the job advertisement has been affected. If publication of such substitute advertisement fails for whatever reason, the customer has the right to either withdraw from the contract or to claim a reduction of the rate for this advertisement. Any claims for damages by the customer are, however, excluded.

III. Access to applicant database

§ 1 Signing of the contract

The contract is deemed entered into when Heise Verlag confirms the customer's respective purchase order. An order may be placed by completing the form available on the web site or otherwise, in particular, by e-mail, fax or letter. The customer will receive an order confirmation by e-mail or otherwise. A contract is deemed entered into as soon as such confirmation is received or when database access is granted.

§ 2 Database access

1. Upon registration and receipt of the password, the customer may access the database where job applications at heise jobs are stored.
2. The customer may only contact the job applicant when the contract has been concluded and during the term of contract. Once the customer has found an interesting candidate in the database, the applicant will be informed that the customer is interested. If the applicant agrees to make contact with the customer, Heise Verlag will supply the applicant's contact data to the customer, who would then be able to make contact with the applicant himself.

§ 3 Remuneration

1. A fee must be paid to Heise Verlag to allow the customer to contact applicants from the applicant database. Unless agreed otherwise and individually, the amount of this fee is based on Heise Verlag's rate card published online. The fee shall be calculated based on the pricing list published in the Internet when the customer's request for database access is received.
2. Unless otherwise agreed, the amounts invoiced are due immediately in full. Payment is deemed made when the money has been credited to Heise Verlag's bank account.
3. The Client shall only be entitled to any right of retention if and to the extent that its counterclaim arises from the same contractual relationship. A set-off declared by the Client is excluded unless the counterclaims have been legally established or recognised by Heise Verlag.

§ 4 Term of contract

The minimum term of a contract on access to the applicant database is four weeks. All details on the term of contract can be found in the rate card published online.

§ 5 Warranty

1. Heise Verlag ensures the best possible access to the database allowed by the common technical standard. However, the customer understands that the current state of technology does not allow a program to be created that is completely free of any deficiencies.
2. In particular, access is not deemed deficient if such deficiencies are caused by using an unsuitable presentation software and/or hardware, by disruptions of communication networks operated by other providers, by computer breakdowns at an Internet access provider or online service or by incomplete and/or not updated offerings of proxy servers (caches) of commercial and free providers and online services.
3. If access to the applicant database is impossible due to reasons for which Heise Verlag is responsible, the customer may claim an extension of the term of contract to access the database, which is, however, limited to the extent to which the purpose and usage of the database has been affected. If access to the database during the extended term of contract fails for whatever reason, the customer has the right to either withdraw from the contract or to claim a reduction of the rate paid for the database access. Any claims for damages by the customer are, however, excluded.

IV. General provisions

§ 1 Liability

1. Heise Verlag assumes unrestricted liability for intention and gross negligence of their employees, legal representatives and executives. This also applies for expressly warranted

properties. Heise Verlag will only be liable for slight negligence if a cardinal duty essential for accomplishing the contractual goal and purpose has been infringed.

2. If and to the extent to which cardinal duties in the sense described above have been infringed, liability is restricted to the damage typical for this type of contract. In particular, liability resulting from non-achievement of employment or wrong employment is excluded, as is any liability for content for which Heise Verlag is not responsible, e.g., content entered by applicants.
3. In any case, liability towards companies for damages resulting from gross and slight negligence is restricted to the amount and extent typical and foreseeable for such cases and to damages not controllable by the customer; for vicarious agents who are no legal representatives or executives, this restriction also applies for damages caused by intent.

§ 2 Privacy

1. Without the customer's explicit consent, Heise Verlag will only gather and store data necessary for executing the order and the contract electronically. Heise Verlag will make use of all data provided only for the purposes agreed by the customer.
2. Heise Verlag will ensure that the regulations of the federal privacy law will be observed. In other respects, Heise Verlag's privacy policy will apply.

§ 3 Miscellaneous

1. For business with business people and legal persons according to public law, the venue for all disputes arising out of this contract will be Hanover. In addition, Heise Verlag is also entitled to take legal action at the customer's place of business.
2. If one of the provisions of the General Terms & Conditions is or becomes ineffective, this does not affect the effectiveness of the remaining provisions. The parties to this contract agree to replace the ineffective provision by another provision that comes close to the economic purpose of the ineffective provision.
3. This contract is subject to the German law under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.
4. Place of performance is Hanover.
5. Subsidiary agreements, modifications and amendments to this contract must be done in writing to be effective; this also applies for a waiver of the written form.