

# Kurz informiert by heise online – sponsorship

Our weekday news podcast delivers the most important news of the day condensed into 2 minutes. If you use voice assistants such as Amazon Alexa or Google Assistant, you can also hear or see the news there.

„heise’s podcasts are accessed around two million times a month, three quarters of which can be attributed to the news format “Kurz informiert”, which is broadcast twice a week“ Source: Excerpt from kress-pro issue 5/2025

Podcast format:	<ul style="list-style-type: none"><li>• Audio format</li><li>• Length of the episode: approx. 3 minutes</li><li>• Published every working day</li></ul>
TechSpecs:	<ul style="list-style-type: none"><li>• Spot content as continuous text for the production of the spot by a trained speaker</li><li>• Reporting of retrievals (via our audioserve ad server) takes place after the end of the campaign</li></ul>
Playout channels:	<ul style="list-style-type: none"><li>• On <b>heise.de</b></li><li>• Available via Apple Podcasts, Deezer, Spotify, Google Podcasts</li><li>• Subscribable via RSS feed</li></ul>
Advertising opportunities	
Integration:	<ul style="list-style-type: none"><li>• At the beginning “This podcast is presented by ...” and mid-roll</li><li>• Spot, produced by heise with trained speakers</li><li>• Logo presence in the icon possible for the duration of the integration</li><li>• Integration as HostRead possible by arrangement or as a spot produced by heise with trained speakersn</li></ul>
Length:	<ul style="list-style-type: none"><li>• approx. 20 seconds each</li></ul>
Exclusivity:	Sponsorship of all episodes of the podcast for 5 days with approx. 300,000 views, plus show notes on the briefly informed overview page <a href="https://www.heise.de/thema/kurz-informiert">www.heise.de/thema/kurz-informiert</a>
Rate:	€ 7,900 (agency commission possible)

**IMPORTANT:** The advert can be released before integration.  
There is a release loop.



[Link to the Podcast](#)

Talk to us:

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