c't 3003

Videos from Europe's largest tech editorial team

If you thought entertainment and serious tech journalism were mutually exclusive, you haven't heard of c't 3003!
In weekly YouTube videos, experienced video makers Jan-Keno Janssen and Johannes Börnsen shed light on everything that comes under their wings - from Raspberry Pi to smartphones and electric scooters: sometimes silly, but always technically sound. What sets c't 3003 apart from other YouTube channels is the expertise of Europe's largest tech editorial team: over 60 c't editors support the channel with their know-how.

Youtube format
- Video, in the Youtube-Channel 3003
- Length of the episode: 10-20 minutes
- Published weekly, usually on Fridays
- Views: at least 50,000 in the first 4 weeks (depending on the topic, well over 200,000 views per episode are possible)

Playout channels:
- **Youtube channel c't 3003** (149,000 subscribers as of July 2024)

Advertising opportunities:
- **Package S:** Native integration based on product information and videos with briefing, up to 30 seconds at the beginning. Particularly suitable for software products/ digital solutions
  € 5,500

- **Package M:** SHOW Native integration + product and briefly outlined (even if only in the background with briefing, approx. 60 seconds at the beginning. Particularly suitable for hardware
  € 7,900

- **Package L:** Product placement. Targeted and exclusive integration of your product. Duration: at least four weeks
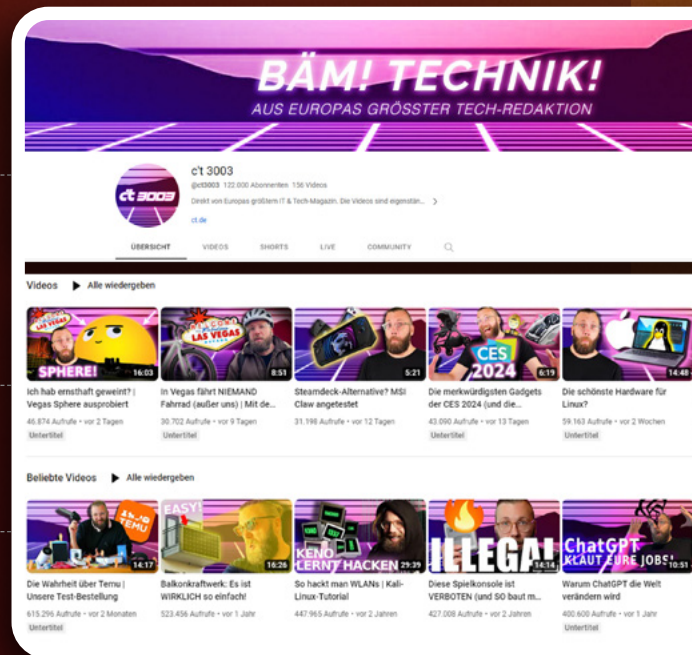 **€ 13,500**

Exclusivity:
sole sponsor of an episode!

IMPORTANT:
The integration can be released in advance. There is an approval loop. We need the briefing 10 working days before the broadcast date.

Rates

c't 3003	Sponsoring
Length	10-20 minutes
Subscribers	149,000
Rate Package S	€ 5,500
Rate Package M	€ 7,900

Target group

355,000 c't readers are on YouTube , other online video portals daily / several times a week

93 % Men

7 % Women

63 % are between 16 - 44 years old

67 % want to be thoroughly informed / want to have a better understanding of backgrounds and contexts

82 % were on Youtube / other online video portals yesterday

source: AWA 2024

to the Youtube channel

Contact