



RATE CARD

2025

[www.ct.de/media](http://www.ct.de/media)



# EDITORIAL PROFILE

**c't magazin** is Europe's largest IT and tech magazine and one of the most reliable and respected sources of information for anyone interested in technology - from demanding users and data centre professionals to IT managers and investment decision-makers. 261,144 buyers per issue, including 154,527 subscribers, value this unique magazine, which stands for thematic diversity, technical expertise, journalistic independence and thorough research.

With independent and cross-platform product tests, useful practical reports, background information and basic articles, c't magazine provides every bit of expertise and the basis for well-founded purchasing decisions in the private and professional environment. The topics range beyond IT issues to e-mobility, energy supply, sustainability and digital health.

**c't magazine** is published biweekly in all relevant print and digital channels, ensuring that both readers and advertisers are kept up to date and can react quickly in a dynamic market, but with the necessary thoroughness. Podcasts, social media appearances and YouTube channels expand the c't brand with digital offerings.

Source: IVW II/2024





# KEY TOPICS

IT trends, compilation prototypes for the Christmas business, the the column „Customer beware!“ and reporting on the IT job market and training and further education opportunities are a permanent feature.

## Applications

Mobile computing

IT in enterprise

Internet technologies

Mobility

Linux

Software and app developement

AI

Smart Home

Social media

Embedded Systems

Audio & video

Product tests

Hardware technologies

IT & society

Server & storage

Operating systems

IT networks

Smartphones

Games

IT market

Research

Apple

Practice & know-how

renewable energy

Blockchain

Reports

Background and basic knowledge

Internet of Things

sustainability

IT security

Augmented reality/Virtual reality

# SCHEDULE 2025

Issue	On sale	Space close	Material due	Trade fairs, events and theme specials
02/2025	Jan 10, 2025	Dec 11, 2024	Dec 13, 2024	
03/2025	Jan 24, 2025	Jan 06, 2025	Jan 08, 2025	
04/2025	Feb 07, 2025	Jan 20, 2025	Jan 22, 2025	
05/2025	Feb 21, 2025	Feb 03, 2025	Feb 05, 2025	
06/2025	Mar 07, 2025	Feb 17, 2025	Feb 19, 2025	secIT by Heise, Hanover 18-20 March 2025
07/2025	Mar 21, 2025	Mar 03, 2025	Mar 05, 2025	
08/2025	Apr 04, 2025	Mar 17, 2025	Mar 19, 2025	
09/2025	Apr 17, 2025	Mar 28, 2025	Apr 01, 2025	incl. recruiting special IT & Career I/2025
10/2025	May 02, 2025	Apr 10, 2025	Apr 11, 2025	
11/2025	May 16, 2025	Apr 25, 2025	Apr 29, 2025	GITEX Europe, Berlin 21-23 May 2025
12/2025	May 30, 2025	May 09, 2025	May 13, 2025	
13/2025	June 13, 2025	May 23, 2025	May 26, 2025	
14/2025	June 27, 2025	June 06, 2025	June 10, 2025	
15/2025	July 11, 2025	June 23, 2025	June 25, 2025	

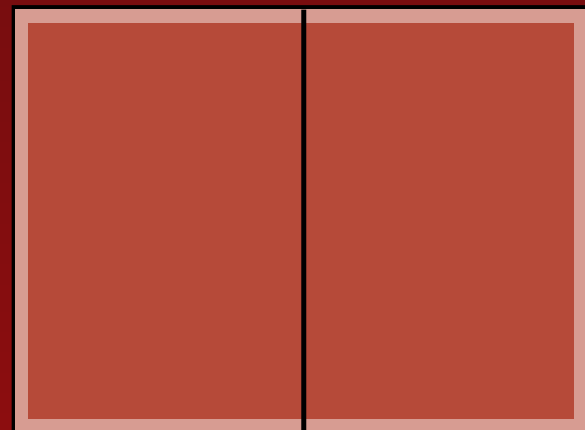
# PUBLICATION SCHEDULE 2025

Issue	On sale	Space close	Material due	Trade fairs, events and theme specials
16/2025	July 25, 2025	July 07, 2025	July 09, 2025	
17/2025	Aug 08, 2025	July 21, 2025	July 23, 2025	gamescom, Cologne 20-24 August 2025
18/2025	Aug 22, 2025	Aug 04, 2025	Aug 06, 2025	
19/2025	Sept 09, 2025	Aug 18, 2025	Aug 20, 2025	IFA, Berlin 05 - 09 September 2025
20/2025	Sept 19, 2025	Sept 01, 2025	Sept 03, 2025	
21/2025	Oct 03, 2025	Sept 12, 2025	Sept 16, 2025	it-sa, Nuremberg 07 - 09 October 2025
22/2025	Oct 17, 2025	Sept 26, 2025	Sept 30, 2025	
23/2025	Oct 31, 2025	Oct 10, 2025	Oct 14, 2025	incl. recruiting special IT & Career II/2025
24/2025	Nov 14, 2025	Oct 24, 2025	Oct 28, 2025	c't <webdev>, Cologne 18-20 November 2025
25/2025	Nov 28, 2025	Nov 10, 2025	Nov 12, 2025	
26/2025	Dec 12, 2025	Nov 24, 2025	Nov 26, 2025	incl. supplement Austria
01/2026	Dec 27, 2025	Dec 05, 2025	Dec 09, 2025	
02/2026	Jan 09, 2026	Dec 12, 2025	Dec 15, 2025	



# SIZES EDITORIAL SECTION

## 2/1 page



- a) Type area: 400 × 256  
b) Bleed: 420 × 297\*

**4c: € 31,400**

## 1/1 page



- a) 185 × 256  
b) 210 × 297\*

**4c: € 16,900**

## 3/4 page



- a) 185 × 190 136 × 256  
b) 210 × 216\* 146 × 297\*

**4c: € 13,650**

## 2/3 page



- a) 185 × 169 122 × 256  
b) 210 × 195\* 130 × 297\*

**4c: € 12,495**

## 1/2 page



- a) 185 × 126 88 × 256  
b) 210 × 152\* 103 × 297\*

**4c: € 10,400**

## 1/3 page



- a) 185 × 82 58 × 256  
b) 210 × 107\* 71 × 297\*

**4c: € 6,990**

## 1/4 page



- a) 88 × 126 185 × 61  
b) 103 × 152\* 210 × 80\*

**4c: € 5,900**



- 39 × 256  
53 × 297\*

## Junior Page



- a) 136 × 190  
b) 148 × 220\*

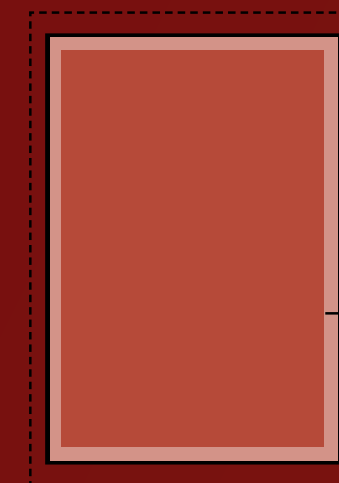
**4c: € 12,700**

## Cover page



- a) 210 × 297\*

**4c: € 20,700**



Trim allowance

Bleed/booklet size

Type area

**Trim size:** 210 mm × 297 mm  
**Type area:** 185 mm × 256 mm  
**All sizes:** Width × height in mm

\* Bleed allowance based on booklet/bleed format; minimum format 1/4 page: 4 mm head, 4 mm trim margin to the gutter, 3 mm face and 3 mm foot trim  
Motif/text across binding: 10 mm distance per page to bleed size. Other sizes and special colours on request. All rates plus VAT.

For bookings of 1/1 page and larger you will receive 50,000 ad impressions in the AdBundle on **[www.heise.de/ct](http://www.heise.de/ct)** or social media ads for c't followers with 250 guaranteed clicks. The ads are played out during the sales period of the print edition.

### Sizes

Editorial profile

Key topics

Schedule

Readership

Ad Specials

Technical data

Theme specials

c't online

Newsletter

Podcasts

Social Media

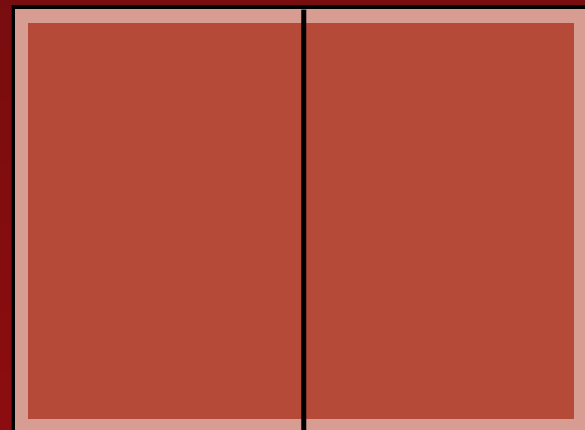
Youtube

Publisher's details

Contact us

# SIZES MARKET SECTION

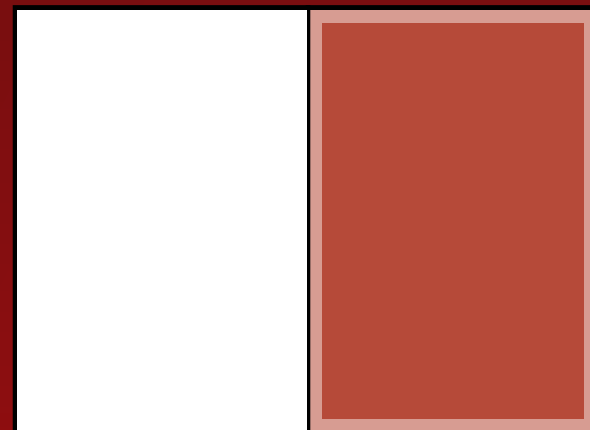
2/1 page



a) Type area: 400 × 256  
b) Bleed: 420 × 297\*

**b/w: € 11,550**  
**4c: € 16,900**

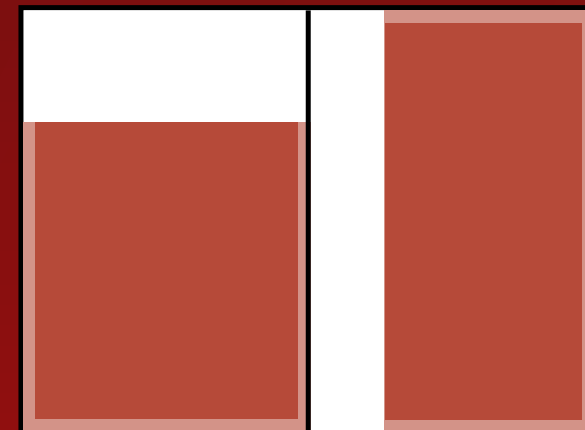
1/1 page



a) 185 × 256  
b) 210 × 297\*

**b/w: € 5,775**  
**4c: € 8,450**

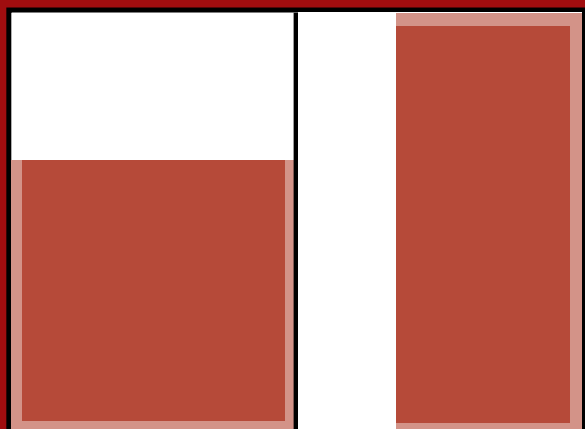
3/4 page



a) 185 × 190 136 × 256  
b) 210 × 216\* 146 × 297\*

**b/w: € 4,300**  
**4c: € 6,690**

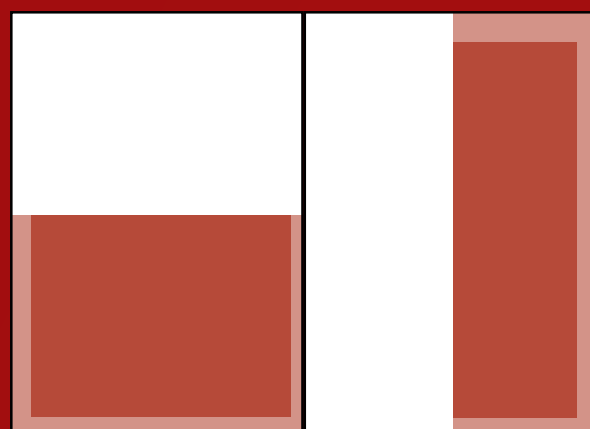
2/3 page



a) 185 × 169 122 × 256  
b) 210 × 195\* 130 × 297\*

**b/w: € 3,835**  
**4c: € 6,050**

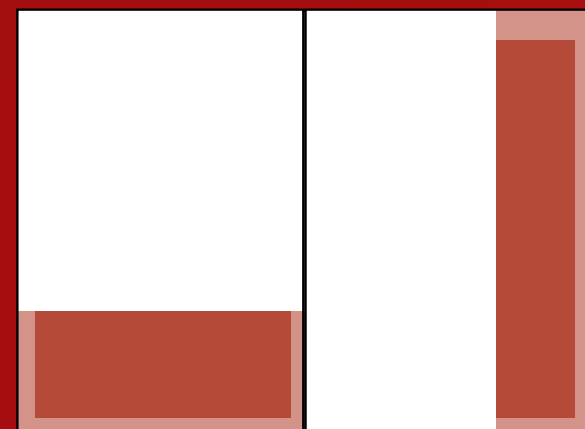
1/2 page



a) 185 × 126 88 × 256  
b) 210 × 152\* 103 × 297\*

**b/w: € 2,866**  
**4c: € 4,935**

1/3 page



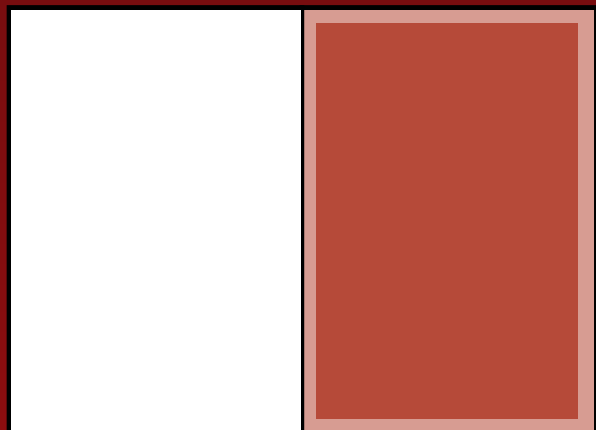
a) 185 × 82 58 × 256  
b) 210 × 107\* 71 × 297\*

**b/w: € 1,911**  
**4c: € 3,832**

The **market section** is an editorial-free advertising section at the back of the magazine, directly followed by the the job market.

# SIZES JOB OFFERS by heise Jobs

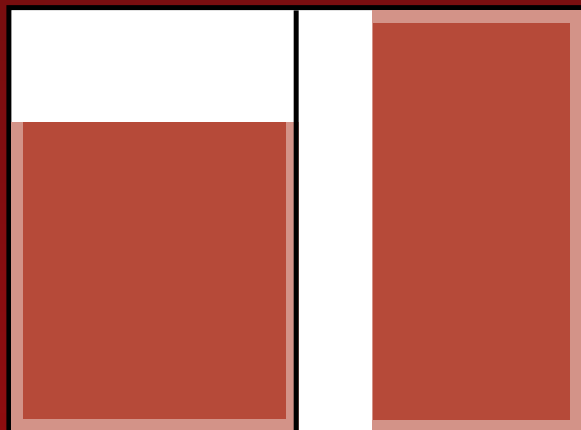
## 1/1 page



a) Type area: 185 × 256  
b) Bleed: 210 × 297\*

**b/w: € 9,020**  
**4c: € 11,924**

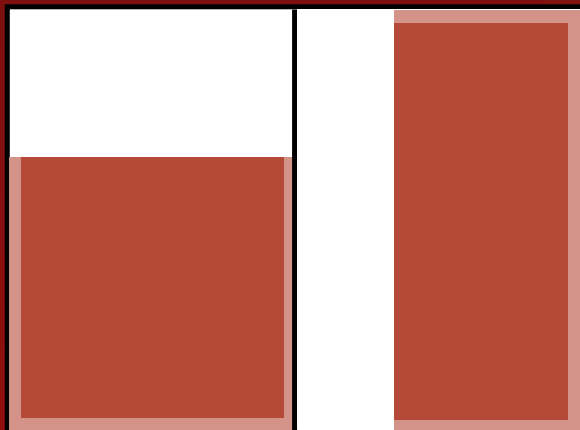
## 3/4 page



a) 185 × 190 136 × 256  
b) 210 × 216\* 146 × 297\*

**b/w: € 7,040**  
**4c: € 9,020**

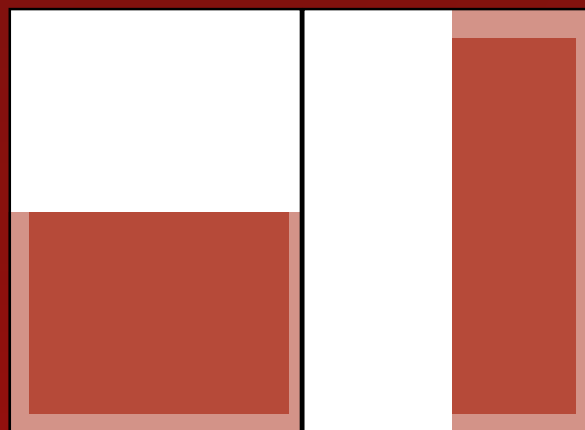
## 2/3 page



a) 185 × 169 122 × 256  
b) 210 × 195\* 130 × 297\*

**b/w: € 6,380**  
**4c: € 8,310**

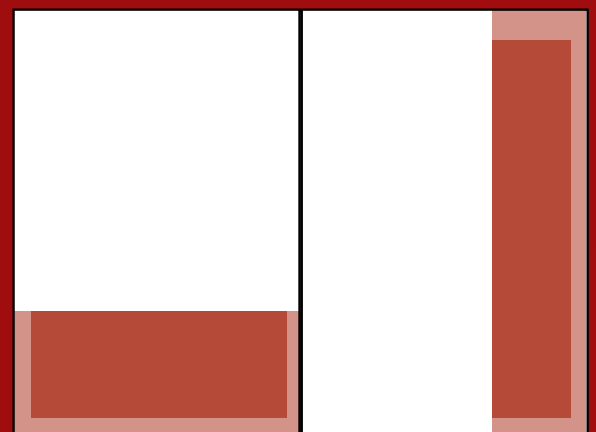
## 1/2 page



a) 185 × 126 88 × 256  
b) 210 × 152\* 103 × 297\*

**b/w: € 5,060**  
**4c: € 6,512**

## 1/3 page



a) 185 × 82 58 × 256  
b) 210 × 107\* 71 × 297\*

**b/w: € 3,800**  
**4c: € 4,708**

## 1/4 page



a) 88 × 126 185 × 61 39 × 256  
b) 103 × 152\* 210 × 80\* 53 × 297\*

**b/w: € 3,200**  
**4c: € 3,806**

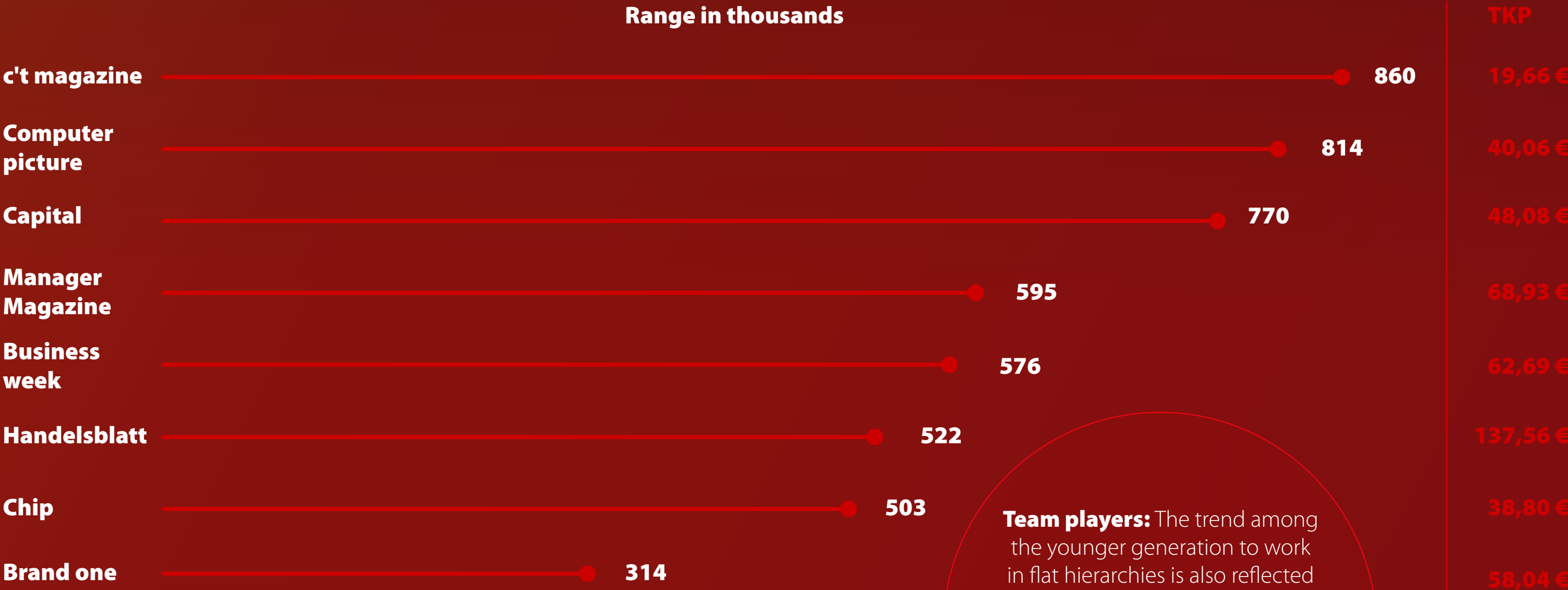
c't reaches the  
high-calibre  
target group of  
**IT professionals.**



# OUR READERSHIP

We have selected **relevant decision-maker titles** and compared them .  
The result: Among all IT titles - including the top business titles - c't magazin was the winner in terms of reach.

One issue reaches  
**860,000 c't readers**  
- says the AWA 2024.



With the highest share of **decision-makers for computers/accessories**, **95% of c't readers** decide on investments in this area both professionally and privately.

Almost **one in five** is a **TOP professional** in the **computer, EDP, IT** occupational field - far ahead of all other occupations IT and business stocks.

**Team players:** The trend among the younger generation to work in flat hierarchies is also reflected in the decision-making process. More team decisions are in demand - the visible proportion of co-decision-making is high in all titles. c't magazine readers lead the way with **241,000 readers**.

With **326,000 readers**, c't magazin follows directly behind Capital as a **decision-maker for company acquisitions** and investments and has a strong presence in this sector of business publications. And these readers have clear career potential: with an average age of 46, c't readers are the youngest among decision-makers.

Source: AWA 2024

# AD SPECIALS

## Loose inserts



- Can be added to the entire circulation, the subscribed circulation or to post code or Nielsen areas
- Minimum quantity 20,000 copies
- Maximum size 195 mm × 280 mm (wxh)
- Minimum size 95 mm × 148 mm (wxh)

**€ 109 per 1,000 up to 25g**  
other weights on request

## Bind-ins



- Printed materials fixed to the magazine, product sample
- Minimum quantity 20,000 copies
- Maximum size 210 mm × 297 mm (wxh)
- Minimum size 140 mm × 140 mm (wxh)
- Split/partial coverage possible

2 pages: **€ 79 per 1,000**  
4 pages: **€ 109 per 1,000**

## Tip-ons



- Postcard, CD etc.
- Only in connection with a master advertisement covering the entire circulation, minimum size 1/1 page
- Partial occupancy of the glued insert possible

**€ 79 per 1,000**

Extra charge for split circulation / partial coverage: 10 %

Loose inserts, board inserts, and tip-ons must be suitable for mechanized processing and be packed in the exactly appropriate way – in handy packs stacked loosely on pallets.

**Shipping cartons for all ad specials must be labeled as follows:**

- Magazine title/Issue •
- Name of the advertising company •
- Quantity/number of pallets •

## Shipping address

for all inserts, tip-ons, bound inserts:

H. Wennberg GmbH Großbuchbinderei  
Herr Uwe Hoffmann  
Steinbeisstr. 54 – 58  
71665 Vaihingen / Enz  
Germany

## Ad Specials



# TECHNICAL DETAILS

## PRINTING PROCESS

<b>Insides:</b>	Web Offset (CMYK)
<b>Cover:</b>	Sheetfed Offset (CMYK)
<b>Size:</b>	Trimmed size: 210 × 297 mm Bleed: 3 mm head, 4 mm gutter, 3 mm face, 3 mm foot
<b>ARTWORK</b>	
<b>Types:</b>	Printing documents (data) fonts: Please note that all fonts have to be supplied. If fonts are missing replacement fonts will have to be used, these could eventually change the appearance and the layout of the ad.
<b>Other details:</b>	The minimum line width is 0.2 mm. Images with very thin structures and Copy-Dot-files could cause a moiré and have to be avoided.
<b>Recommended file formats:</b>	Prefers unseparated PDFs (standard PDF/X-1a:2001). InDesign export job options and further information on data delivery can be downloaded from the service area at <a href="https://www.mohnmedia.de/service/datenanlieferung/">https://www.mohnmedia.de/service/datenanlieferung/</a> . Types must be encapsulated and the CMYK colour mode has to be used. Please avoid to pass on so-called ‘open’ files. This may cause version and system-related errors for which no liability can be accepted. In case you do send such files the following programmes are supported: <b>Mac programmes:</b> Photoshop, InDesign, Illustrator <b>PC programmes:</b> Photoshop, InDesign, Illustrator
<b>File names:</b>	A clear file name has to be chosen indicating “publication”, “issue number”, “advertisers name”, “ad size”, “printing process” e.g. “ct1209Microsoft_1x2_offset”.
<b>Data carriers:</b>	CD or DVD
<b>Resolution:</b>	Screen: min 300 dpi; Line: min 800 dpi

<b>Inside proof:</b>	The inside proofs have to be made according to the 4 colour mode (CMYK) based on the standards “PSO SC-B Papier V3 (Fogra 54)” for PT 3 Offset. The respective profiles can be downloaded from <a href="http://www.eci.org">www.eci.org</a> . Only if the correct proof parameters are adhered to, your advert can be printed in accordance with the standard process tolerances.
<b>Cover proof:</b>	The cover proofs have to be made according to the 4 colour mode (CMYK) based on the standards „PSO Coated V3 (Fogra 51)” for PS1 Offset. The respective profiles can be downloaded from <a href="http://www.eci.org">www.eci.org</a> . The proofs for the insides and the cover must be made from your supplied files. In case of any queries on colour adjustments or ICC profiles, please do contact the Colour Management department. Phone: +49 (0) 07231 963-180

## TECHNICAL PROCESSING

<b>Files/Proofs to be sent to:</b>	Mohn Media Mohndruck GmbH Abt. MAT Anzeigen Carl-Bertelsmann-Str. 161 M 33311 Gütersloh, Germany
Please enclose for checking: Obligatory printouts or colour space adjusted proofs with reference to the contact person and phone number. Please send your print documents to the above address. We cannot accept any complaints if incorrect data is supplied.	
<b>Queries on file supply:</b>	
<b>Phone:</b>	+49 (0) 5241 80-89700
<b>E-mail:</b>	<a href="mailto:anzeigen@bertelsmann.de">anzeigen@bertelsmann.de</a>

# THEME SPECIALS

## IT & Career - a topic special from heise Jobs

Current and future topics regarding the IT and MINT (STEM) job market will be published in about 200,000 subscription copies of the heise magazines c't and iX.

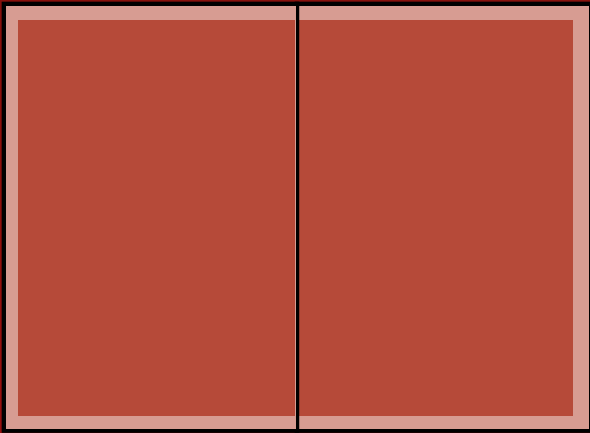
Our **IT & Career** theme special has established as a platform for personnel image ads and classic job offers. Twice a year, companies present themselves as attractive employers in IT & Career and thus reach highly qualified professionals from all relevant areas of IT and STEM.

An excitingly designed company profile motivates precisely these people to take the next step and accept a new challenge. (Technical) colleges also have the opportunity of inspiring our readers to attend IT courses and take advantage of training opportunities!



[IT & Career in the media portal](#)

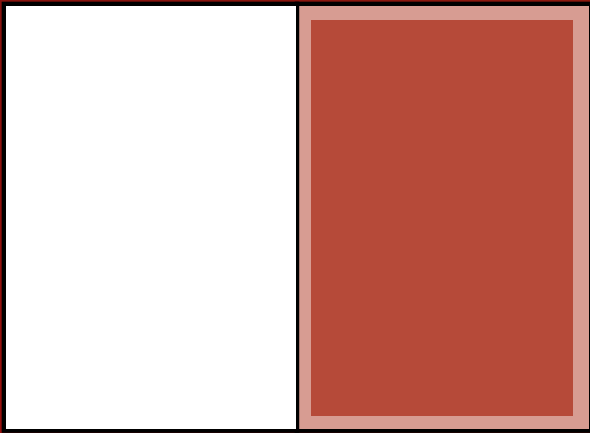
### 2/1 page



a) Type area: 400 × 256  
b) Bleed: 420 × 297\*

9.900 €

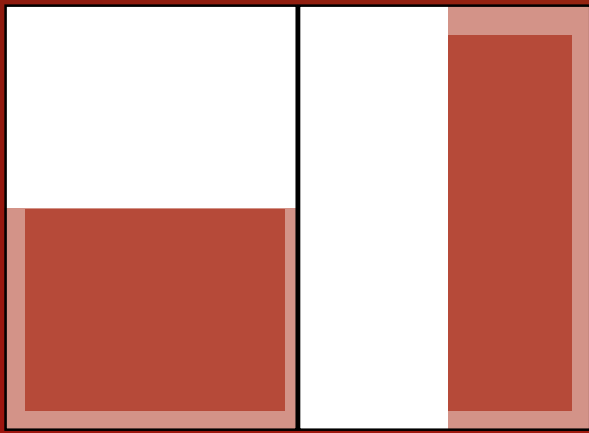
### 1/1 page



a) 185 × 256  
b) 210 × 297\*

5.500 €

### 1/2 page



a) 185 × 126  
b) 210 × 152\*  
88 × 256  
103 × 297\*

3.400 €

### Issue 1

#### On sale

with **c't 09/2025:** 17 Apr 2025  
and **iX 05/2025:** 25 Apr 2025

**Space close:** 28 Mar 2025  
**Material due:** 01 Apr 2025

### Issue 2

#### On sale

with **c't 23/2025:** 31 Oct 2025  
and **iX in Nov 2025**

**Space close:** 10 Oct 2025  
**Material due:** 14 Oct 2025

### Theme specials

[Editorial profile](#)

[Key topics](#)

[Schedule](#)

[Sizes](#)

[Readership](#)

[Ad Specials](#)

[Technical data](#)

[c't online](#)

[Newsletter](#)

[Podcasts](#)

[Social Media](#)

[Youtube](#)

[Publisher's details](#)

[Contact us](#)



# THEME SPECIALS

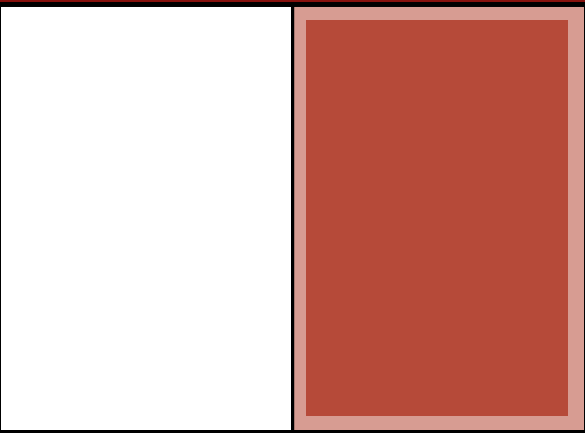
## Theme special **Austria**

In the IT regional supplement Austria, companies present themselves as a strong local partner or as an attractive employer for expert IT specialists.  
The special is published as a supplement in c't issue 26/2025.



[Theme special in the media portal](#)

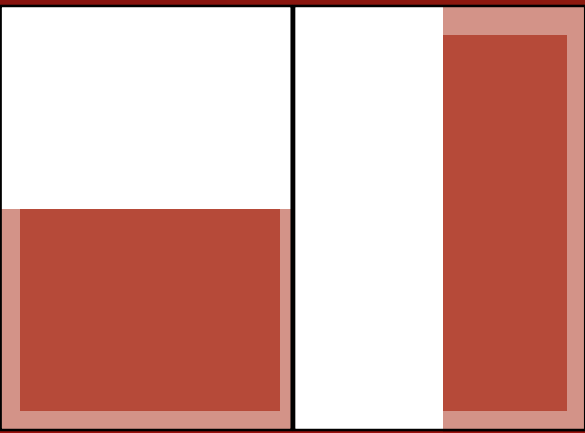
### 1/1 page



a) Type area: 185 × 232  
b) Bleed: 200 × 280

€ 4,300

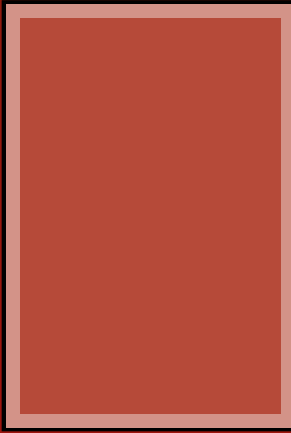
### 1/2 page



a) 185 × 116 90 × 232  
b) 200 × 139 98 × 280

€ 2,200

### Cover page



a) -  
b) 200 × 280

€ 4,900

**Trim size:**  
200 mm × 280 mm

**Type area:**  
185 mm × 232 mm

**all sizes:**  
Width × height in mm

Surcharge for cover pages:  
25 %; no colour surcharges

### On sale

with **c't 26/2025:** 12 Dec 2025

**Space close:** 10 Nov 2025  
**Material due:** 14 Nov 2025

[www.heise.de/ct](http://www.heise.de/ct)

c't online offers computer professionals and demanding users a comprehensive collection of tips and tricks for PC use, magazine articles, comprehensive services and information about the magazine.

Plus social media and messaging with Facebook, Instagram and Twitter as well as YouTube channels and podcasts.

## Facts

### User traffic

3 - 4 million page impressions per month  
IVW-approved (details on request)

### Target group

- Business decision-makers
- IT professionals
- advanced users
- Tech enthusiasts

### Content

- Magazine services (preview, content database)
- Services (TIPP database)
- Support (hotline & FAQ, tips & tricks, company contacts)
- Archive

## CPMs

**Leaderboard**  
(728 × 90px)



€ 59

**Skyscraper**  
(max. 160 × 600px)



€ 59

**Medium Rectangle**  
(300 × 250px)



€ 79

**Wallpaper**  
(728 × 90 + 160 × 600px)



€ 99

**Half Page Ad**  
(300 × 600px)



€ 99

**Billboard**  
(max. 970 × 250px)



€ 99

**Sitebar**  
(dynamic px)



€ 99

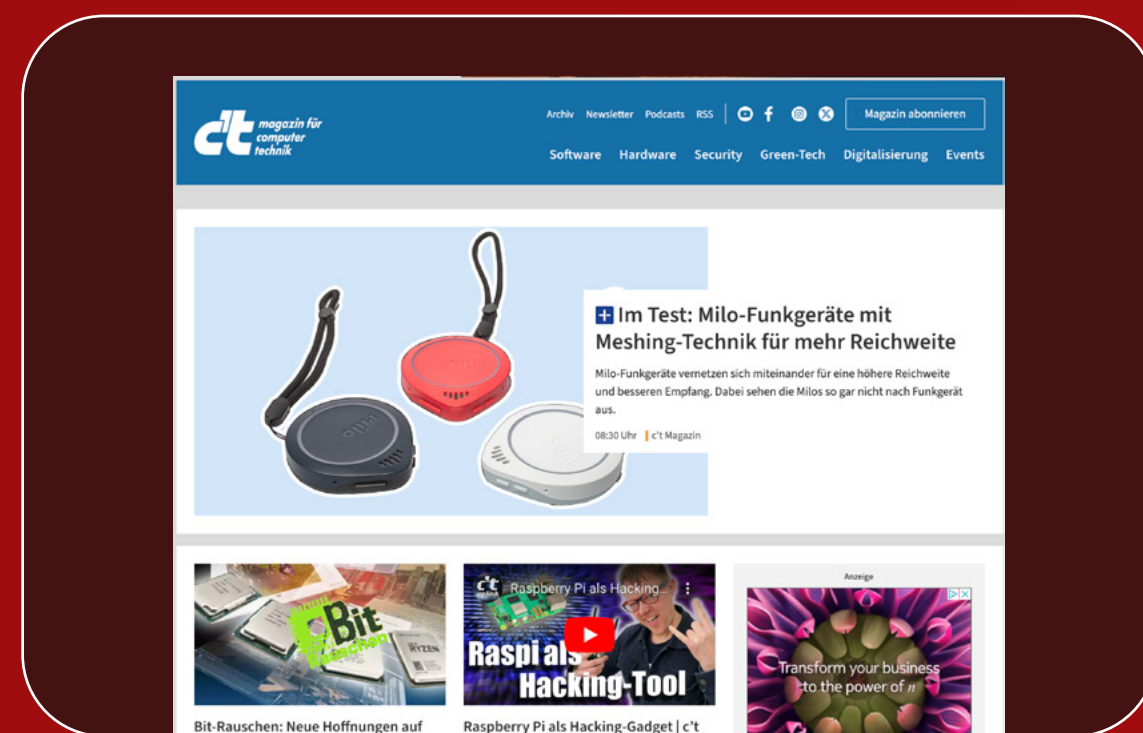
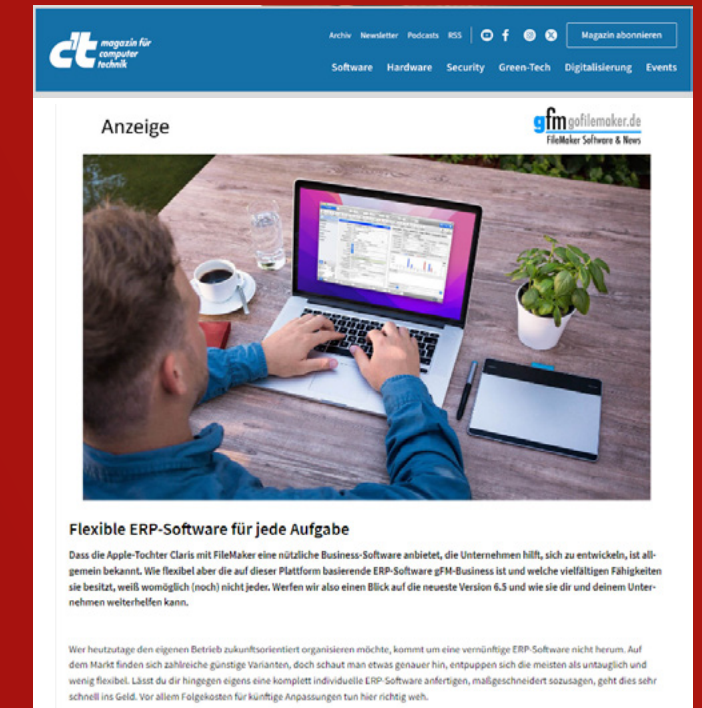
## Online advertorial

### Position your brand message in an eye-catching way

Score points with your own content in the heise online environment! With guaranteed visibility, we ensure that the users of c't online to become aware of your company, your products and solutions.

**Runtime: 4 weeks | Rate: € 3,500**

All further details on processing on request.





# NEWSLETTER ADS



### c't exklusiv

Personalised topic overview and exclusive background information on each new issue of c't.

released every  
second Thursday

108,000 subscribers

Leaderboard € 2,430



### c't 3003 Hype

What remains of the hype? Illuminating current trends and assessment of their future development.

released every  
second Thursday

6,000 subscribers

Leaderboard € 1,500



### c't D.digital

The briefing on digitalisation in Germany - be part of the debate!



### c't Tech-Check

New hardware, new tools - what is worthwhile and what is not.



### c't Open Source Spotlight

A must-read for fans of source open software: Discover innovative open source applications.



Tach Simon,

zuerst die schlechte Nachricht: wegen des Feiertages gibt es diese Woche nur ein Hochkant-Short-Video, das freitägliche "große" 3003-Video fällt aus.

Doch jetzt die gute Nachricht: Ihr habt mehr Zeit, euch meinen Kommentar zum aktuellen Hype zu Gemüte zu führen! Ist das nicht was?

Notion hat nämlich ein ziemlich umfangreiches Update für seine Software angekündigt. Was da unter anderem auf euch zukommt und was mich an Notion trotzdem stört, erfahrt ihr, wenn ihr ein ganz bisschen weiter herunterscrollt.

Habt eine schöne Restwoche,

**Jonathan**  
von c't 3003



#### In dieser Ausgabe

- **Aktueller Hype:** Notion vergrößert sein Imperium
- **Aus der Community:** So benutzt man doch keine KI-Supercomputer!
- **Im nächsten (Short-)Video:** FacePoke manipuliert Gesichter

# NEWSLETTER ADS



## c't Club Newsletter

Only for c't subscribers: Nerdy expertise and exclusive Background information from the editorial team. Welcome to the c't Club!

published every Tuesday

Sent to over 90,000 c't subscribers

### TARGET GROUP

c't subscribers are:

- Decision-makers / co-decision-makers for operational investments
- High-profile multipliers
- Innovators and trendsetters...
- ...with great brand affinity
- Quality-conscious with a high willingness to invest
- IT professionals and early adopters

### INTEGRATION

#### Position 1:

Intro „*This newsletter is brought to you by Company + Logo*”

#### Position 2:

„**unblockable Newsletter Ad**“ in the content of the newsletter

### TECHSPECS

#### Intro:

- Image file for the advertiser's logo: 120x80 px, max. 500 kb, optionally with transparent background
- Name of advertiser (without legal form)
- Description (optional): Slogan or service description, maximum 40 characters including spaces
- Link target (optional): Website to which users should be directed to find out more

#### Unblockable Newsletter Ad:

- Heading (optional): max. 75 characters (incl. spaces)
- Image (optional): Format 600 x 160px
- Continuous text (max. 300 characters, preferably including bolding / highlighting of key points)
- Button Text (max. 25 characters)
- Link target for button

Rate per shipment: € 6,900





# PODCASTS

Everything worth knowing from the world of IT always and everywhere directly to your ear - that's possible with the podcasts from the c't editorial team. A wide range of topics, presented in an entertaining and informative way, keeps you up to date with the latest developments and trends in the IT sector.

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[www.heise.de/ct](http://www.heise.de/ct)

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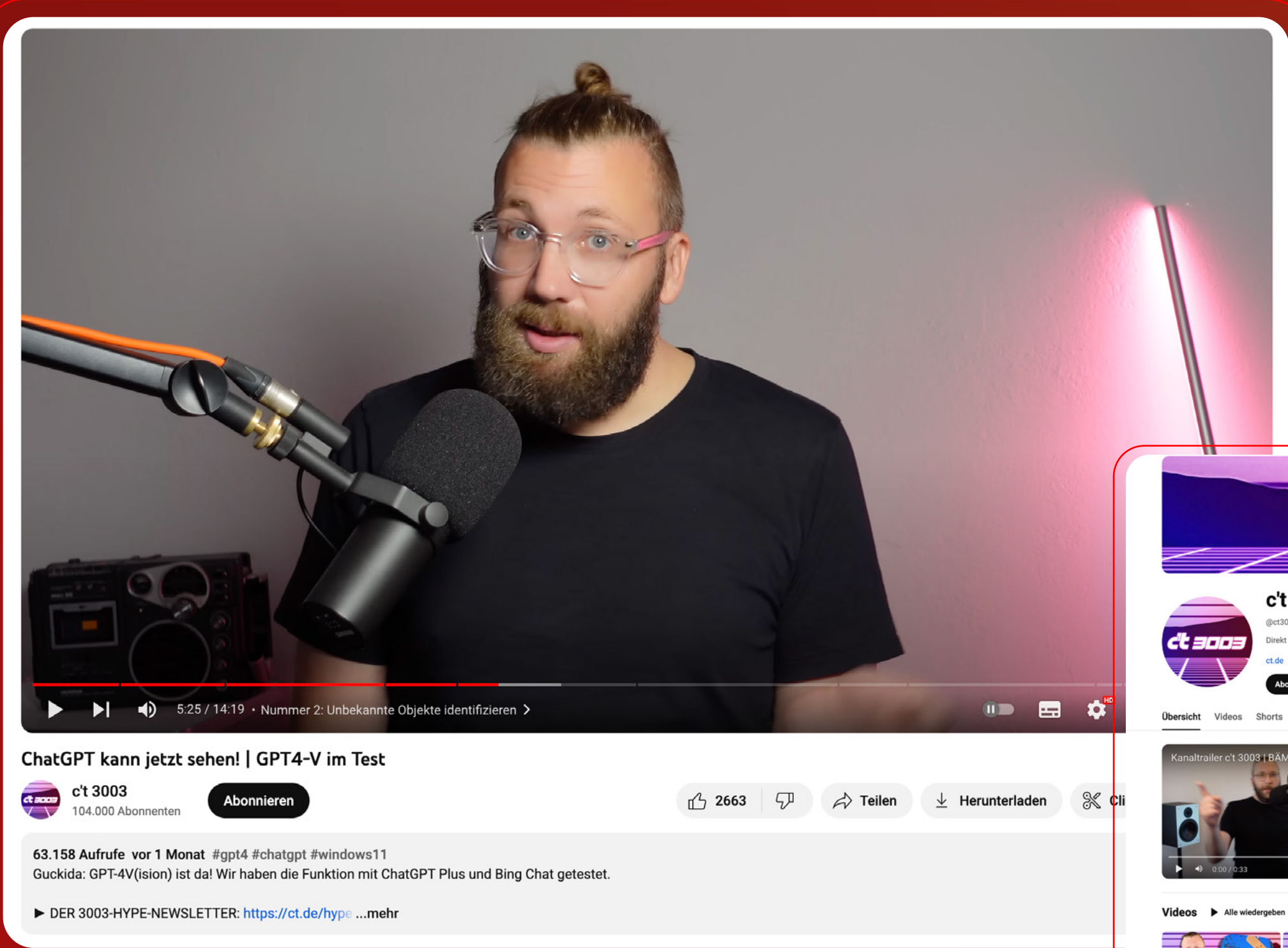
If you thought entertainment and serious tech journalism were mutually exclusive, you haven't heard of c't 3003! In weekly YouTube videos, the experienced video makers around Jan-Keno Janssen shed light on everything that comes under their wings – from Raspberry Pi to smartphones and electric scooters: sometimes silly, but always technically sound. What sets c't 3003 apart from other YouTube channels is the expertise of Europe's largest tech editorial team: over 60 c't editors support the channel with their know-how.



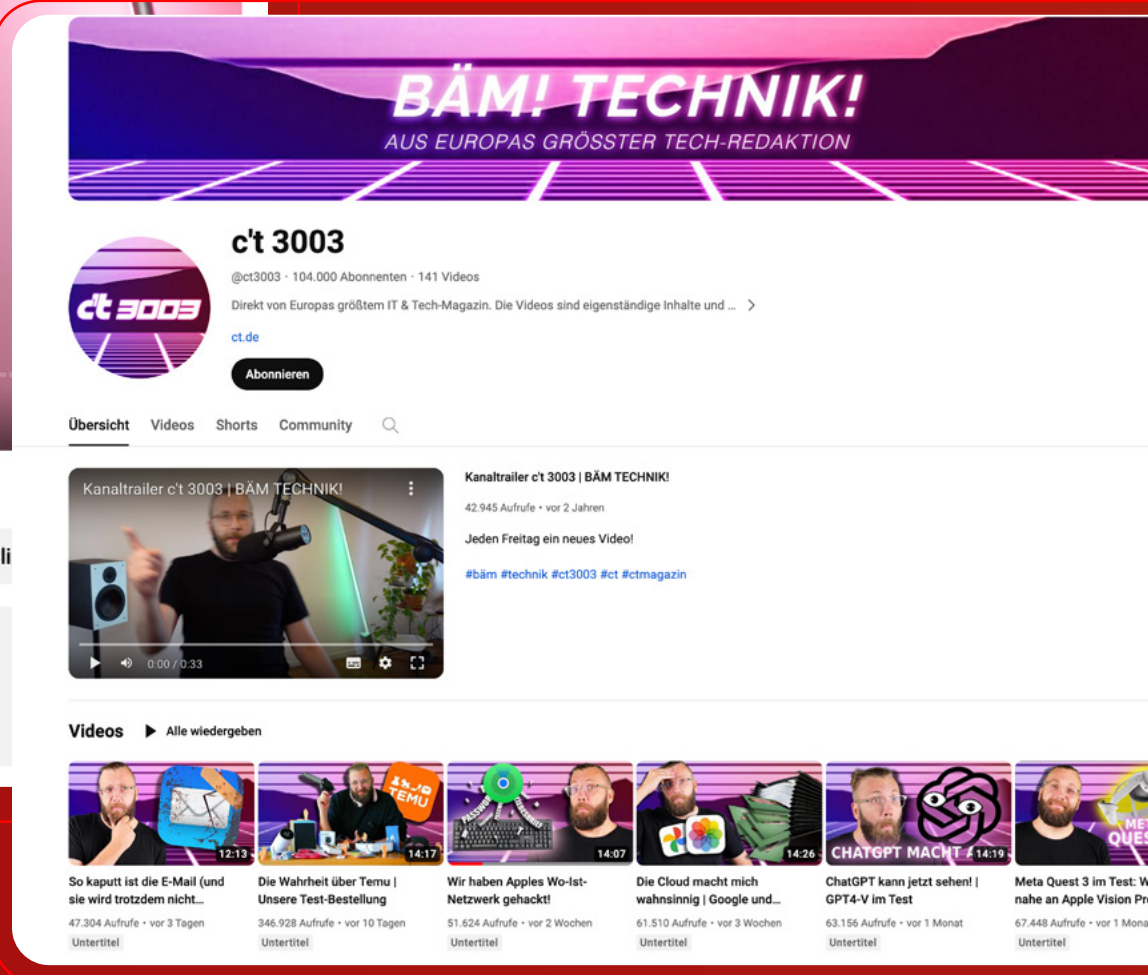
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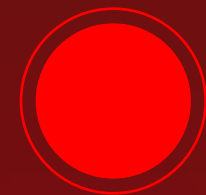


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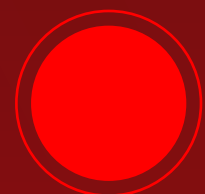
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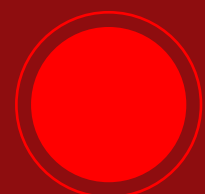
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