

# 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
- ✓ 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)

\* 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.

**Focus topic:**  
“Digital  
sovereignty”



**Example hub:**  
<https://it-kenner.heise.de/it-summit-by-heise/>



Get in touch with us:

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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			
Rate total	€ 9,900	€ 18,525	€ 32,900

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

**\*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.

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