

heise bestenlisten by TechStage

Podcast

Nearly 50%
of all Germans
listen to
podcasts
several times
daily*

Around 60%
of all listeners
earn at least
3,500 euros net
per month*

*Source: AGOF daily digital facts - Nov 2021 (df)

heise bestenlisten tests products on a weekly basis and ranks them in top 10 lists. We are the front runners when it comes to best lists on the Internet! Are your products included? Then there is a lot to tell! How does a company come up with new innovations? What are the trends for the coming year? What can we look forward to soon? Show your listeners and viewers why your brand deserves attention!

That's right, our podcast has been available as audio AND video on all the usual portals since 2025. For you, this means: Show and tell the benefits of your brand to a constantly growing audience.

About the podcast:

- around 45 minutes long per episode
- Publication every two weeks
- Two trending core topics per episode

Here you will find your potential customers:

- Visual playout on YouTube and TikTok (over 180,000 followers)
- Audio playback on Deezer, Spotify, Apple, Audible & Co.

Contact:

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30-second commercial

- **Goal:** Reach a large target group
- **Medium:** 30-second spot
- **Placement:** at the beginning and end of the podcast
- **Advantage:** Double option for native message placement

1x commercial (native integration): € 1,500

2x commercial (native integration): € 2,500

Interview at the perfect time

- **Focus:** Trustworthy information instead of marketing speak
- **Positioning:** Renowned manufacturer
- **Offer:** 5 minutes interview time
- **Timing:** Directly on the day of recording and in the middle of the episode

5 minutes interview: € 5,000