

# kurz informiert - Sponsorship



Our weekday news podcast delivers the most important news of the day condensed into 2 minutes. If you use voice assistants such as Amazon Alexa or Google Assistant, you can also hear or see the news there.

**Podcast format:**

- Audio format
- Length of the episode: approx. 2.20 minutes
- Published on weekdays

**TechSpecs:**

- Spot content as continuous text for the production of the spot by trained voice speakers
- Reporting of retrievals (via our audioserve ad server) takes place after the end of the campaign

**Playout channels:**

- On **heise.de**
- Available via Apple Podcasts, Deezer, Spotify, Google Podcasts
- Can be subscribed to via RSS feed

## Advertising opportunities

**Integration:**

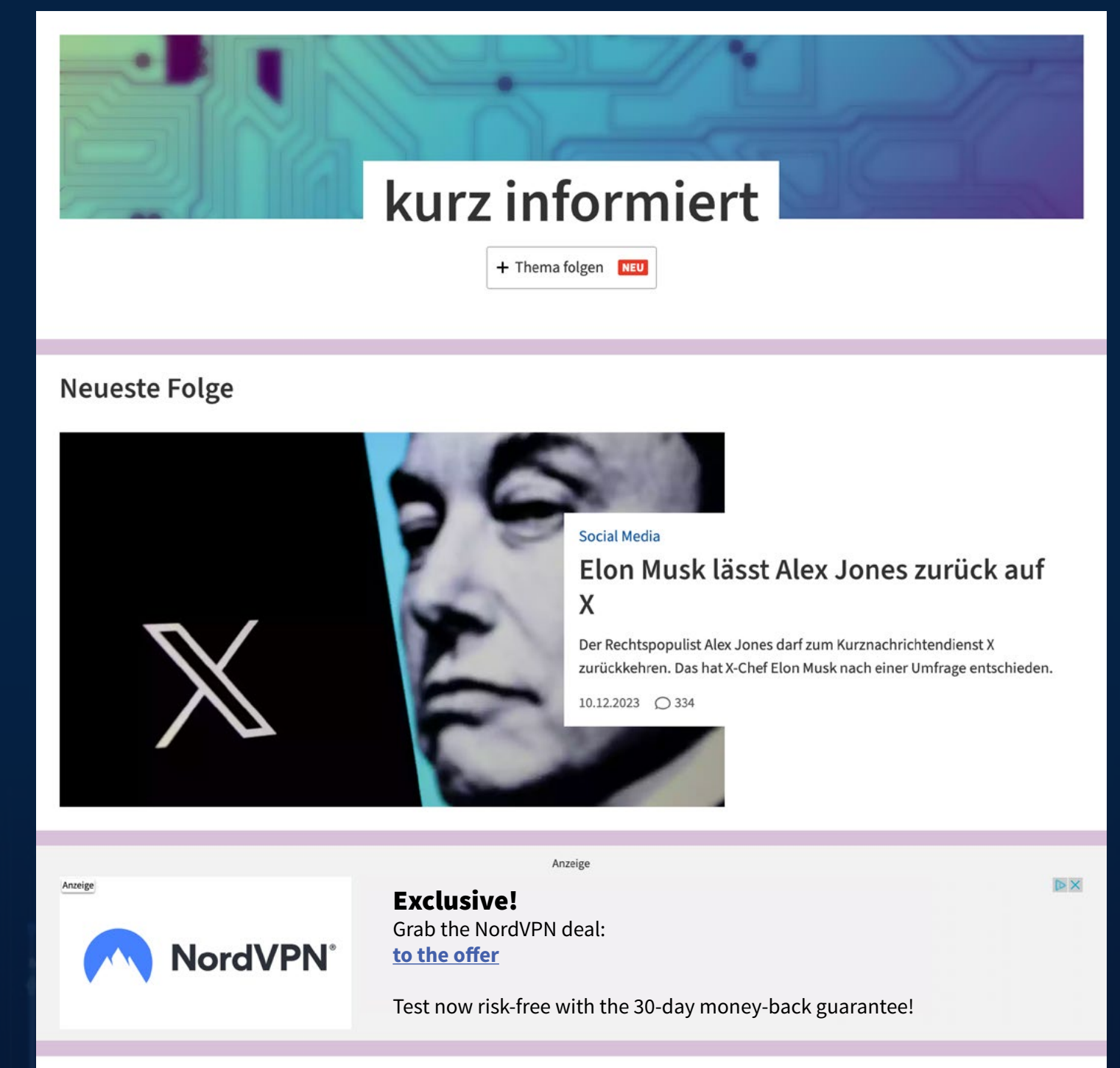
- At the beginning "This podcast is presented by ..." and mid-roll
- Spot, produced by heise with trained speakers

**Length:** approx. 30 seconds each

**Exclusivity:** Sponsorship of all episodes of the podcast for 14 days with approx. 500,000 views, additional show notes on the briefly informed overview page [www.heise.de/thema/kurz-informiert](http://www.heise.de/thema/kurz-informiert)

**Rate at the start:** € 14,900 (Agency commission possible)

**IMPORTANT:** The advert can be released before integration. There is a release loop.



[Link to the podcast](#)

**Talk to us:**

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