# heise online

# Passwort – the heise security podcast

In this podcast, Dr. Christopher Kunz and Sylvester Tremmel take a bi-weekly look at current IT security topics and discuss them in depth. They take a look behind the hype and pragmatically work out whether the hot topics of recent weeks justify an acute need for action for their listeners – IT security staff in companies, but also interested private individuals.

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| **Podcast format:** | • Audio format<br>• Length of the episode: 60 minutes<br>• Released every 14 days |
| **TechSpecs:** | • Spot content as continuous text for the production of the spot by a trained speaker<br>• Reporting of retrievals (via Podigee) after 4 weeks |
| **Output channels:** | • On **heise.de**<br>• Available via Apple Podcasts, Deezer, Spotify, Google Podcasts<br>• Subscribable via RSS feed |
| **Advertising opportunities** | |
| **Integration:** | • Pre or mid roll<br>• Spot, produced by heise with trained speakers |
| **Length:** | Each approx. 30 seconds |
| **Exclusivity:** | Roadblock in one episode |
| **Rate to start:** | **€ 1,599**  (agency commission possible) |

**IMPORTANT:** The spot can be approved before integration.
There is an approval loop.

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**heise security**

**Link to the podcast**

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