

# SECURITY – Editorial Multi-Sponsored Lead-Hub

## Central knowledge platform with 360° information on the topic of security

Our intention – we make the importance of IT security visible in all areas and drive development forward. Position yourself in a neutral, editorial environment that is tailored to the specific information needs of the target group. In addition, you will receive a partner site where your own assets can be used to generate leads.

**NEW!**  
Including leads from own content and filter by company sizes!



**Link to the hub:**  
[it-kenner.heise.de/secure-it-fuer-unternehmen/](https://it-kenner.heise.de/secure-it-fuer-unternehmen/)

### This is what we offer you:

Branding & qualified, guaranteed leads in of the target group Security

### This is what we do for you:

- ✓ We create neutral, credible editorial content
- ✓ We take care of the complete content creation including the outbound marketing measures.
- ✓ We integrate your brand into the lead hub "SECURITY"
- ✓ We get you into contact with 22,000 IT security experts and decision-makers in the editorial topic-related environment.
- ✓ We provide you with guaranteed standard leads for your sales funnel \*
- ✓ We provide you with a monthly KPI report (touchpoints, scoring, reach, engagement)

\* the editorial leads are not given exclusively to individual sponsors. The lead delivery takes place every 2 weeks. The standard lead contains first and last name, emailaddress (private/company-internal), job title (pupils, trainees, students, unemployed & pensioners are filtered out free of charge), company name, company size, company sector, industry, zip code & country (DACH), telephone number.

### LEAD-CHECK

#### Industries

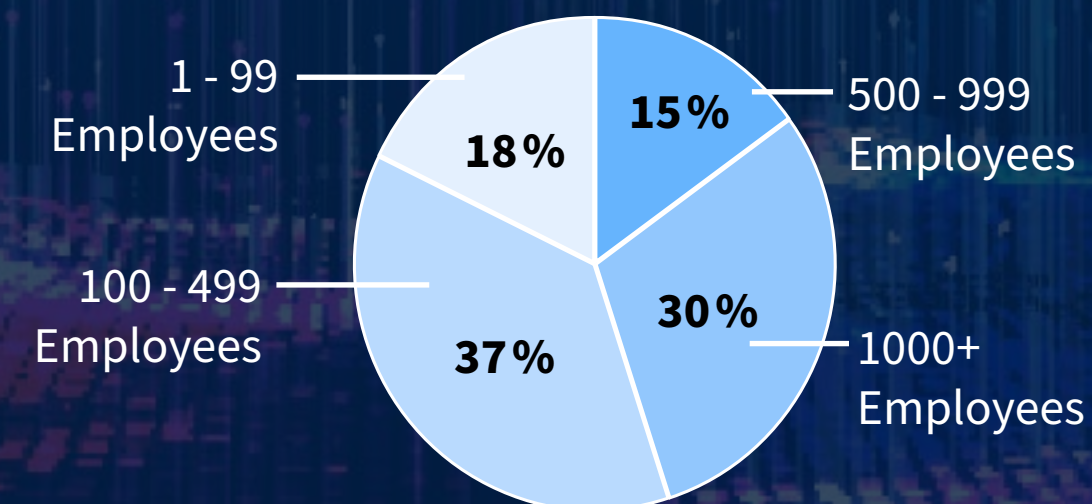


#### Job level



Source: Leads since March 2023 / launch of the hub

#### Company size



**Talk to us:**

[digisales@heise.de](mailto:digisales@heise.de)

+49 [0] 511 5352-743

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**Our offers:**

Lead package S (1-99 employees)*			
Term months	2	3	6
Total leads	87	175	355
of which approx. 50% leads from own content and filters			
<b>Total rate</b>	<b>€ 9,900</b>	<b>€ 18,525</b>	<b>€ 32,900</b>

Lead package M (100-499 employees)			
Term months	2	3	6
Total leads	83	167	339
of which approx. 40% leads from own content and filters			
<b>Total rate</b>	<b>€ 9,900</b>	<b>€ 18,525</b>	<b>€ 32,900</b>

Lead package L (500+ employees)			
Term months	2	3	6
Total leads	79	161	322
of which approx. 30% leads from own content and filters			
<b>Total rate</b>	<b>€ 9,900</b>	<b>€ 18,525</b>	<b>€ 32,900</b>

Rates less 15% AE commission, no further discounts possible

**\*Calculation example:**

With lead package S (1-99 employees) with a term of 2 months, the sponsor receives a total of 87 leads. Of these: approx. 50 % from the sponsor's own content with filter and approx. 50 % of the leads from the editorial content without filter.

**That's what we need from you:**

- ✓ Your company logo in high resolution as JPG, TIFF or PNG
- ✓ A brief description of the company
- ✓ Own gated assets (max. 3)

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