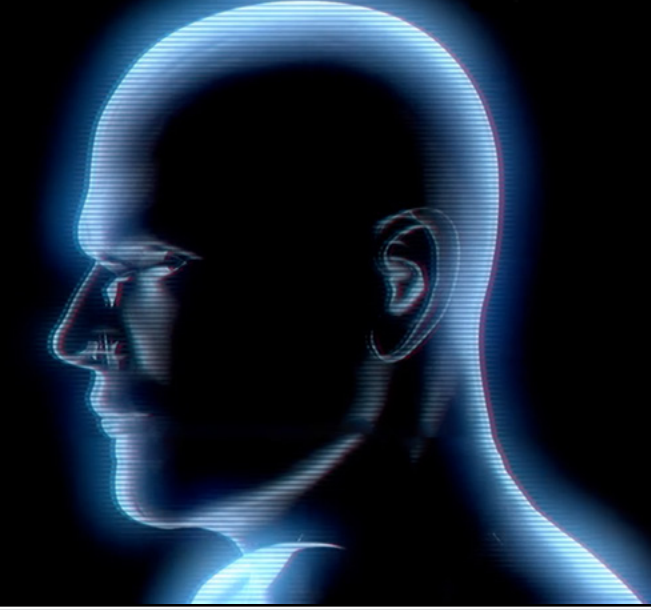


Content as a service



eMedia by heise
Content Marketing

High-quality content for business customers is our passion. The more complex a topic, the more important it is to have competent, neutral information. With us, you can present your solutions to potential customers, whether in text, audio or video formats - optimized for mobile use and easy to share.

OUR OFFERS FOR YOU:

CONTENT



PODCAST



SERVICE



MARKET RESEARCH



CONTENT HAS A LASTING EFFECT

Would you like to know what type of content is right for you and how you can use this content as sustainably as possible?
We will be happy to advise you.

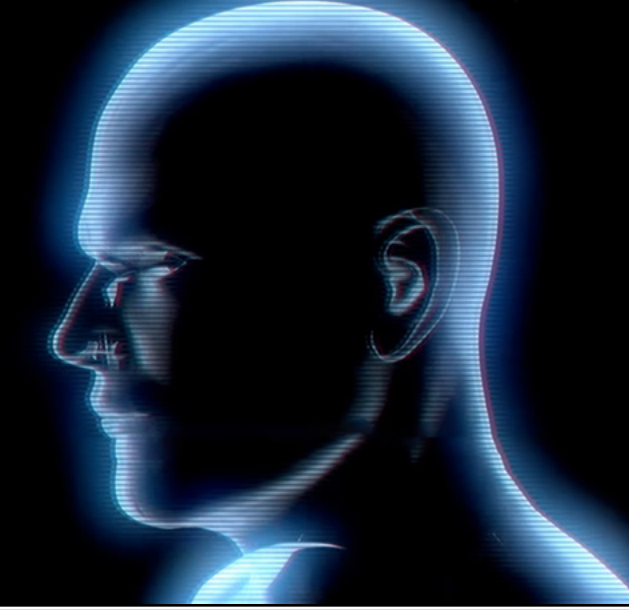
Get in touch with us:

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All content formats include the following services:

Advice on content, kick-off meeting with specialist editor, rebriefing, research, editing, proofreading, final correction and project management

	Scope	Rate
WHITEPAPER - Inform customers in depth	approx. 2,700 words (approx. 12 A4 pages)	€ 6,500 incl. layout
E-BOOK - Providing customers with comprehensive information	approx. 2,100 words	€ 5,100 incl. layout
ADVICE - Clearly inform customers	approx. 1,800 words	€ 3,100 without layout
BLOG CONTRIBUTIONS / SEO-TEXTS - Increase visibility	approx. 900 words	€ 1,600 without layout

We also offer the creation of **landing pages** or **social media posts** for all content formats.

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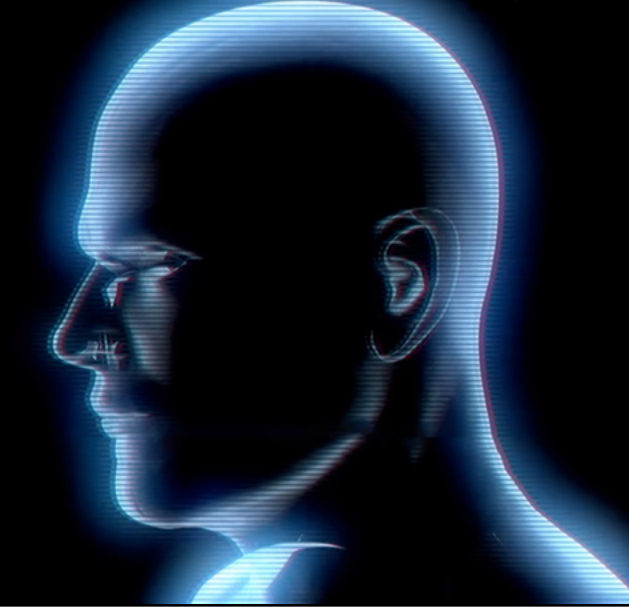
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The podcasts include the following services:

Advice on content, kick-off discussion with specialist editor and/or professional moderator, discussion guide (script), moderated recording, rough draft, post-production, writing the show notes and project management

	Scope	Rate
AUDIO-PODCAST - Storytelling for the ears	approx. 30-40 minutes per episode	€ 4,900 incl. intro and outro
VIDEO PODCAST - Storytelling for the eyes	approx. 3 minutes per episode	€ 3,600 incl. intro and outro

In addition, we offer the creation of **transcripts, social media posts and blog posts** for the podcasts.



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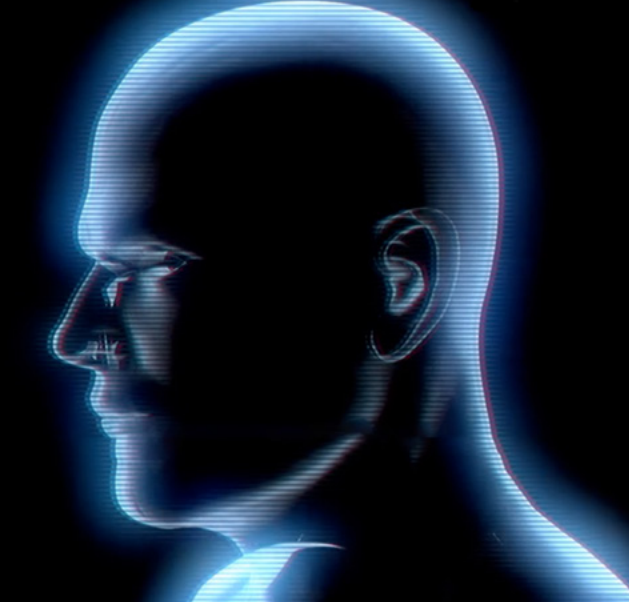
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Revise existing content to suit the target group:
in language, form and color.

	Services	Rate
LOCALIZATION - Foreign language content for your Making the target group understandable	Kick-off meeting with specialist editor, consultation, fact check, translation, link hygiene, adaptation, editing and project management	€ 42/100 words In the finished layout (e.g. InDesign): € 45/100 words
EDITING - Adapt content to your target group	Kick-off meeting with specialist editor, consultation, fact check, link hygiene, adaptation, editing and project management	€ 24/100 words In the finished layout (e.g. InDesign): € 25/100 words
LAYOUT - Presenting content in an appealing way	Graphics, final editing	on request



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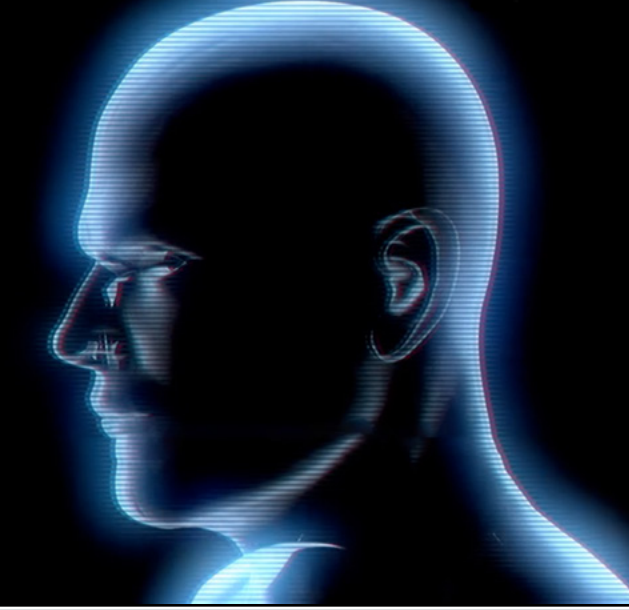
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The studies are carried out with up to 200 interviews (depending on the defined survey target group).

	Services	Rate
QUICK POLL	- 5 Individual questions provided by the client - Excel results table	€ 4,900 € 800 surcharge per additional question
FOCUS POINT	- 6 demographic questions & 5 individual questions provided by client - 11-page ePaper plus appendix for client - Individual study design with basic graphics	€ 11,900 € 1,500 surcharge per additional question



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