

IT RECRUITING 2025

- We are Peoplefinder -

Stay in the right
harbour with us,
not just anywhere.



FOREWORD

Find exactly the people your company needs

Top employees are worth their weight in gold. Professionals from IT/telecommunications even more so. Bitkom currently reports that almost one in three companies are not taking action with regard to the shortage of IT specialists (Jan. 2025). If you want to remedy your IT skills shortage, you can start by using specific AI tools including training, offering further training measures, recruiting lateral entrants, utilizing the potential of female IT specialists or simply advertising vacant positions in an attractive way – it all depends on the size of your company. You need IT experts and motivated, highly trained IT employees who are up to date and AI-savvy. Because with their know-how and expert knowledge, you are laying the foundations for the AI-driven future viability of your company. So cast off and set sail - with the right crew on board.

We can't bring your ideal candidate to the interview in person, but we can provide you with professional tips for anchoring safely in our harbors. After all, you want to find your storm-tested crew.

On the following pages, we will tell you which medium you can use to address IT professionals and experts in a targeted manner.

Good luck with your recruitment!

Your heise medien team

heise online

heise jobs

ONLINE

heise jobs

HR Events

heise jobs

IT Tag

EVENTS

ct magazin für
computer
technik

cx
MAGAZIN FÜR
PROFISCHWELLE IT

IT & Karriere
Special supplement from heise medien

Theme supplement
**We Are
Developers!**

PRINT

heise online EMPLOYER-BRANDING



Successfully attract IT experts across all channels




The rapidly changing labor market is constantly presenting employers and employees with new challenges. How can I find a new job or enter the world of work during this phase? How can I attract qualified employees to my company?

We can also help with this and have put together multichannel packages to make the most of all your options.

B2B decision-maker profile

- 47 years old on average
- 90 % are highly educated (at least (technical) high school diploma)
- 70 % are senior executives
- 16 % work in the ICT industry
- 83 % are ICT decision-makers
- 44 % work in companies with more than 100 employees
- 77 % are very/at least interested in the topics of job & career
- 46 % are not looking for a job, but are open to offers*

Sources: LAE 2024, *heise online user survey 2020 (n=1,168)

	Package S	Package M	Package L
Branding/display	<div>Wallpaper</div> <div> individual target group targeting, 100,000 AdImps</div>	<div>Wallpaper</div> <div> individual target group targeting, 250,000 AdImps</div>	<div>Wallpaper</div> <div> individual target group targeting, 250,000 AdImps</div>
Podcast	Podcast rotation employer branding (25,000 views)	Podcast Employer Branding (50,000 views)	Podcast Employer Branding (100,000 views)
Native Post or usAD*	300 clicks	500 clicks	700 clicks
Sponsored Article small	-	-	5,500 guaranteed views, 4 weeks
Job advertisements Professional	2 ads à € 889	4 ads à € 889	4 ads à € 889
Price	€ 7,190	€ 11,990	€ 25,990

heise jobs



heise jobs is the job exchange for IT experts in the **DACH region**. Here, companies looking for personnel have the opportunity to target highly qualified specialists and managers from the IT sector as well as well-trained young professionals in the fields of IT, telecommunications and e-business.

- Over 100,000 IT job ads
- 112,240 page impressions*

* Publisher's details, Sept 2024

- Maximum visibility in the IT target group
- Time saving: quick & easy online placement of your job ads
- Targeted recruitment in various IT areas
- We – and therefore your company – benefit from the users of heise online
- Low scatter loss of your ads due to the top target group



Express job advertisements

undesigned job advertisement in standard design

- Term 30 days **€ 759**
- Term 60 days **€ 999**

Job advertisements Professional

designed job advertisement in HTML format

- Term 30 days **€ 889**
- Term 60 days **€ 1,220**
- Design of your ad according to your specifications **€ 90**

Job advertisements Premium

designed job ad in HTML format plus traffic push and ad optimization

- Term 30 days **€ 1,099**
- Term 60 days **€ 1,430**
- Design of your ad according to your specifications **€ 90**

Job advertisements for trainees/students

- Term 30 days **€ 129**

Further runtimes and attractive packages with a [Click](#)

ONLINE

heise jobs IT DAY

The successful IT Job Days have been merged with the STEM Job Days since 2023. This gives all exhibitors with a focus on IT and STEM an even greater opportunity to meet and inspire future employees, trainees and dual students – in 11 cities across Germany.

This is what we offer you:

- Direct access to and discussions with ICT job seekers
- Information booth with high table and 2 stools/ chairs
- Extensive communication and advertising of the event in all heise media and via Jobware
- Promotion of the event through our excellent contacts to universities and universities of applied sciences
- Mention of your company and company presentation in an advertising campaign on heise online and heise jobs
- Presentation of your company with logo and brief description on the registration page
- Catering included
- Image video on our large display
- **Premium package** with additional services (advertisement, short interview, newsletter)

Rates for our comprehensive service package:

€ 4,400 plus VAT (partner package)

€ 6,800 plus VAT (Premium Partner Package)

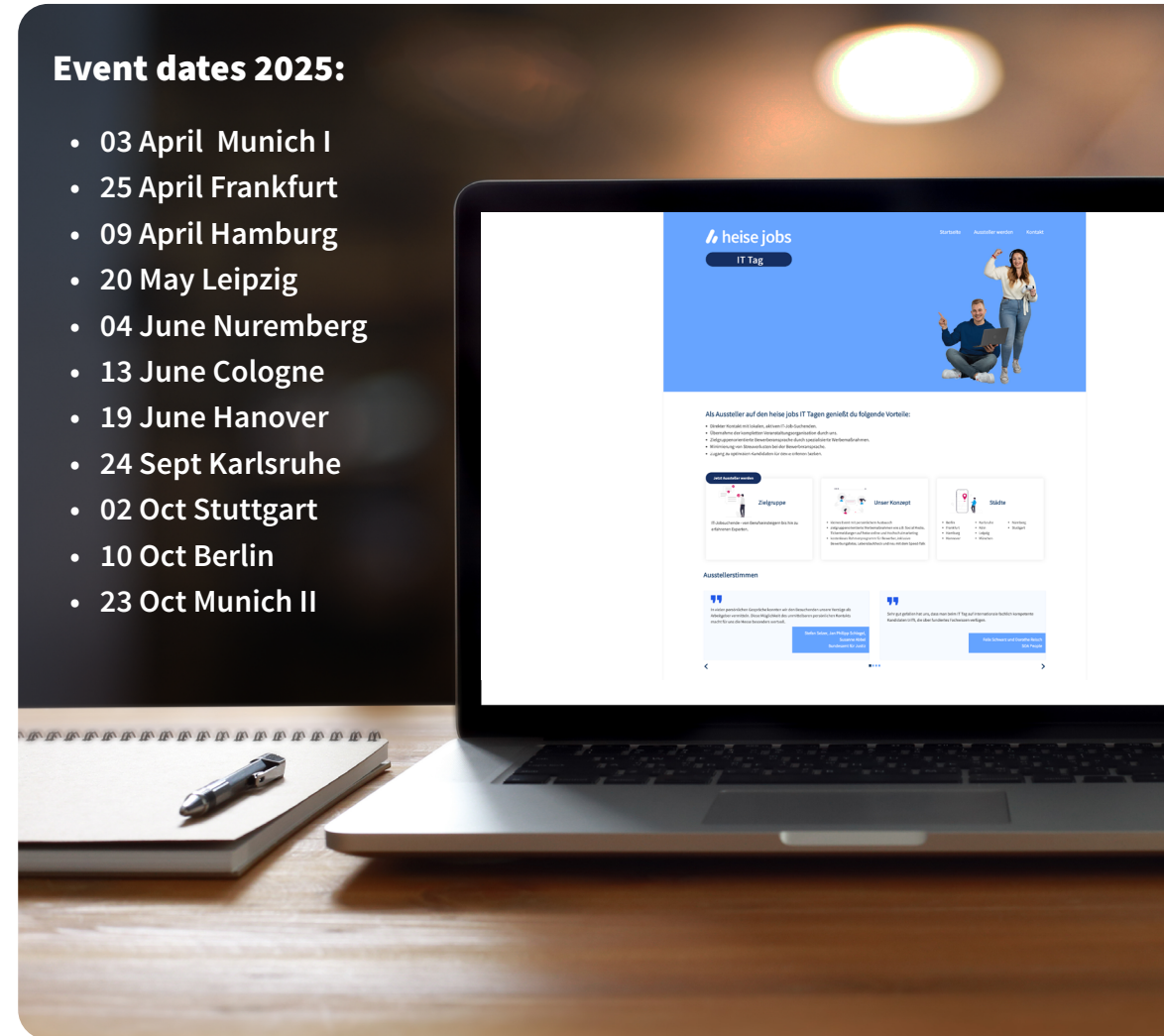
Benefit from multiple bookings!

heise jobs

IT Tag

Event dates 2025:

- 03 April Munich I
- 25 April Frankfurt
- 09 April Hamburg
- 20 May Leipzig
- 04 June Nuremberg
- 13 June Cologne
- 19 June Hanover
- 24 Sept Karlsruhe
- 02 Oct Stuttgart
- 10 Oct Berlin
- 23 Oct Munich II



EVENTS

heise jobs HR EVENTS

heise jobs

HR Events

Since 2021, the heise jobs HR events (formerly heise Jobs IT Kompakt) have been held several times a year, always linked to a major trade fair, e.g. gamescom.

The event format is a combination of specialist conference and recruiting fair. In our forum, experienced HR specialists and coaches address current job topics, report on opportunities in the professional environment and provide valuable tips and tools for further career planning. The conference will be accompanied by a large exhibition of renowned companies offering their vacant IT positions and are available for direct job interviews. The aim is to provide participants with valuable content for their career planning and applications, as well as potential employers. By integrating the HR area into a high-reach trade fair event, exhibitors benefit from a high density of potential applicants.

This is what we offer you:

- Perform on our HR stage - in a 5-minute elevate pitch
- Exhibition space with an information booth
- Promotion of the event: University marketing
Social media marketing on the heise channels

Employer branding on a grand scale at gamescom – use the credibility of our brands (including c't, iX and heise online) and thus direct reader access to thousands of IT specialists.

Package rates on request

Twice in 2025

Dates 2025

- 20 - 24 August 2025 as part of gamescom in Cologne



THE ix

IX is the leading trade journal for IT specialistslisten. Whether software specialists, security experts or systemadministrators – if you are looking for IT specialists to strengthen your company, you can present yourself to an affine readership in ix in a targeted manner and without wastage.

DATES 2025

Issue	On sale	Space close	Materials
02 / 2025	24 Jan 2025	09 Jan 2025	10 Jan 2024
03 / 2025	21 Feb 2025	05 Feb 2025	07 Feb 2024
04 / 2025	21 Mar 2025	06 Mar 2025	07 Mar 2024
05 / 2025	25 Apr 2025	08 Apr 2025	10 Apr 2024
06 / 2025	23 May 2025	06 May 2025	07 May 2024
07 / 2025	27 June 2025	10 June 2025	12 June 2024
08 / 2025	25 July 2025	08 July 2025	10 July 2024
09 / 2025	22 Aug 2025	05 Aug 2025	07 Aug 2024
10 / 2025	19 Sept 2025	02 Sept 2025	04 Sept 2024
11 / 2025	24 Oct 2025	07 Oct 2025	09 Oct 2024
ix Special 2025	07 Nov 2025	15 Oct 2025	17 Oct 2024
12 / 2025	21 Nov 2025	04 Nov 2025	06 Nov 2024
01 / 2025	19 Dec 2025	02 Dec 2025	04 Dec 2024

Issues with a special focus and high affinity to the job market/HR recruiting

CIRCULATION FIGURES

SOLD CIRCULATION: **36,111 copies**
SUBSCRIPTION CIRCULATION: **21,368 copies**
CIRCULATION: **36,528 copies**
PRINT RUN: **26,300 copies**
Source: IVW III/2024

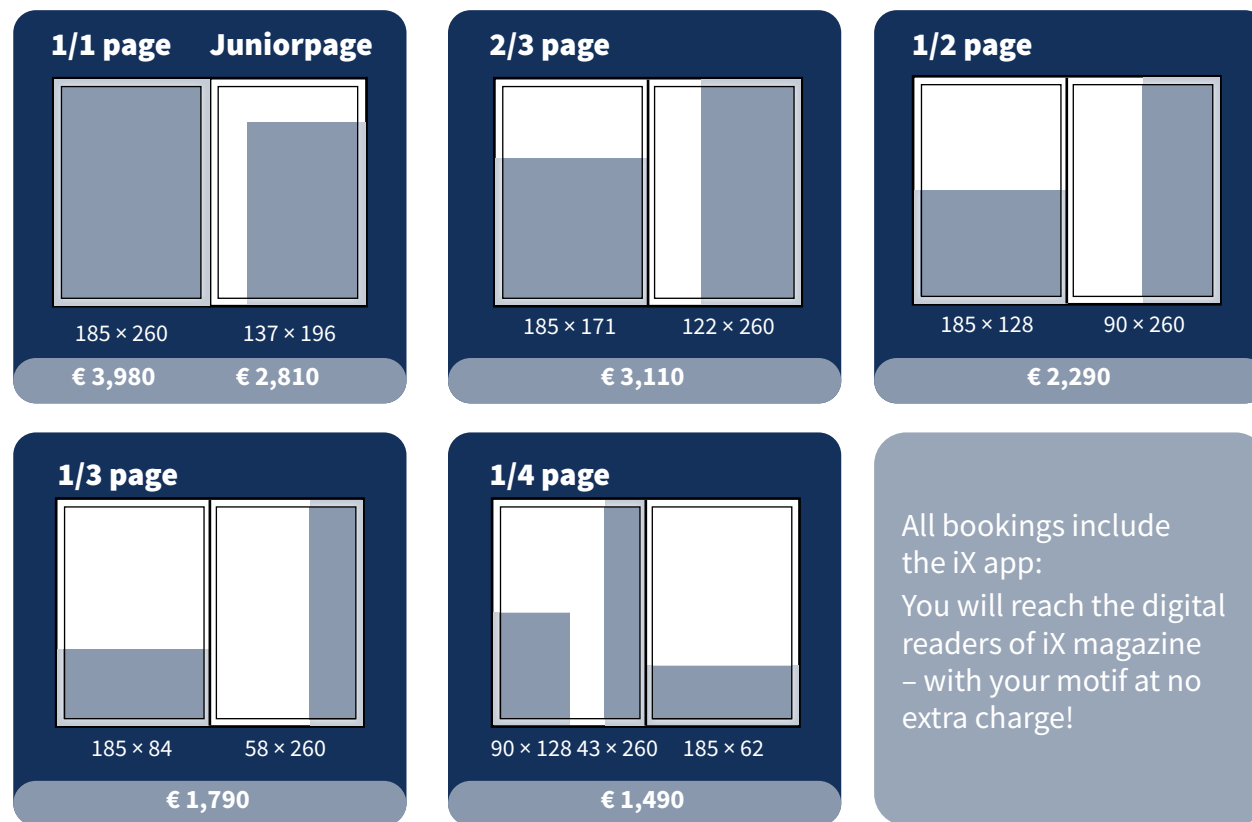
TotalREACH: **278,000 AIR**
Source: AWA 2024, AIR (average issue readership)



Readership

- System administrators, managers
- Network administrators
- Programmer/Application developer
- Internal service technician
- Webmaster
- Software engineers
- IT security officer
- Database administrators
- Web designer
- Network manager

PRINT

THE **iX****JOB ADS by heise jobs** – FORMATS AND RATES incl. APP**YOUR ADVANTAGES:**

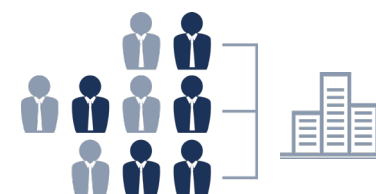
- favorable base rates
- no color surcharges
- low wastage

Please note that job ads are only placed in the type area.

All sizes: Width x height in millimeters. Other formats on request.
Rates plus VAT.

iX readers hold key positions in companies

Source:
iX reader survey February 2022,
n=1,108

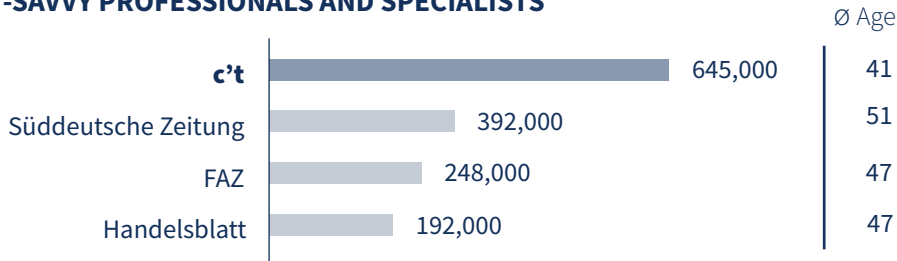


THE c't magazine

c't is published fortnightly with a high-caliber job market for IT professionals. With 151,474 subscribers and a reach of 860,000 readers alone, c't is an experienced partner in the search for IT professionals, specialists and managers in the IT sector.

READER PROFILES IN COMPARISON

IT-SAVVY PROFESSIONALS AND SPECIALISTS



MANAGEMENT POSITION, MANAGER IN THE COMPANY - TOP EXECUTIVES



Source: AWA 2024
Pre-filter: I am particularly interested in the use and application of computers

CIRCULATION FIGURES

SOLD CIRCULATION: **255,240 copies**
SUBSCRIPTION CIRCULATION: **151,474 copies**
CIRCULATION: **257,571 copies**
PRINT RUN: **170,712 copies**
Source: IVW III/2024

TotalREACH: **860,000 AIR**
Source: AWA 2024



Readership:

260,000 readers work in the computer, EDP, information technology sector

455,000 readers are currently working

598,000 readers are men

466,000 readers consider professional success important and worth striving for

They are assertive (**54%**) and "usually expect success", say **73% of readers**

63% always want to learn new things

310,000 readers are fully committed to their profession and work hard for it (workaholic)*

58,000 readers will change careers or jobs in the next 12 months (Ø 38 years)

521,000 are interested in further professional development (Ø 40 years)

Source: AWA 2024
Pre-filter: I am particularly interested in the use and application of computers
*Self-assessment

THE c't magazine



SCHEDULE 2025

Issue	On sale	Space close	Materials
02/2025	10 Jan 2025	11 Dec 2024	13 Dec 2024
03/2025	24 Jan 2025	06 Jan 2025	08 Jan 2025
04/2025	07 Feb 2025	20 Jan 2025	22 Jan 2025
05/2025	21 Feb 2025	03 Feb 2025	05 Feb 2025
06/2025	07 Mar 2025	17 Feb 2025	19 Feb 2025
07/2025	21 Mar 2025	03 Mar 2025	05 Mar 2025
08/2025	04 Apr 2025	17 Mar 2025	19 Mar 2025
09/2025	17 Apr 2025	28 Mar 2025	01 Apr 2025
10/2025	02 May 2025	10 Apr 2025	11 Apr 2025
11/2025	16 May 2025	25 Apr 2025	29 Apr 2025
12/2025	30 May 2025	09 May 2025	13 May 2025
13/2025	13 June 2025	23 May 2025	26 May 2025
14/2025	27 June 2025	06 June 2025	10 June 2025
15/2025	11 July 2025	23 June 2025	25 June 2025


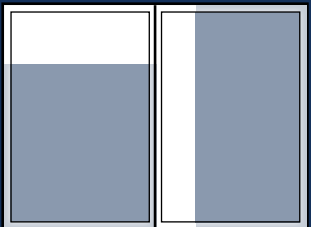

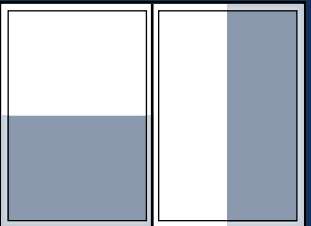

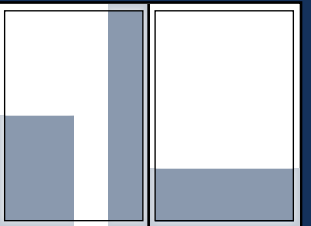
Issue	On sale	Space close	Materials
16/2025	25 July 2025	07 July 2025	09 July 2025
17/2025	08 Aug 2025	21 July 2025	23 July 2025
18/2025	22 Aug 2025	04 Aug 2025	06 Aug 2025
19/2025	05 Sep 2025	18 Aug 2025	20 Aug 2025
20/2025	19 Sep 2025	01 Sep 2025	03 Sep 2025
21/2025	02 Oct 2025	12 Sep 2025	16 Sep 2025
22/2025	17 Oct 2025	26 Sep 2025	30 Sep 2025
23/2025	31 Oct 2025	10 Oct 2025	14 Oct 2025
24/2025	14 Nov 2025	24 Oct 2025	28 Oct 2025
25/2025	28 Nov 2025	10 Nov 2025	12 Nov 2025
26/2025	12 Dec 2025	24 Nov 2025	26 Nov 2025
01/2026	27 Dec 2025	05 Dec 2025	09 Dec 2025
02/2026	09 Jan 2026	12 Dec 2025	15 Dec 2025

Issues with a special focus and high affinity to the job market/HR recruiting

THE c't magazine



JOB ADS by heise jobs – FORMATS AND RATES incl. APP

1/1 page  a) Type area: 185 × 256 b) Bleed: 210 × 297* b/w: € 7,040 4c: € 9,020	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 39 × 256 185 × 61 b) 103 × 152* 53 × 297* 210 × 80* b/w: € 3,200 4c: € 3,806



Please note the format specifications for print ads:

a) Type area format or b) Bleed format (*with 3 mm bleed)

Rates plus VAT.

PRINT

SPECIAL TOPIC IT & CAREER

**Employer branding – set a high standard:
Present yourself to IT professionals who
are ready to change jobs**

Published twice a year – in April 2025 and October 2025

Current and forward-looking topics relating to the IT and MINT job market, published in the complete edition of the two Heise magazines c't magazin and iX-Magazin.

Our IT & Career special is now an established platform for job advertisements and traditional job vacancies. Twice a year, companies present themselves as attractive employers in IT & Career, reaching highly qualified specialists 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.

(Universities and universities of applied sciences also have the opportunity to get our readers excited about IT degree programs and further education opportunities!)

ISSUE 1

Space close: 28 Mar 2025

Materials: 01 Apr 2025

c't 09 / 2025: 17 Apr 2025

iX 05 / 2024: 25 Apr 2025

ISSUE 2

Space close: 10 Oct 2025

Materials: 14 Oct 2025

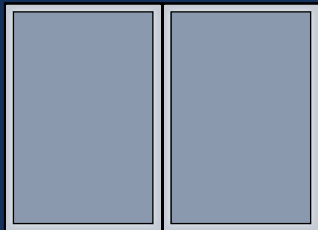
c't 23 / 2025: 31 Oct 2025

iX in Nov 2025



As
Theme section
firmly integrated in
c't and iX –
reach over
1 Mio readers
(AWA 2024)

2/1 page



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

€ 9,900

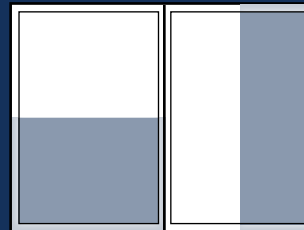
1/1 page



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

€ 5,500

1/2 page



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

€ 3,400

* Bleed 3mm based on the stitching/bleed format

PRINT

SPECIAL TOPIC CodingCareers

The new developer magazine as a themed series for iX and c't readers

Use the exclusive reach of our leading IT magazines iX and c't to place your recruiting message. Our semi-annual special will be published as an integrated topic section in both magazines – the first issue in June, the second in November 2025. **Reach experienced software developers, architects, DevOps experts, web developers, software team leads, project managers** and other professionals with your personal image ad, advertorial or job advertisement.

Benefit from the synergy of two strong brands with a reach of over 1 million readers (AWA2024) in the DACH region. With one placement, your company will appear in both the print editions and the digital versions (app editions). The new special builds on the success of the WeAreDevelopers magazine* and guarantees you maximum visibility in the German-speaking developer community. **Be part of it and target your favourite candidates!**

*previously published under this title (2021 to 2024)



ISSUE 1

Advertising deadline: 30 May 2025

c't 15 / 2025: 11 July 2025

iX 07 / 2025: 27 June 2025

ISSUE 2

Advertising deadline: 07 Oct 2025

c't 16 / 2024: 14 Nov 2025

iX Special 2025: 07 Nov 2025

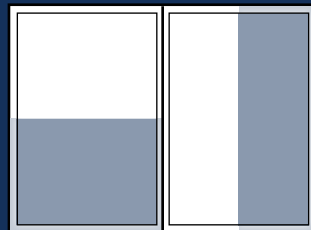
2/1 page



a) Type area: 390 x 260
b) Bleed: 420 x 297*

€ 9,900

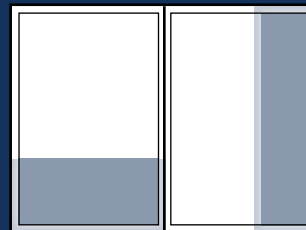
1/1 page



a) Type area: 185 x 260
b) Bleed: 210 x 297*

€ 5,500

1/2 page



a) 185 x 128 90 x 260
b) 210 x 149* 103 x 297*

€ 3,400

Booklet size: 210 mm × 297 mm

Type area: 185 mm × 260 mm

all sizes: Width × height in mm

Surcharge for cover pages: 25 %; no color surcharges,

* Bleed 3mm from the stitching/bleed format

PRINT

If you want to look for top members for your crew in top ports – ask us.

We have the best places for you to go in our portfolio.

Contact us

Team Digital

Bastian Laudien

phone: +49 [0]511 5352-743

E-mail: digisales@heise.de

c't/iX

Karl-Heinz Kremer

phone: +49 [0]6335 9217 0

E-mail: karlheinz.kremer@heise.de

heise jobs / IT Tag

Christiane Klingenbrunn

phone: +49 [0]511 5352-150

E-mail: christiane.klingenbrunn@heise.de

heise jobs HR events

Erika Hajmassy

phone: +49 [0]511 5352-266

E-mail: erika.hajmassy@heise.de

