



heise jobs

Your IT job world

**RATE CARD
2025**

heise jobs

The platform for your IT recruitment

in the DACH region

Target group

Job seekers in the ICT sector, with a high or above-average level of education

over 100,000
IT job adverts

112,240
Page Impressions*

*IVW, November 2024

Why heise jobs?



Maximum visibility
in the IT target group



Time saving
quick & easy online posting
of your job adverts



Targeted personnel search
in various IT areas



We benefit from the
user community of
heise online



Low wastage
of your adverts due to
the top target group

JOB ADVERTS

Job adverts 

	Express	Professional	Premium
	undesigned job advert in standard design	designed job advert in HTML format	designed job advert in HTML format
30-day term (optional 60/90 days)	✓	✓	✓
Refresh of your advert	✓	✓	✓
Logo presence in the hit list next to your job advert	✓	✓	✓
Daily e-mail dispatch of your advert via job newsletter	✓	✓	✓
Maximum categorisation of your ad	✓	✓	✓
The heise jobs team will be happy to help you!	✓	✓	✓
Ad traffic through widget push on heise online		✓	✓
Ad optimisation by our experts			✓
Provide us with your keywords			✓
Logo box "Top jobs" prominently on the homepage of heise jobs			✓
Widge push in the heise online newsletter			✓
30 days runtime at the rate of	€ 759	€ 889	€ 1,099
Full service (advertising design costs)	-	€ 90	€ 90

LONGER RUNNING TIMES

Longer running times 

Show Express

30 days:	€ 759
60 days:	€ 999
90 days:	€ 1,250
6 months:	€ 1,800
12 months:	€ 2,500

Show Professional

30 days:	€ 889
60 days:	€ 1,220
90 days:	€ 1,450
6 months:	€ 1,990
12 months:	€ 2,700


Display Premium

30 days:	€ 1,099
60 days:	€ 1,430
90 days:	€ 1,660
6 months:	€ 2,200
12 months:	€ 2,900

Advertisements trainee / students

30 days:	€ 129
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ADVERT PACKAGES

Advertising packages 

WITH WHICH YOU SAVE

Express

Display as HTML advert
in the specified layout

Duration: 30 days

package of 3 | € 2,049
(instead of € 2,277)

package of 5 | € 3,264
(instead of € 3,795)

Professional

Display as HTML advert in
corporate design

Duration: 30 days

package of 3 | € 2,400
(instead of € 2,667)

package of 5 | € 3,823
(instead of € 4,445)

Premium

Displayed as HTML advert in the
corporate design.
With additional traffic push

Duration: 30 days

package of 3 | € 2,802
(instead of € 3,297)

package of 5 | € 4,670
(instead of € 5,495)

PERSONA TARGETING

Persona targeting 

Extension of your job advert in the Advertisement area of *heise online*

We create a persona to address the target group directly for the areas of security or developer:

- + Display campaign with 100,000 ad impressions on heise online
- + We create advertising material based on our corporate design & logo for heise jobs
- + incl. an advert Professional on heise jobs
- + 30 days runtime


Rate: 30 days | € 3,300

 heise online

heise online is the leading medium for German-language high-technews.

The combined expertise of seven specialist editorial teams reports on all events in the IT sector, on general high-tech topics and on research and science.

EMPLOYER BRANDING

Employer branding 

With our **multichannel packages** you get the perfect **recruiting mix** to find your IT staff.

Play out your **recruiting campaign** via **various channels on heise online** and address applicants directly and in a targeted manner.

Package S

100,000 AdImps

300 Clicks Native Post / Us Ad

2 Ads Professional at € 889

Podcast of your choice

Rate: € 7,190

Package M

250,000 AdImps

500 Clicks Native Post / Us Ad

3 Ads Professional at € 889

Podcast of your choice

Rate: € 11,990

Package L

250,000 AdImps

Online advertorial:
2,000 guaranteed views
4 weeks

700 Clicks Native Post / Us Ad

4 Ads Professional at € 889

Podcast of your choice

Rate: € 25,990

No matter which package you choose - the publication of your job adverts is always part of your **perfect recruiting mix!**

SOCIAL MEDIA ADS

Why social recruiting?

- + **Targeted targeting:** Increase the applicant pool in the relevant target group (regional targeting also possible)
- + **Traffic boost:** Increase the reach and visibility of your company
- + **Fast dissemination & measurability:** accelerate recruiting processes and measure success in real time
- + **Interaction & visibility:** Use interactions and visual elements to attract attention
- + **Campaign goal:** Clicks on your job advert

Social Ads Basic

Facebook + Instagram

200 clicks

2 weeks run time

Image display (Dark Ad)

Rate: € 1,250*

Social Ads Premium

Facebook + Instagram +

LinkedIn

350 clicks

2 weeks run time

Image display (Dark Ad)

Rate: € 2,250*

A **Carousel Ad** is possible for an extra charge of € 100 each. This format is recommended for posting multiple job ads.

* All rates are exclusive of VAT.

A job advert on heise jobs is not yet included in the price and would have to be booked additionally.

SOCIAL MEDIA ADS

TECH SPECS

Image display

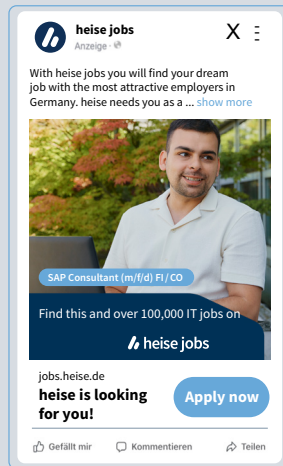
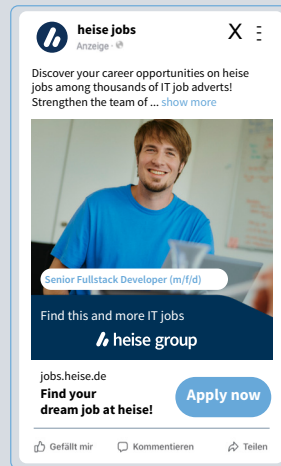


Image display



Carousel Ad

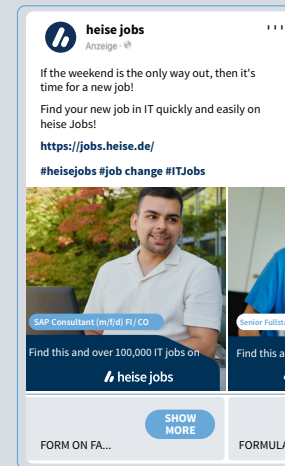


Image dimensions: 1.080 x 1.080 px

Facebook & Instagram

Headline: max. 40 characters

Text: max. 125 characters


LinkedIn

Headline: max. 70 characters

Text: max. 600 characters

(after max. 150 characters the text is "cut off" and a link with "show more" appears)

DELIVERY OF YOUR ADVERTS

Delivery of your adverts 


Booking via booking tool:

You can easily post and publish job adverts on heise jobs at www.jobs.heise.de yourself:
It is possible to insert the advert into a template design or to publish it in your corporate design.

Delivery by mail:

Please send your advert data as a PDF or ZIP file by email to:
stellenanzeigen@heise.de.
Also let us know in which ad format your job advert should be published on heise jobs.

YOUR CONTACT PARTNER

your contact partner 



**Christiane
Klingenbrunn**
kli@heise.de
+49 511 5352 150



**Nilgün
Fuchs**
nil@heise.de
+49 511 5352 815



**heise jobs
Team**
stellenanzeigen@heise.de

Click for further information:
www.jobs.heise.de

IT Tag



heise jobs IT Tage

IT recruiting event for targeted recruitment in the IT sector



USP

small event, personal exchange, target group-oriented, no wastage, free supporting programme



10 cities

Germany-wide



IT Tag

Partner package

- Personal contact with people interested in ICT
- Information booth 7sqm (incl. 1 high table, 2 stools/ chairs, electricity, WLAN)
- Catering for your stand personnel (max. 3 persons)
- your image video (10 seconds) on our large display
- Participation as a partner in the speed talk with 10 applicants (several times a day, depending on participant interest)
- Extensive communication and promotion of the event in the heise media and via Jobware
- Promotion of the event at universities and universities of applied sciences
- Mention of your company and company presentation in an advertising campaign on heise online and heise jobs
- Logo and brief description of your company on the registration page of the IT Tage (www.it-jobtag.de)

€ 4,400 plus VAT

PREMIUM Partner package*

- **ALL services of the partner package, ADDITIONALLY:**
- Info booth 10 sqm including all services (instead of 7sqm), additional square metres on request
- 1/4-page job advert in iX IT-pro magazine (paid circulation: 36,111 copies) with first day of sale in event month
- A short interview with subsequent videocreation. Publication on our website and usable for your social media activities
- Mention incl. company presentation in a email newsletter, which we send to all participants in advance

*Maximum of three Premium Partner packages per venue

€ 6,800 plus VAT

Packages



Benefit from attractive discounts for multiple bookings: 2-3 cities: 10% | 4-6 cities: 15% | from 7 cities: 20%

Munich I
03 April 2025
Nemetschek Haus
München

Frankfurt
25 April 2025
IHK Gebäude
am Börsenplatz

Hamburg
15 May 2025
Ehemaliges
Hauptzollamt

Leipzig
20 May 2025
Mediencampus
Villa Ida

Nuremberg
04 June 2025
Meistersingerhalle
Nuremberg

Cologne
13 June 2025
KOMED
im MediaPark

Hanover
19 June 2025
Hannover
Congress Centrum

Karlsruhe
24 Sept 2025
IHK Haus der
Wirtschaft

Stuttgart
02 Oct 2025
IHK Region
Stuttgart

Munich II
23 Oct 2025
Nemetschek Haus
München

Berlin
11 Nov 2025
Spreespeicher

For bookings and further information, please contact: ITTag@heise.de



HR Events



heise jobs HR Events

Combination of specialist conference and recruiting fair



USP

- Personal exchange with potential employees, offer of vacant IT positions
- HR stage: current job topics, opportunities in the professional environment, tips & tools for careerplanning, elevator pitches



Takes place **several times a year** and is always linked to a **major trade fair**, e.g. gamescom



YOUR CONTACT PERSON

Erika Hajmassy
erika.hajmassy@heise.de



This is what we offer you:

Perform on our HR stage at

Present your company as an employer in a 5-minute elevator pitch

Exhibition space

Present your company and your vacant IT positions at an information booth

Promotion of the event:

- University marketing
- Social Media
- Marketing in the heise channels

PUBLISHER'S DETAILS

Publisher's details 

Publisher Christian Heise, Ansgar Heise

Managing Director Ansgar Heise, Beate Gerold

Editor-in-Chief Dr. Volker Zota & Torsten Beeck

Advertising manager Jörg Mühle
Phone: +49 511 5352 0

Publisher Heise Medien GmbH & Co KG
Karl-Wiechert-Allee 10
30625 Hanover, Germany

Internet www.jobs.heise.de

GENERAL TERMS AND CONDITIONS

General Terms and Conditions heise jobs

of Heise Medien GmbH & Co KG, Karl-Wiechert-Allee 10, 30625 Hanover, Germany
- represented by the managing directors Mr Ansgar Heise and Mrs Beate Gerold -

These general terms and conditions govern the conclusion and processing of the contract of the contract between Heise Zeitschriften Verlag GmbH & Co KG (Heise Verlag) and the customer (client) in the area of the online job market as well as the rights and obligations of both parties.

I. Subject matter of the General Terms and Conditions

The subject of the General Terms and Conditions is the regulation of the contractual conditions for the contracts of Heise Verlag with advertising customers regarding the publication of job advertisements on the websites of Heise Verlag within the framework of the online job market and with customers regarding access to the database for job applications that are concluded online or by other means. The General Terms and Conditions apply in the version valid at the time the contract is concluded.

The first part regulates the terms and conditions of Heise Verlag with regard to the publication of job adverts on heise jobs. The second part contains contractual provisions for access to the database for job advertisements operated by Heise Verlag. The third section contains common terms and conditions for both parts.

II Publication of adverts on heise jobs

§ 1 Conclusion of the advertising contract

1. an "advertising contract" within the meaning of the following General Terms and Conditions is the contract for the placement of one or more advertisements by a job advertiser or other interested parties (client) on the pages of the online job market on the Heise Verlag websites.
2. The contract is concluded when Heise Verlag confirms an order placed by the customer. The order can be placed by completing the form provided on the website or by other means, in particular by e-mail, fax or letter. Confirmation of the placement of the order shall be sent to the client by e-mail or by other means after receipt of the advertisement order following a check by Heise Verlag. The contract shall be deemed to have been concluded upon confirmation after verification or through immediate activation.
3. The information contained in the order confirmation by Heise Verlag, in particular regarding the start and duration of the placement of the advertisement, shall be deemed to have been agreed between the parties. If the details in the order confirmation do not correspond with the intention of the party placing the order, the latter shall immediately arrange for Heise Verlag to correct the details accordingly.

§ 2 Duty to provide information

The customer is obliged to provide truthful information when placing the order. If the user fails to provide this information or provides false data from the outset, in particular a false address, Heise Verlag may withdraw from the contract if a contract has been concluded.

§ 3 Reservation of right of refusal

1. Heise Verlag reserves the right to reject advertisement orders due to their content, origin or technical design. This applies in particular if the content of the job advertisement violates

legal or official prohibitions or offends common decency, or if publication is unreasonable for Heise Verlag for other reasons.

2. In the event that the content or design of an advert already placed online violates legal or official prohibitions or offends common decency, Heise Verlag is entitled to remove this advert from the offer without delay. Heise Verlag will inform the client immediately of the removal of the advert and discuss further action with him.
3. If an advertisement is rejected before it is placed or if an advertisement that has already been placed is removed, the customer shall not be entitled to claim compensation from Heise Verlag if the advertisement violates statutory or official prohibitions or offends common decency, or if publication is unreasonable for Heise Verlag for other reasons. If the client is responsible for this, Heise Verlag shall be entitled to appropriate compensation for expenses.

§ 4 Delivery of advertisements

1. There are various options available to the client for the provision of adverts for publication.
 - Data input via web form;
 - Sending the data by e-mail, letter, fax or other means;
 - Transmission of a digital template;
 - Provision on your own server when integrated into Heise Verlag frames.
2. The client is responsible for the complete delivery of the advertising material. This must take place in good time before the start of publication agreed in the order confirmation. Heise Verlag shall not be responsible for delays caused by the content of the advertising material provided by the client for publication, whether due to content or technical reasons.

§ 5 Creation of the advert by Heise Verlag

1. If expressly commissioned by the client, Heise Verlag will design and realise advertisements for the client in accordance with the client's specifications.
2. A corresponding fee shall be paid for the creation and design of advertisements by Heise Verlag. Unless otherwise agreed in writing between the parties, the amount of the fee shall be determined in accordance with the price list published online on the heise jobs website.
3. The copyright and utilisation rights to the advertisements created by Heise Verlag for the client shall remain with Heise Verlag and shall not be automatically transferred to the client, even after termination of the contract, unless this has been agreed separately in writing. This does not apply to those parts of the advertisements that are provided by the client.

§ 6 Infringement of third party rights

1. Heise Verlag is not obliged to check the text and image documents provided by the client or the technical design of the advertisement for impairment of the rights of third parties.
2. If trademarks or copyrighted material are used in the publication of the advertisement, authorisation for their use shall be deemed to have been granted by commissioning the advertisement. The client warrants that it is authorised to grant such permission.
3. The client expressly indemnifies Heise Verlag against any third-party claims arising from the form, content and design of the advertisements. This applies in particular to any infringements of copyright and trade mark rights. Excluded from this provision are those parts of

the advertisement that are created by Heise Verlag.

§ 7 Publication of the advertisement

1. Heise Verlag will make the client's advert available to users online in the job market on the publisher's website at the agreed time and for the agreed duration of the placement.
2. The client must check the placed advertisement immediately after the first placement and immediately report any defects caused by Heise Verlag. If the client fails to give notice of defects, the placement of the advertisement shall be deemed to have been approved without defects.

§ 8 Modifications of the displays

1. At the request of the client, Heise Verlag will make changes to the client's job advertisement during the publication period, provided this is reasonable for us in terms of technology and content.
2. If the changes are only of a minor nature and require little effort on the part of Heise Verlag, they will be carried out free of charge. Significant changes are subject to payment and will be agreed with the client by Heise Verlag.
3. If the client hosts the advert on its own servers and the offer is integrated into that of Heise Verlag via frames, the client shall be entitled to make modifications at any time.
4. Excluded are such changes that alter the content of an advert in such a way that, in the event of the change, a new job would be advertised instead of the original one. If such modifications are made without the consent of Heise Verlag, the advertisement shall be deemed to have been placed again and shall result in a new obligation to pay remuneration in accordance with Heise Verlag's price details. Furthermore, Heise Verlag shall be entitled to terminate the contract without notice.

§ 9 Acceptance of the notification by third parties

1. Heise Verlag is not permitted to forward the advertisement in whole or in part to other online or offline media for publication without the express consent of the client.
2. Heise Verlag shall not be liable for any unauthorised inclusion of the advertisement or individual components of the advertisement in the offer of third parties, as such an inclusion cannot be completely excluded according to the current state of the art. Should Heise Verlag become aware of such cases, it will inform the client accordingly.

§ 10 Remuneration

1. A fee is payable to Heise Verlag for the placement and provision of the advertisement. The amount of the fee shall be based on the price list published online by Heise Verlag, unless agreed individually in writing between the parties. The price list published on the Internet at the time of receipt of the client's application shall apply.
2. The invoiced amounts are due immediately and payable without deduction, unless otherwise agreed. Payment shall be deemed to have been made upon receipt of payment in Heise Verlag's account.
3. The client shall only be entitled to a right of retention if and insofar as his counterclaim arises from the same contractual relationship. Offsetting declared by the customer is excluded unless the counterclaims have been legally established or recognised by Heise Verlag.

§ 11 Warranty

1. Heise Verlag guarantees the best possible reproduction of the advertisements in accordance with the usual technical standard. However, the client is aware that it is not possible to create a programme that is completely free of errors according to the state of the art.

2. In particular, there is no error in the presentation of the job advertisement if it is caused by the use of unsuitable presentation software and/or hardware, by disruption of the communication networks of other operators, by computer failure at an Internet access provider or at an online service or by incomplete and/or non-updated offers on proxy servers (store between) of commercial and non-commercial providers and online services.
3. If it is not possible to reproduce the advertisements for reasons for which Heise Verlag is responsible, the client shall be entitled to a faultless replacement advertisement, but only to the extent that the purpose and utilisation of the job advertisement has been impaired. If the placement of a replacement advertisement fails for any reason, the client is entitled, at his discretion, to withdraw from the contract (cancellation) or to demand a reduction in the advertisement price (reduction). However, a claim for damages by the client is excluded.

III Access to the job application database

§ 1 Conclusion of the contract

The contract is concluded when Heise Verlag confirms an order placed by the customer. The order can be placed by filling in the form provided on the website or by other means, in particular by e-mail, fax or letter. Confirmation of the order placement shall be sent to the client by e-mail or other means. With the confirmation or by activation the contract has been concluded.

§ 2 Database access

1. After successful registration and receipt of the password, the customer has the possibility to access the database in which the job applications stored at Heise jobs are stored.
2. The possibility of contacting jobseekers only exists after the contract has been concluded for the duration of the contract. If the customer has identified a candidate in the database who is of interest to him, the job seeker will first be informed of the customer's interest. If the jobseeker agrees to be contacted by the customer, the customer will receive the jobseeker's contact details from Heise Verlag and thus the opportunity to contact the jobseeker himself.

§ 3 Remuneration

1. A fee is payable to Heise Verlag for the opportunity to contact applicants from the database with jobsearches. Unless individually agreed between the parties, the amount of the fee shall be based on the price list published online by Heise Verlag. The price list published on the Internet at the time the client's application is received shall apply.
2. The invoiced amounts are due immediately and payable without deduction, unless otherwise agreed. Payment shall be deemed to have been made upon receipt of payment in Heise Verlag's account.
3. The client shall only be entitled to a right of retention if and insofar as his counterclaim arises from the same contractual relationship. Offsetting declared by the customer is excluded unless the counterclaims have been legally established or recognised by Heise Verlag.

§ 4 Duration of contract

The minimum term of a contract for access to the job search database is four weeks. Details of the contract term are set out in the price list published online.

§ 5 Warranty

1. Heise Verlag guarantees the best possible access to the database in accordance with the usual technical standard. However, the client is aware that it is not possible to create a programme that is completely free of errors according to the state of the art.
2. In particular, an error does not exist if it is caused by the use of unsuitable display software and/or hardware, by disruption of the communication networks of other operators, by computer failure at an Internet access provider or at an online service or by incomplete and/or non-updated offers on proxy servers (intermediate storage) of commercial and non-commercial providers and online services.
3. If access to the job search database is not possible due to causes for which Heise Verlag is responsible, the client shall be entitled to an extension of the access time corresponding to the duration of the outage, but only to the extent that the purpose and use of the database has been impaired. If access fails for any reason during the additional time granted, the client shall be entitled, at his discretion, to withdraw from the contract (cancellation) or to demand a reduction in the advertising price (reduction). A claim for damages by the client, however, is excluded.

IV. General regulations

§ 1 Liability

1. Heise Verlag shall be liable without limitation for intent and gross negligence on the part of its employees, legal representatives and executives. This also applies to expressly warranted characteristics. Heise Verlag shall only be liable for slight negligence if an essential contractual obligation for the achievement of the contractual objective and the fulfilment of the contractual purpose has been breached (cardinal obligation).
2. Insofar as cardinal obligations in the aforementioned sense are negligently violated, liability is limited to the damage typical for the contract. Excluded in particular is any liability that could arise in any way from an employment relationship that has not been concluded or has been concluded incorrectly, as well as liability for content for which Heise Verlag is not responsible, such as content entered by job seekers.
3. In any case, liability towards entrepreneurs for gross and slight negligence, in the case of vicarious agents who are not legal representatives or executive employees, also for intent, is limited to the damage that is usually and typically foreseeable in such cases and cannot be controlled by the client.

§ 2 Data protection

1. Heise Verlag uses electronic data processing to collect and store only such data as is necessary to fulfil the order and process the contract without express consent. It uses all data provided only for the purposes to which the user has consented.
2. Compliance with the provisions of the Federal Data Protection Act is guaranteed. Furthermore, the privacy policy of Heise Verlag applies.

§ 3 Miscellaneous

1. In business transactions with merchants and legal entities under public law, the place of

- jurisdiction for all legal disputes arising from this contract shall be Hanover. In addition, Heise Verlag shall also be entitled to take legal action at the customer's place of business.
2. Should one of the provisions of the General Terms and Conditions be or become invalid, this shall not affect the validity of the remaining provisions. The contracting parties then undertake to agree on an economically reasonable replacement provision that comes as close as possible to the invalid provision.
3. German law shall apply to the exclusion of the UN Convention on Contracts for the International Sale of Goods.
4. The place of fulfilment is Hanover.
5. Collateral agreements, amendments and supplements must be made in writing to be effective; this also applies in particular to the cancellation of this provision.