

They Talk Tech – with Eckert and Wolfangel

Have you ever heard this saying – with raised eyebrows, a subtle shake of the head and a slightly annoyed exhalation: ‘Women and technology...’, then you’ve come to the right place. The new c’t technology podcast ‘**They Talk Tech with Svea Eckert and Eva Wolfangel**’ plays with this cliché, charmingly breaking it down and imparting knowledge in the process. The two experienced freelance technology journalists dedicate themselves to an exciting tech topic every fortnight and invite inspiring female guests to join them. But the podcast hosts also bring something to the table: investigative and exciting research, for which there is a short deep dive right at the beginning of each episode. Episode 1 was released on September 4th, 2024 and from then on every second Wednesday.

Podcast format:

- Audio format
- Length of the episode: 60 minutes
- Released every 14 days wednesdays, approx. 1,300 calls per month

TechSpecs:

- Spot content as continuous text for the production of the spot by a trained speaker
- Reporting of retrievals (our AdServer audioserve) after the campaign ends

Output channels:

- On **heise.de**
- Available via Apple Podcasts, Deezer, Spotify, Google Podcasts
- Subscribable via RSS feed

Advertising opportunities

Integration:

- Pre or mid roll
- Spot, produced by heise with trained speakers

Length:

Each approx. 30 seconds

Exclusivity:

Roadblock in one episode – rate for one month, includes 2 episodes

Rate:

€ 1,299 (agency commission possible)

IMPORTANT: The spot can be approved before integration.
There is an approval loop.



[Link to the podcast](#)

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