heise online

IT SUMMIT by heise – Editorial Multi-Sponsored Lead-Hub

Central knowledge platform with 360° information

The **IT Summit Hub** is aimed at a specialist audience from the IT sector, in particular decision-makers who deal with the challenges and solutions relating to digital sovereignty. Position yourselves in a neutral, editorial environment that is tailored to the specific information needs of the target group.

This is what we offer you:

Branding & qualified, guaranteed leads in the target group:

- ✓ IT decision-makers
- ✓ IT managers and CIOs
- Managing directors and COOs
- ✓ IT security managers and CISOs

* 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, email address (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.

- Team and project leader
- Data protection officer

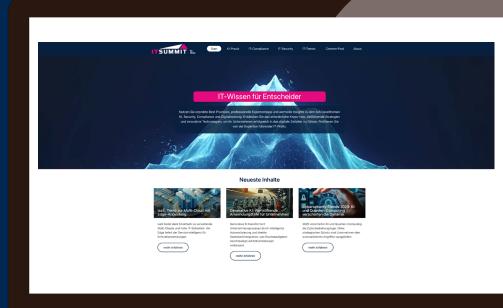
This is what we do for you:

- ✓ We create neutral, credible editorial content
- We take care of the entire content creation process, including outbound marketing measures.
- ✓ We integrate your brand into the lead hub
- We bring you to the target group in the editorial, topic-related environment
- We provide you with guaranteed standard leads for your sales funnel *
- We provide you with monthly KPI reporting (Touchpoints, scoring, reach, engagement)

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)

Focus topic: "Digital sovereignty"





Example hub:

https://it-kenner.heise.de/it-summit-by-heise/





Get in touch with us:

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IT SUMMIT by heise – Editorial Multi-Sponsored Lead-Hub

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Our offers:

Lead package S (1 - 99 employees)*					
Term Months	2	3	6		
Leads total	87	175	355		
of which approx. 50 % leads from own content and filters					
	1	1141			

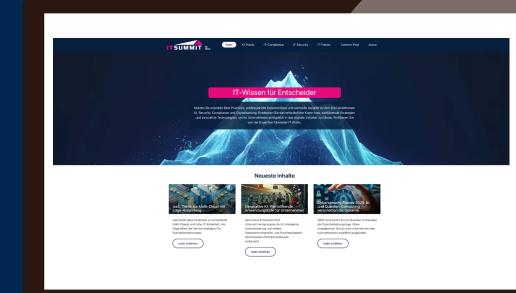
€9,900

Lead package M (100 - 499 employees)					
Term Months	2	3	6		
Leads total	83	167	339		
of which approx. 40 % leads from own content and filters					
Rate total	€ 9,900	€ 18,525	€ 32,900		

Lead package L (500+ employees)					
Term Months	2	3	6		
Leads total	79	161	322		
of which approx. 30 % leads from own content and filters					
Rate total	€ 9,900	€ 18,525	€ 32,900		

Rate less 15% agency commission, no further discounts possible

Focus topic:
"Digital
sovereignty"





Example hub:

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*Calculation example:

Rate total

With lead package S (1-99 employees) with a term of **2 months**, the sponsor receives a total of **87 leads**. Of these:

€ 32,900

approx. **50** % from the sponsor's own content with filter and approx. **50**% of the leads from the editorial content without filter.

€ 18,525

Get in touch with us: