

Rate card

Valid from 1st of January 2025

| | |
|--------------------------|-------------------------------|
| BRANDING | TRAFFIC PUSH |
| CONTENT MARKETING | EMPLOYER BRANDING |
| INTENT DATA | TARGET GROUP TARGETING |
| LEADGEN | |

Branding

DISPLAY ADS

ACCOUNT BASED DISPLAY

CONTEXTUAL

FIRST PARTY HEISE+

WALLPAPER

FIREPLACE

NEWSLETTER

PODCASTS

VIDEOS

Display Ads

Price level 1



Leaderboard
728x90 px

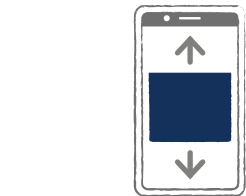


Skyscraper
max. 160x600 px

Price level 2



Medium Rectangle
300x250 px



Mobile Rectangle
300x250 px

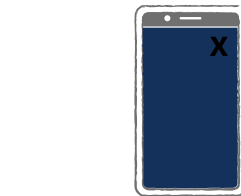
Price level 3



Half Page Ad
300x600 px



Wallpaper
728x90 px + 160x600 px



Mobile Interstitial
320x480 px + 336x280 px
FC 1 per user/day



Billboard
970x250 px



Sidebar
Dynamic

Rotation

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 |
|--|---------------|---------------|---------------|
| Channel rotation (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 |
|    | | | |

News categories: Applications • Business • Consumer Electronics • Entertainment • Trade • Hardware • Internet • Linux & Open Source • Mobile • Networks • Security • Software Engineering • Server & Storage • Technology & Research • Windows

Keyword Targeting

| | | | |
|--|------|------|------|
| Make:    | € 29 | € 39 | € 49 |
| TELEPOLIS   | | | |

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



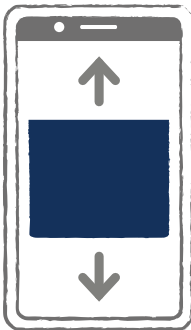
Medium Rectangle
300 x 250 px



Skyscraper
max. 160 x 600 px



Mobile Rectangle
300 x 250 px



Mobile Interscroller
300 x 600 px

CPM: € 199

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

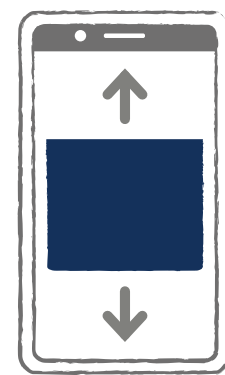


Mobile Interstitial
320 x 480 px + 336 x 280 px

CPM: € 239

all rates plus VAT. Agency commission is granted

120 x 600 px
(max. 200 x 800 px)



300 x 600 px
(visible area:
300 x 360 px)

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

Examples of topics can be found at www.heise.de/themen

First Party heise+

Rate category 1:



Leaderboard
728 x 90 px



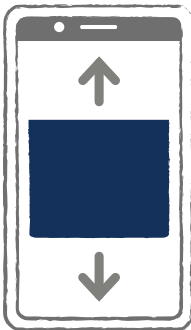
Medium Rectangle
300 x 250 px



Skyscraper
max. 160 x 600 px



Mobile Rectangle
300 x 250 px



Mobile Interscroller
300 x 600 px

CPM: € 130

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**



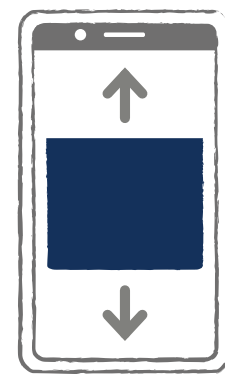
Mobile Interstitial
320 x 480 px + 336 x 280 px

CPM: € 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

120 x 600 px
(max. 200 x 800 px)



300 x 600 px
(visible area:
300 x 360 px)

| | Daily fixed placement HOME RUN (100% SOV) | | Weekly fixed placement HOME RUN (100% SOV) | |
|-----------|---|---------------------------------------|---|---------------------------------------|
| Placement | 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 | |
| Reach | display 250,000 adImps | mobile 200,000 adImps | display 1,400,000 adImps | mobile 1,000,000 adImps |
| Duration | 1 day | | 1 week | |
| Rate | display € 13,750 | display and mobile € 20,250 | display € 63,000 | display and mobile € 96,000 |

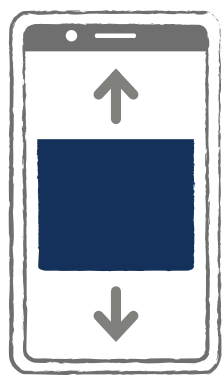
Fireplace



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

| | Daily fixed placement HOME RUN (100% SOV) | | Weekly fixed placement HOME RUN (100% SOV) | |
|-----------|---|--------------------------------|---|--------------------------------|
| Placement | 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 | |
| Reach | display 200,000 adImps | mobile 200,000 adImps | display 1,000,000 adImps | mobile 1,000,000 adImps |
| Duration | 1 day | | 1 week | |
| Rate | display € 13,000 | display and mobile € 20,000 | display € 50,000 | display and mobile € 80,000 |

all rates plus VAT. Agency commission is granted

Newsletter Ads

| Channels | approx. contacts per week | Issues a week | Date of dispatch |  Newsletter Leaderboard 540x65 px |  Newsletter Rectangle 276x230 px |  Newsletter Sponsoring 540x65 px + 2 x 276x230 px |
|--------------------|------------------------------|------------------|-----------------------------------|---|--|---|
| | | | | | | |
| heise online Daily | 162,000 | 7 | daily | € 3,290 | € 2,490 | € 5,200 |
| c't | 86,000 | bi-weekly | Thursday | € 2,430 | - | - |
| heise Security | 60,000 | 2 | Monday/ Thursday | € 1,790 | € 1,490 | € 3,000 |
| developer | 5,600 | 2 | Monday/ Thursday | € 500 | € 450 | € 900 |
| Mac & i | 18,000 | 5 | daily | € 980 | - | - |
| iX | 11,000 | monthly | 1x monthly, to the day of sale | € 990 | - | - |
| Make: | 2,000 | 1 | Monday | € 250 | - | - |
| c't Fotografie | 5,500 | 1 | Saturday | € 890 | - | - |
| c't 3003 Hype | 4,000 | 1 | Wednesday | € 1,500 | - | - |
| AI Update | 9,000 | 5 | weekdays | € 1,000 | - | - |

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: € 10,400 AE capable only
ALL technical costs are already included

*Package L always corresponds to the total target group

| Cloud | Paket S | Package M | Paket 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 |

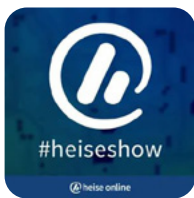







| Security | Package S | Package M | Package L |
|----------|-----------|-----------|-----------|
| contacts | 22,000 | - | - |
| Rate | € 10,400 | - | - |



all rates plus VAT.

Podcasts (booking of individual shows)



| |  |  |  |  |  |  |  |  |
|---|---|--|---|---|---|---|---|---|
| Frequency of publication | every Thursday | every Saturday | every working day | every working day | every 14 days | weekly | every 14 days | every 14 days Thursday |
| Calls in the first 4 weeks | 19,000 | 28,000 | 230,000 | 40,000 per week | 8,000 | 13,000 | 2,000 | 13,000 |
| Length of the sequence | approx. 60 min. | approx. 60 min. | approx. 2,20 min. | Mon-Thu approx. 10 min. Friday approx. 45 min. | 10-45 min. | approx. 20 min. | approx. 30 min. | approx. 30 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 | Pre- or Mid-Roll | Post-Roll | Pre- or Mid-Roll | Pre- or Mid-Roll |
| CPM AdBundle (Pre-Roll OR Mid-Roll OR Post-Roll) | € 125 | € 125 | € 125 | € 125 | € 125 | € 125 | € 125 | € 125 |
| CPM TandemAd (Exclusively in one episode Pre-Roll AND Mid-Roll) | € 180 | € 180 | - | - | € 180 | - | € 180 | € 180 |

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 | every 14 days Wednesday | every Monday | Monday, Wednesday, Friday | every 14 days Friday | every 14 days Sunday | every 14 days Wednesday | every Thursday |
| Calls in the first 4 weeks | 5,000 | 11,000 | 5,000 | 10,000 per week | approx. 3,500 | approx. 900 | approx. 1,300 | 20,000 |
| Length of the sequence | approx. 60 min. | 30-45 min. | 40-60 min. | approx. 30 min. | approx. 30 min. | approx. 40 min. | 60 min. | 90-120 min. |
| Length Integration | approx. 30 sec. | approx. 30 sec. | approx. 30 sec. | approx. 30 sec. | approx. 30 sec. | approx. 30 sec. | approx. 30 sec. | 30 sec./1 minute |
| 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- or Mid-Roll | 2 spots/native |
| CPM AdBundle (Pre-Roll OR Mid-Roll OR Post-Roll) | € 125 | € 125 | € 125 | € 125 | € 125 | € 125 | € 125 | production |
| CPM TandemAd (Exclusively in one episode Pre-Roll AND Mid-Roll) | € 180 | € 180 | € 180 | € 180 | € 180 | € 180 | € 180 | € 3,000 |

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 |
| | | | | | | |
| Reach per week | approx. 160,000 | approx. 165,000 | approx. 120,000 | approx. 140,000 | approx. 60,000 | approx. 10,000 |
| CPM AdBundle (*Pre-Roll OR Mid-Roll OR Post-Roll) | € 90 | € 105 | | | € 70 | |
| CPM TandemAd (* Exclusively in one episode Pre-Roll AND Mid-Roll) | € 115 | € 135 | | | € 80 | |

* 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

Interview-Podcast



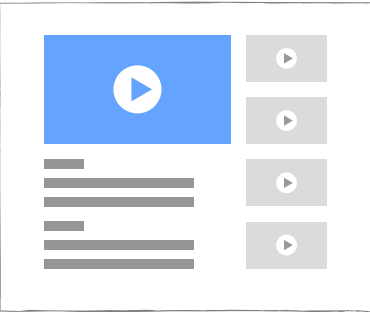
| | |
|-------------------------------------|---|
| Frequency of publication | every 14 days on wednesdays |
| Calls | approx. 500 per episode in the first 4 weeks |
| Length of the sequence | approx. 25 minutes |
| Integration | interview partner |
| Mention in the podcast descriptions | yes |
| Advertising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



all rates plus VAT. Agency commission is granted

Videos

PreRoll Ad

placed directly before high-quality editorial videos



| | |
|-----------|--|
| Placement | heise.de   ct Fotografie Mac&i Make: |
| Reach | approx. 1,5 Mio Ad imps per month |
| File size | max. 5 MB |
| Length | 15 sec (unskipable) / 30 sec (skipable) |
| Formats | .mp4, .3gpp, .mov, .avi oder VAST redirect |
| CPM | 49 € |



| | | |
|----------------------------|---|--|
| Frequency of publication | every Friday | |
| Calls in the first 4 weeks | approx. 70,000 | |
| Episode length: | 10-20 minutes | |
| Subscribers | 164,000 | |
| Playout channels:: | Youtube channel + TikTok channell + Instagram channell | |
| Advertising options: | Package S: <ul style="list-style-type: none">• Native integration based on product information and videos with briefing, up to 30 seconds at the beginning.• Extension of reach with a logo integration in the reel per week and a link in the channel description (bio).• Particularly suitable for software products/digital solutions | Package M: <ul style="list-style-type: none">• Native integration + product SHOW and briefly outlined (in the background) with briefing, approx. 60 seconds at the beginning.• Extension of reach with a logo integration in the reel per week and a link in the channel description (bio).• Particularly suitable for hardware |
| Production | € 6,200 | € 8,200 |

all rates plus VAT. Agency commission is granted

Contentmarketing

SPONSORED ARTICLE

CONTENT HUB

Sponsored Article

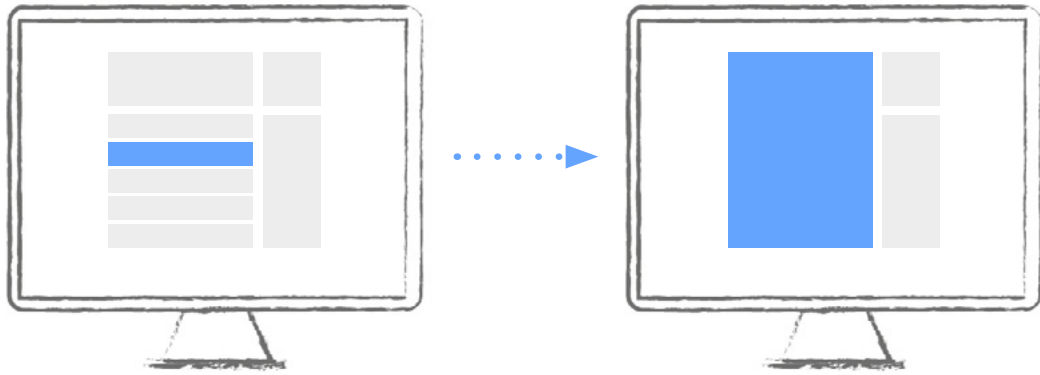
| | Small | Medium | Large |
|--|---------|--------------------------------------|---------------------------------|
| Duration | 4 weeks | 4 weeks | 4 weeks |
| Content page | 1 | 1 | 1 |
| Guaranteed calls | 5,500 | 5,500 | 5,500 |
| Content creation | - | ✓ | ✓ |
| Layout | ✓ | ✓ | ✓ |
| Promotion (Native Teaser, CobrandedAds) | ✓ | ✓ | ✓ |
| Programming | ✓ | ✓ | ✓ |
| SEO relevance | ✓ | ✓ | ✓ |
| Intent Data* | - | - | ✓ |
| Rate | € 9,900 | (incl. Content Creation) € 11,900 | (incl. Intent Data) € 13,400 |

*Reporting with an overview of the companies that have viewed the sponsored article

all rates plus VAT. Agency commission is granted

Example

Advertisement in the Newsfeed



Co-branded Ads

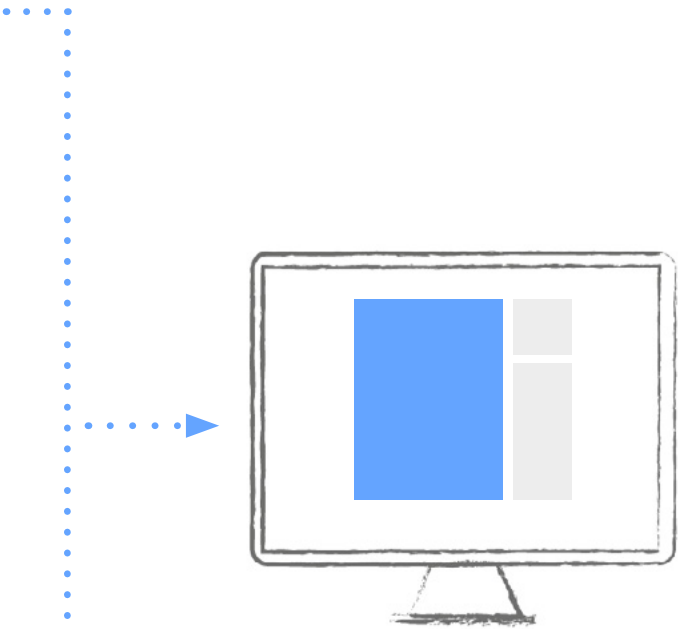
Leaderboard



Medium Rectangle



Skyscraper



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 |
| Lead nurturing | 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 | from € 78,300 | from € 135,000 | from € 234,000 |

*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

Intent Data

Intent Data

What is Intent Data?

Intent data is behavioral data that indicates what a company is interested in. It predicts whether a potential buyer intends to invest in your (or similar) products or solutions. This is the next level in terms of data-driven marketing and sales.

How do we do that?

We record and evaluate various user parameters of the users on heise.de. These are based on technically necessary signals that the Internet and browser require in order to route traffic, enable html page loading, etc. We combine this information with the content used, including time and duration.

Why is that useful to you?

With Intent data you will receive background information about a company on our websites so that you can address your target group more precisely and qualify them more quickly and reliably. This allows you to target only those companies that are looking for a product like yours or are currently gathering information about it.

Intent data provides you with a list of target customers, allowing you to optimize your target account list and keep it up to date.

| | Small | Medium | Large |
|---|----------|----------|----------|
| Number of companies per month (maximum) | 1,000 | 1,500 | 2,000 |
| 3 months duration | € 5,247 | € 6,897 | € 8,697 |
| 6 months duration | € 9,969 | € 13,104 | € 16,524 |
| 12 months duration | € 18,889 | € 24,829 | € 31,309 |

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**

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

€ 100 per Lead



all rates plus VAT. Agency commission is granted

without assets

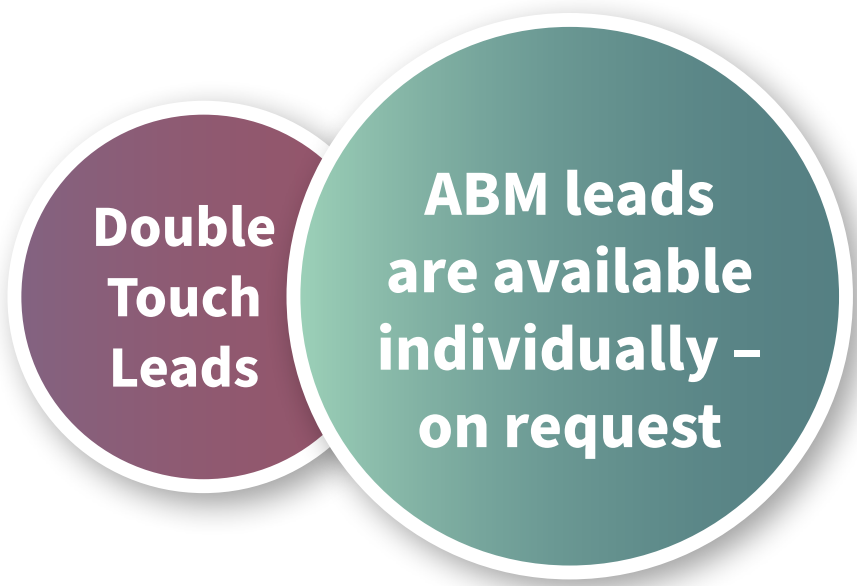
Content creation incl. leadgen

| | |
|-----------------------------|----------|
| 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.

Rate on request
(from 150 € CPL)



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 |
| Intent Data (Reporting with an overview of the companies that have visited the landing page) | no | no | 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 | from € 10,900 | from € 16,900 | from € 25,400 | from € 33,400 |

all rates plus VAT. Agency commission is granted

Traffic Push

NATIVE POST/UsAD
SOCIAL MEDIA

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

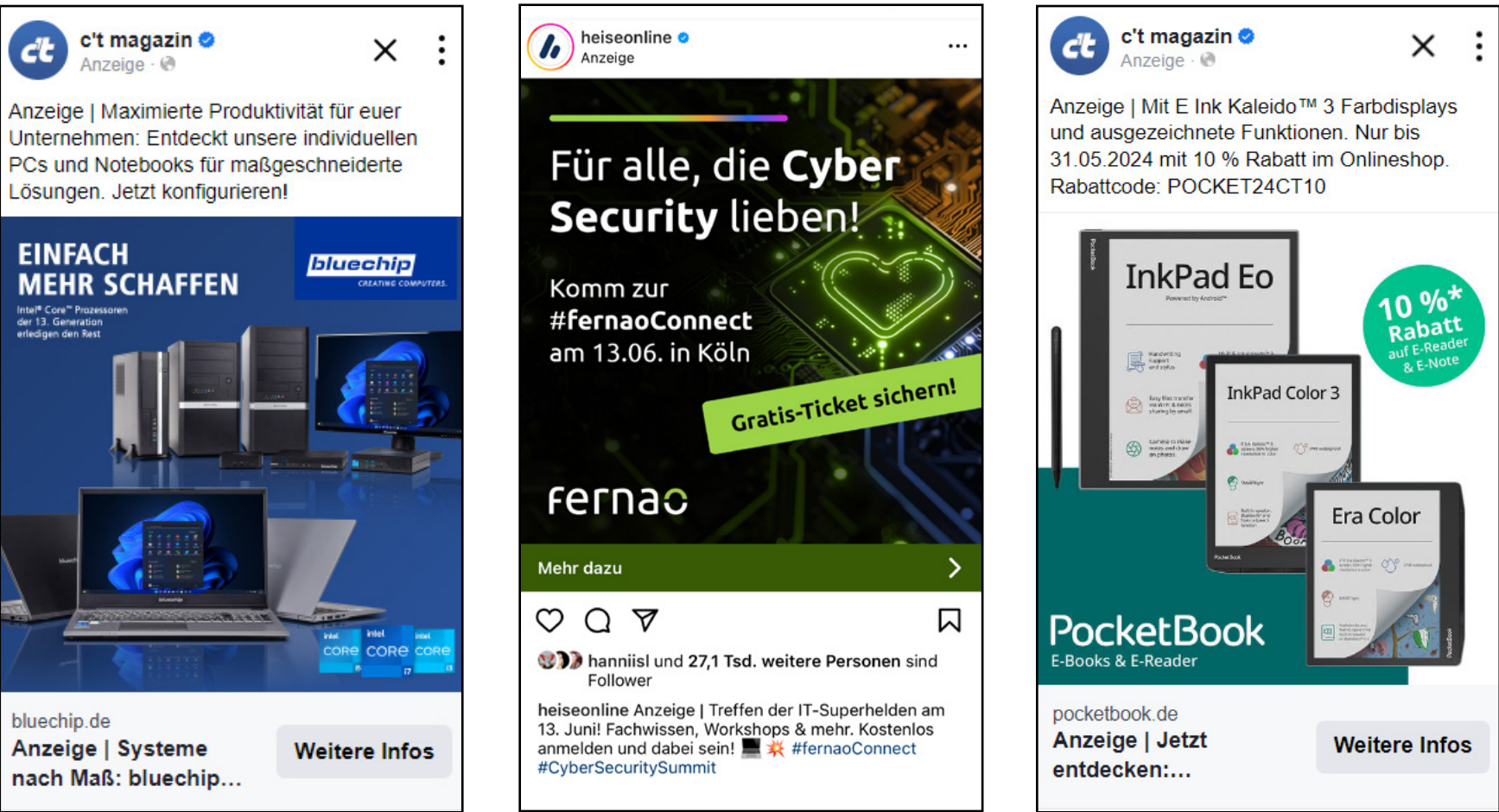


Image dimensions: 1200 x 1200 px
Heading: 40 characters, Description: 125 characters
URL: Click tracking / Landing page

all rates plus VAT. Agency commission is granted

Employer Branding

EMPLOYER BRANDING PACKAGES

HEISE JOBS

Employer Branding

| | Package S | Package M | Package L |
|-------------------------|---|---|---|
| Branding/Display | Wallpaper individual target group targeting, 100,000 AdImps | Wallpaper individual target group targeting, 250,000 AdImps | Wallpaper individual target group targeting, 250,000 AdImps |
| Podcast | Podcast by choice (individual according to target group) | Podcast by choice (individual according to target group) | Podcast by choice (individual according to target group) |
| Native Post or usAD* | 300 clicks | 500 clicks | 700 clicks |
| Sponsored Article small | - | - | 2,000 guaranteed views, 4 weeks |
| Job ads Professional | 2 (each € 899) | 4 (each € 899) | 4 (each € 899) |
| Rate | € 6,990 | € 11,990 | € 25,990 |

*according to availability

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 for training places/internships

| | |
|------------------|-------|
| Run-time 30 days | € 129 |
|------------------|-------|

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 https://jobs.heise.de/ | € 50 |

Job advertisements Premium

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 https://jobs.heise.de/ | € 50 |

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

all rates plus VAT. Agency commission is granted

Target group targeting

FIRST PARTY HEISE+

ACCOUNT BASED MARKETING

STAND-ALONE-NEWSLETTER

CONTENT HUB AUDIENCE

INTENT DATA

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

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