

Rate card

Valid from 1st of January 2025

BRANDING

CONTENT MARKETING

INTENT DATA

LEADGEN

TRAFFIC PUSH

EMPLOYER BRANDING

TARGET GROUP TARGETING

Branding

DISPLAY ADS

ACCOUNT BASED DISPLAY

CONTEXTUAL

FIRST PARTY HEISE+

WALLPAPER

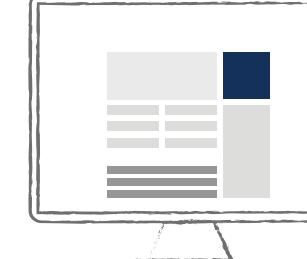
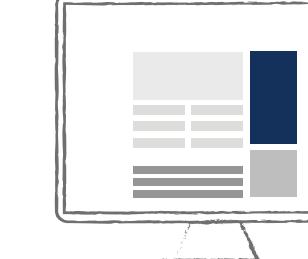
FIREPLACE

NEWSLETTER

PODCASTS

VIDEOS

Display Ads

Price level 1	Price level 2	Price level 3	
			
Leaderboard 728x90 px	Medium Rectangle 300x250 px	Half Page Ad 300x600 px	Billboard 970x250 px
			
Skyscraper max. 160x600 px	Wallpaper 728x90 px + 160x600 px	Sidebar Dynamic	
			Rotation
Mobile Rectangle 300x250 px	Mobile Interscroller 300x600 px	Mobile Interstitial 320x480 px + 336x280 px FC 1 per user/day	channel rotations & run of heise online

all rates plus VAT. Agency commission is granted; minimum booking volume is € 3,500 gross

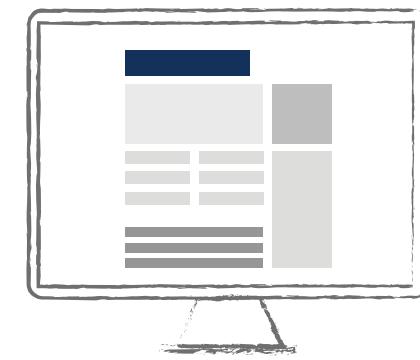
CPM

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

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:



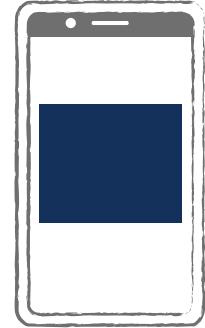
Leaderboard
728 x 90 px



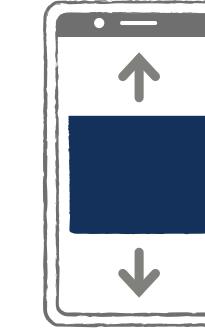
Medium Rectangle
300 x 250 px



Skyscraper
max. 160 x 600 px



Mobile Rectangle
300 x 250 px



Mobile Interscroller
300 x 600 px

Rate category 2:



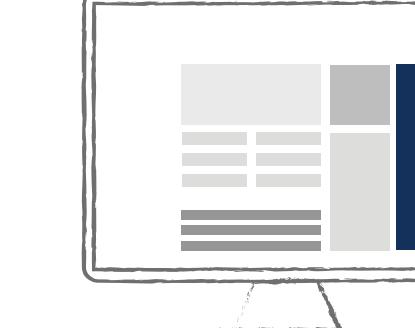
Half Page Ad
300 x 600 px



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: € 199

CPM: € 239

Contextual Targeting



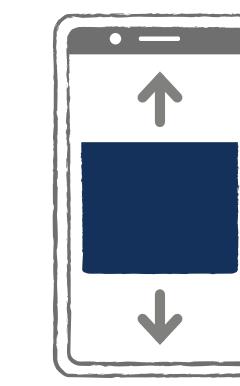
It consists of:

Leaderboard and Skyscraper

728 x 90 px

120 x 600 px

(max. 200 x 800 px)



**Mobile
Interscroller**

300 x 600 px

(visible area:
300 x 360 px)

	Wallpaper	Wallpaper and Interscroller	
Placement	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	

* Minimum purchase quantity: 100,000 ad impressions. The runtime depends on availability and agreement.

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

First Party heise+

Rate category 1:



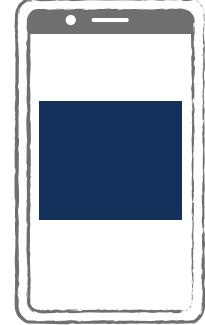
Leaderboard
728 x 90 px



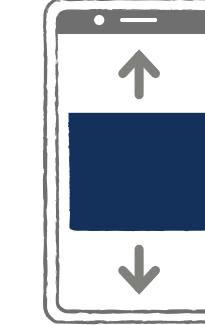
Medium Rectangle
300 x 250 px



Skyscraper
max. 160 x 600 px



Mobile Rectangle
300 x 250 px



Mobile Interscroller
300 x 600 px

Rate category 2:



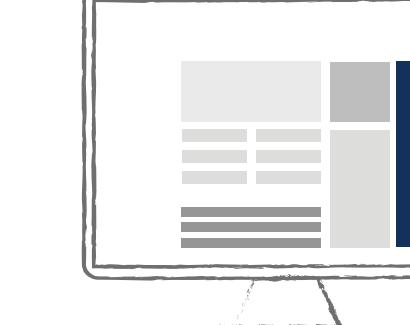
Half Page Ad
300 x 600 px



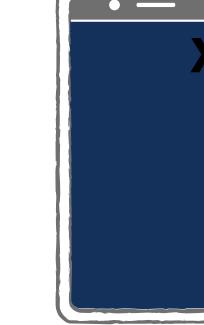
Billboard
970 x 250 px



Wallpaper
728 x 90 px + 160 x 600 px



Sidebar
dynamic



Mobile Interstitial
320 x 480 px + 336 x 280 px

CPM: € 130

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

Wallpaper

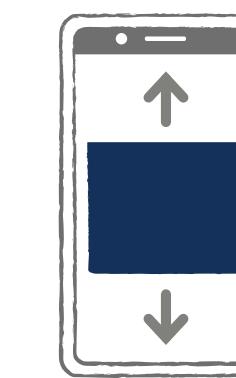


It consists of:

Leaderboard and Skyscraper

728 x 90 px

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



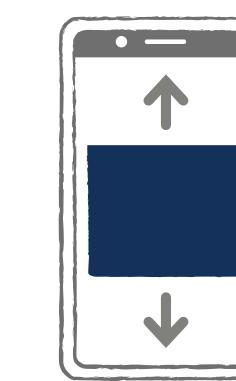
Mobile
Interscroller

300 x 600 px
(visible area:
300 x 360 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 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	Newsletter Rectangle	Newsletter Sponsoring
				540x65 px	276x230 px	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

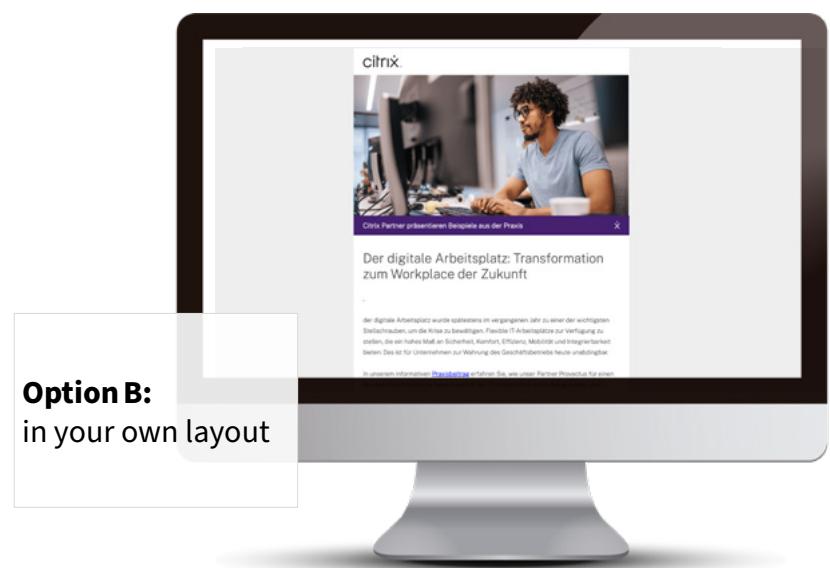
Minimum booking volume: € 10,400 AE capable only
ALL technical costs are already included

*Package L always corresponds to the total target group

all rates plus VAT.

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	-	-



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)

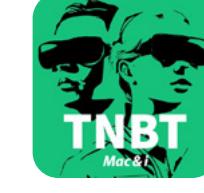
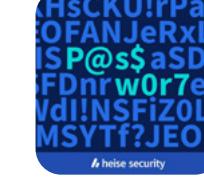
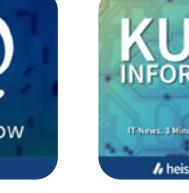
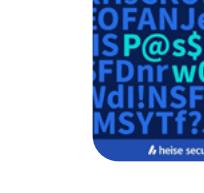
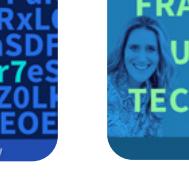
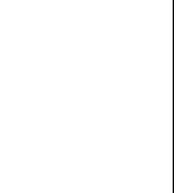
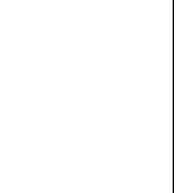


Frequency of publication	every 14 days	every 14 days Wednesday	every Monday	Monday, Wednesday, Friday	every 14 days Friday	every 14 days Sunday	every 14 days Wednesday	every Thursday
Calls in the first 4 weeks	5,000	11,000	5,000	10,000 per week	approx. 3,500	approx. 900	approx. 1,300	20,000
Length of 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
             	<p>Decision-maker</p>        	<p>IT security</p>        
Reach per week	approx. 160,000	approx. 165,000
CPM AdBundle (*Pre-Roll OR Mid-Roll OR Post-Roll)	€ 90	€ 105
CPM TandemAd (* Exclusively in one episode Pre-Roll AND Mid-Roll)	€ 115	€ 135

* 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

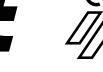
Interview-Podcast



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 <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!
Advertising opportunities:	
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     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:	<u>Youtube channel</u> + <u>TikTok channel</u> + <u>Instagram channel</u>
Advertising options:	<p>Package S:</p> <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 <p>Package M:</p> <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

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.

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

LeadGen

WHITEPAPER

WEBCAST

Whitepaper

with assets

without 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	Company size	
	Company size 50+ € 15	
	Company size 100+ € 20	
	Company size 250+ € 25	
	Company size 500+ € 30	
	Company size 1000+ € 45	
✓ Division	business division:	
	IT only € 15	
	Non-IT only € 15	
✓ Branch	Industry	
	no consultants € 15	
	no authorities € 15	
	no VARs/resellers € 15	
✓ Postcode & Country	Job title:	
	ITDM only (incl. IT experts) € 15	
	Manager only (incl. C-level) € 45	
✓ Phone number	Country	
	only Germany € 15	
€ 100 per Lead		Questions
		one additional question, all answers count as a lead € 15



all rates plus VAT. Agency commission is granted

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

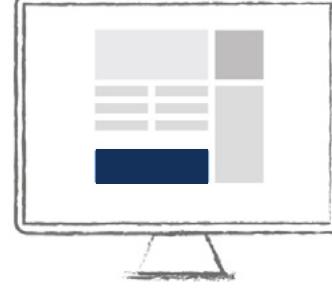
	S	M	L	XL
Format	Video	Video	Video	Video
Production site	Remote	Remote	Studio or Remote	Studio or Remote
Number of speakers	max. 1	max. 2	max. 3	max. 3
Company speaker visible	yes	yes	yes	yes
Length	60 minutes	60 minutes	60 minutes	60 minutes
Moderation HBS	yes	yes	yes	yes
Lead guarantee	no	yes	yes	yes
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

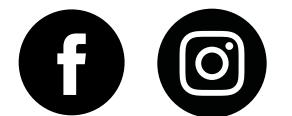
**NATIVE POST/UsAD
SOCIAL MEDIA**

Native Post/usAd

Native Post	
Gesponsorerter Link	Logo or graphic: 360x220 px Icon: 32x32 px
<ul style="list-style-type: none"> 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	€ 5,592
duration approx. 3 weeks	
CPC not discountable	€ 6,99 at least 800 Clicks
Homepage	€ 5,99
CPC 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



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 heise jobs

Job advertisements Classic

undesigned job advertisement in standard layout

Run-time 30 days	€ 759
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Run-time 60 days	€ 999
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Job advertisements Professional

designed job advertisement in HTML format

Run-time 30 days	€ 889
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Run-time 60 days	€ 1,220
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Design of your advertisement according to your specifications	€ 90
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each additional ad in the same layout https://jobs.heise.de/	€ 50
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Job advertisements for training places/internships

Run-time 30 days	€ 129
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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 € 180,000	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

Your Contact

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