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Podcasts by heise

How to Podcast by heise

Reach options

Sponsorships

Integration options: Native | HostRead | PresenterRead

Targetings

Interview podcasts

Market research data from our podcasts

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How to Podcast by heise

Find out how podcast advertising works for us.

You can easily book podcasts with us, just like your display campaigns. We work together with an ad server and deliver your campaign according to your wishes to your desired target group and in your preferred environment.

How does a booking with us work?

- You can choose between **individual shows, rotations and targeting options**
- You fill out our **briefing form**
- We create the **spot** for you with professionally trained voice actors - you receive the spot for approval
- Your campaign runs in your **desired environment**
- You will receive a **report** (delivered podcast impressions) at the end of the campaign

You can book the following **INTEGRATION OPTIONS** with us:

Native

The podcast host creates their own script and uses their own words to convey information about your product/service and talks about it on their show. The integration can be approved in advance.

Length: max. 60 seconds

HostRead

The podcast host presents your briefing.

Length: max. 30 seconds

PresenterRead

Trained voice-over artists professionally record your desired text and we produce the spot for you.

Length: max. 30 seconds

We have the following **ADVERTISING POSITIONS** within our shows:

PreRoll

comes in the first third of the show as the very first advertising position with the highest attention

MidRoll

comes about halfway through the episode and has a rather high level of awareness

PostRoll/ Closer

comes at the very end of the show and is a good opportunity to pick up the listeners again with your message

Do you want to reach a specific **TARGET GROUP**?

We can target your desired target group with our targeting options.
You can find more information here.

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Reach options

Would you like to book a particularly wide range?

Then you will benefit from our great rotations. In the AdBundle, you book a pre-roll **OR** mid-roll, in the TandemAd, you can use both positions in a podcast and be featured exclusively in one episode.

PODCAST NETWORKS

	heise network	B2B			B2C	
		Decision maker	IT security	Employer branding	Consumer	Young IT talents
Reach per week	**approx. 300,000**	**approx. 165,000**	**approx. 120,000**	**approx. 140,000**	**approx. 60,000**	**approx. 10,000**
CPM AdBundle (*Pre-Roll **OR** Mid-Roll **OR** Post-Roll)	**€ 90**	**€ 105**			**€ 70**	
TKP TandemAd (* Exclusively in one episode Pre-Roll **AND** Mid-Roll)	**€ 115**	**€ 135**			**€ 80**	

* For our snackable podcasts kurz informiert, Bits&Böses and AI update, only post-rolls are possible.

all rates plus VAT. Agency commission is granted; minimum booking volume € 1,500 gross

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Reach options

PODCASTS (booking of individual shows) 1 2

Frequency of publication	each Thursday	each Saturday	each working day	each working day	every 14 days	weekly	every 14 days	every 14 days on Thursdays
average range/ month	19,000	28,000	300,000 per week	40,000 per week	8,000	13,000	2,000	13,000
Length of the episode	approx. 60 min.	approx. 60 min.	approx. 2.20 min.	Mon-Thu approx. 10 min. fridays approx. 45 min.	10-45 min.	approx. 20 minutes	approx. 30 minutes	approx. 30 min.
Length Integration	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec	approx. 30 sec.	approx. 30 sec.
Integration	Pre- or Mid-roll	Pre- or Mid-roll	Post-Roll	Post-Roll	Pre- or Mid-roll	Post-Roll	Pre- or Mid-roll	Pre- or Mid-roll
CPM AdBundle (Pre-Roll OR Mid-Roll OR Post-Roll)	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**
TKP TandemAd (Exclusively in one episode pre-roll AND mid-roll)	**€ 180**	**€ 180**	-	-	**€ 180**	-	**€ 180**	**€ 180**

all rates plus VAT. Agency commission is granted; minimum booking volume € 1,500 gross

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Reach options

PODCASTS (booking of individual shows) | 1 | 2

									apfel funk
Frequency of publication	every 14 days	every 14 days wednesdays	every Monday	Monday, Wednesday, Friday	Every 14 days fridays	every 14 days sundays	every 14 days wednesdays	every 14 days tuesdays	each Thursday
average range/ month	5,000	11,000	5,000	10,000 per week	approx. 3,500	approx. 900	approx. 1,800 retrievals	10,000	20,000
Length of the episode	approx. 60 min.	30-45 min.	40-60 min.	approx. 30 min.	approx. 30 min.	approx. 40 min.	60 min.	60 min.	90-120 min
Length Integration	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	30 sec/1 minute
Integration	Pre- or Mid-roll	Pre- or Mid-roll	Pre- or Mid-roll	Pre- or Mid-roll	Pre- or Mid-roll	Pre- or Mid-roll	Pre- or Mid-roll	Pre- or Mid-roll	2 spots/native
CPM AdBundle (Pre-Roll OR Mid-Roll OR Post-Roll)	**Mid-roll**	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**Production costs € 3,000**
TKP TandemAd (Exclusively in one episode pre-roll AND mid-roll)	**€ 180**	**€ 180**	**€ 180**	**€ 180**	**€ 180**	**€ 180**	**€ 180**	**€ 180**	

all rates plus VAT. Agency commission is granted; minimum booking volume € 1,500 gross

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Sponsoring opportunities

Are you looking for even more awareness?

Then you've come to the right place with our sponsoring formats. You and your advertising message can be used for entire episodes or time periods.

more info

more info

more info

more info

more info

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Integration options

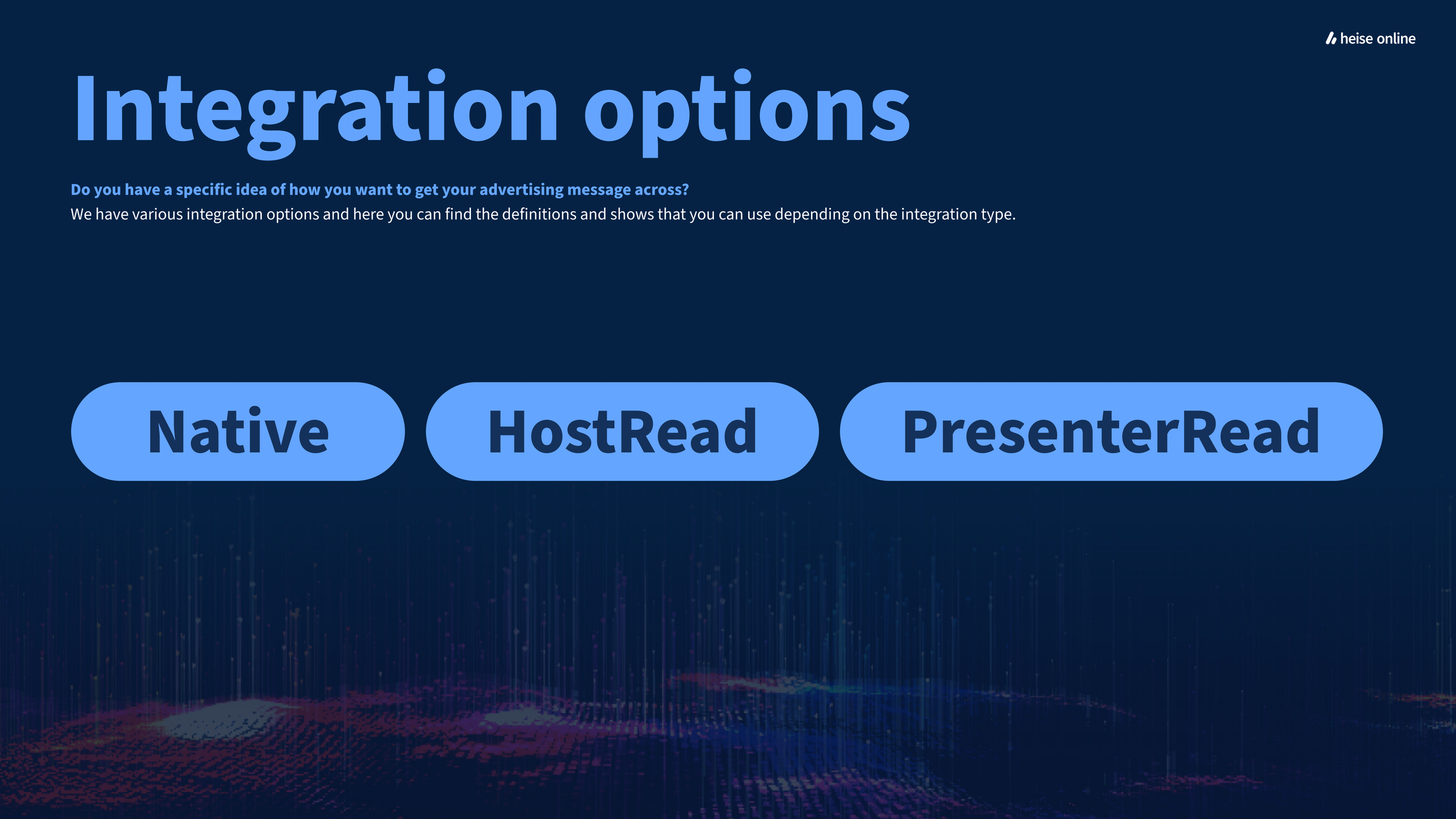
Do you have a specific idea of how you want to get your advertising message across?

We have various integration options and here you can find the definitions and shows that you can use depending on the integration type.

Native

HostRead

PresenterRead



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Integration options

Native

The podcast host creates their own script and gives the information about your product/service in their own words and talks about it in their show. The integration can be released in advance.

Length: max. 60 seconds

Native
HostRead
PresenterRead

Bookable in these shows:

	apfel funk	
Frequency of publication	every Thursday	Every 14 days on Fridays
average range/month	20,000	–
Length of the episode	90-120 min	45 min
Length of integration	30 sec/1 minute	30 sec.
Integration	2 spots/native	Pre- and post-roll/native
	Production costs **€ 3,000**	1 x commercial (native integration) **€ 1,500** 2 x advertising spot (native integration) **€ 2,500**

all rates plus VAT. Agency commission is granted; minimum booking volume € 1,500 gross

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Integration options

HostRead

The podcast host presents your briefing.
Length: max. 30 seconds

Native
HostRead
PresenterRead

Bookable in these shows:

Frequency of publication	every weekday	every weekday	every 14 days wednesdays	Monday, Wednesday, Friday	every 14 days on Thursdays	every 14 days on Tuesdays
average range/month	230,000 per week	40,000 per week	approx. 1,800 retrievals	10,000 per week	13,000	11,000
Length of the episode	approx. 3 min.	Mon-Thu approx. 10 min. fridays approx. 45 min.	60 min.	approx. 30 min.	approx. 30 min.	60 min.
Length of integration	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.
Integration	Mid-Roll	Post-Roll	Pre- or Mid-roll	Pre- orMid-roll	Pre- or Mid-roll	Pre- or mid-roll
CPM AdBundle (Pre-Roll OR Mid-Roll OR Post-Roll)	**€ 125**	**€ 125**	**€ 125**	**Mid-roll**	**€ 125**	**€ 125**
TKP TandemAd (Exclusively in one episode pre-roll AND mid-roll)	-	-	-	**€ 180**	**€ 180**	**€ 180**

all rates plus VAT. Agency commission is granted; minimum booking volume € 1,500 gross

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Integration options

PresenterRead

Trained voice-over artists professionally record your desired text and we produce the spot for you.
Length: max. 30 seconds

Native
HostRead
PresenterRead

Bookable in these shows:

	#heiseshow	uplink		TNBT	Mac&i
Frequency of publication	every Thursday	every Saturday	every 14 days	every 14 days	every 14 days on Thursdays
average range/month	19,000	28,000	10,000	2,000	13,000
Length of the episode	approx. 60 min.	approx. 60 min.	10-45 min.	approx. 30 minutes	approx. 30 min.
Length of integration	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.
Integration	Pre- or mid-roll	Pre- or mid-roll	Pre- or mid-roll	Pre- or mid-roll	Pre- or mid-roll
CPM AdBundle (Pre-Roll OR Mid-Roll OR Post-Roll)	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**
TKP TandemAd (Exclusively in one episode pre-roll AND mid-roll)	**€ 180**	**€ 180**	**€ 180**	**€ 180**	**€ 180**

all rates plus VAT. Agency commission is granted; minimum booking volume € 1,500 gross

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Integration options

PresenterRead

Trained voice-over artists professionally record your desired text and we produce the spot for you.
Length: max. 30 seconds

Native
HostRead
PresenterRead

Bookable in these shows:

Frequency of publication	every Monday	Monday, Wednesday, Friday	every 14 days on Fridays	every 14 days on Sundays	every 14 days on Wednesdays
average range/month	5,000	10,000 per week	approx. 3,500	approx. 900	approx. 1,300 retrievals
Length of the episode	40-60 min.	approx. 30 min.	approx. 30 min.	approx. 40 min.	60 min.
Length of integration	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.
Integration	Pre- or mid-roll	Pre- or mid-roll	Pre- or mid-roll	Pre- or mid-roll	Pre- or mid-roll
CPM AdBundle (Pre-Roll OR Mid-Roll OR Post-Roll)	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**
TKP TandemAd (Exclusively in one episode pre-roll AND mid-roll)	**€ 180**	**€ 180**	**€ 180**	**€ 180**	**€ 180**

all rates plus VAT. Agency commission is granted; minimum booking volume € 1,500 gross

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Targeting options

Do you have a persona or very specific wishes for who we should deliver your campaign to? No problem! We have many options for how we can address your desired target group in order to achieve the best campaign success for you.

Can't find the targeting you want? Please contact us and we will look individually at what we can map.

Interests

- **Economy, Business and Finance** e.g. Software, Energy, Security, Media
- **Crime, Law and Justice** e.g. Legal Issues
- **Computing and Technology** e.g. Graphics Software, Internet, Windows
- **Lifestyle and Leisure** e.g. gaming
- **Science and Technology** e.g. Research
- **Business** e.g. marketing, government, software
- **Automotive**
- **Health**
- **Streamed Media**
- **Education**
- **Arts, Culture and Entertainment**
- **Politics**

Company sizes

- **Small** 1-49 Employees
- **Medium** 50-249 Employees
- **Medium-Large** 250-999 Employees
- **Large** 5,000+ Employees

Career

- **IT Decision Makers**
- **IT & Engineering professionals**
- **Business Decision Makers**
- **Business Owners**
- **Business Traveler**
- **Business Advertising & Marketing**

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Interview podcasts

Do you have a topic or a person you would like to highlight in your own podcast episode?
We make it possible with our two interview podcasts!

heise meets
DER ENTSCHEIDER-TALK

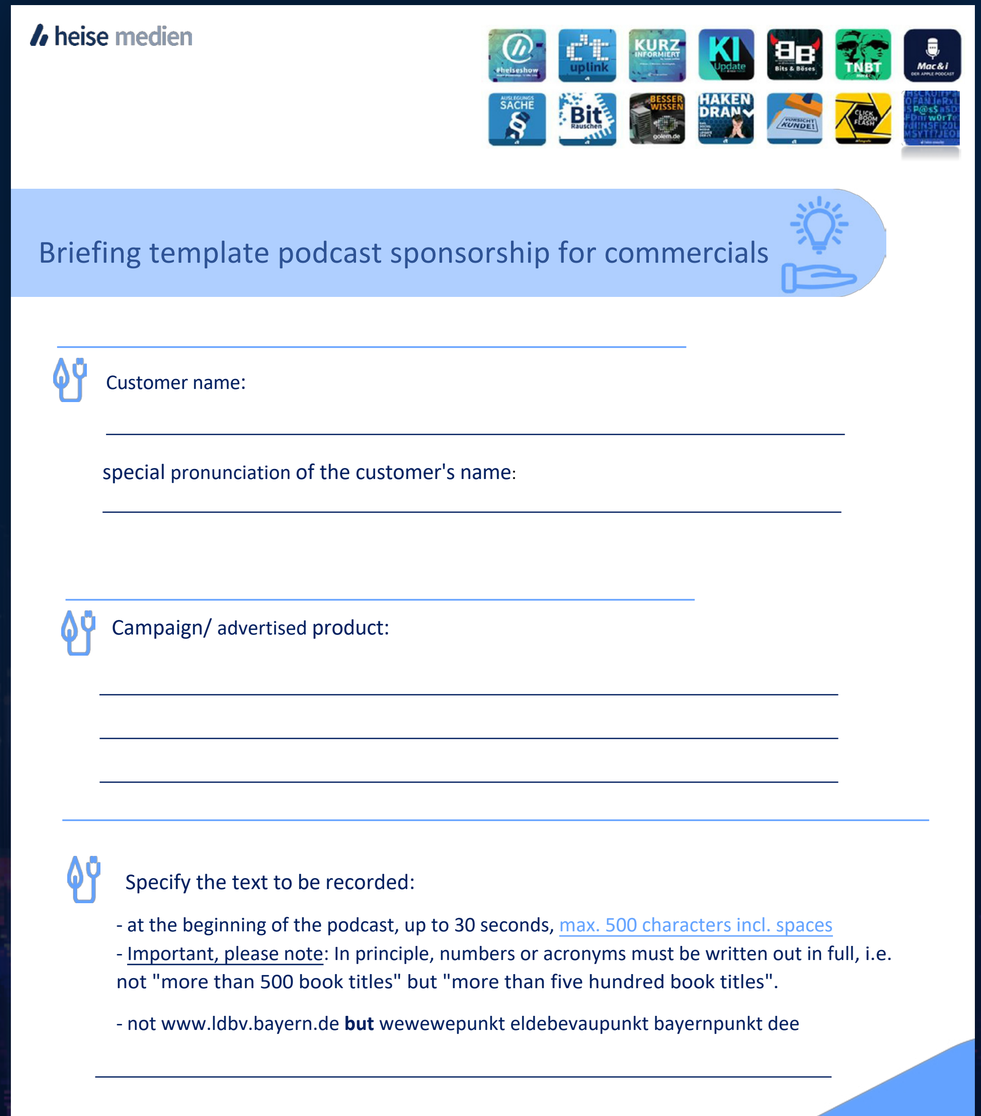
Frequency of publication	every 14 days on Wednesdays
Retrievals	approx. 500 per episode in the first 4 weeks
Length of the episode	approx. 25 minutes
Integration	Interview partner
Mention in the Podcast descriptions	yes
Advertising opportunities	• An employee of the company can be the interview guest in the podcast, questions are coordinated in advance • Topic suggestions: - General questions and suggestions on digitization - Technology trends - Hypotheses broken down into actionable strategies • Sponsor reference in the podcast descriptions on all platforms incl. link and short company description • Exclusivity: sole sponsor of an episode!
Rate per episode	**€ 6,900**

Frequency of publication	every 2 weeks	
Retrievals	approx. 500 per episode in the first 4 weeks	
Length of the episode	approx. 45 minutes	
Playout	• **Visual playout** on YouTube and TikTok (over 180,000 followers) • **Audio playback** on Deezer, Spotify, Apple, Audible & Co.	
Advertising opportunities	**30-second commercial** • **Goal:** Reach a large target group • **Medium:** 30-second spot • **Placement:** at the beginning and end of the podcast • **Advantage:** Double option for native message placement	**Interview at the perfect time** • **Focus:** Trustworthy information instead of marketing speak • **Positioning:** Renowned manufacturer • **Offer:** 5 minutes interview time • **Timing:** Directly on the day of recording and in the middle of the episode
Rate	1x commercial *(native integration)*: **€ 1,500** 2x commercial *(native integration)*: **€ 2,500**	5 minute interview: **€ 5,000**

How do we come together?

All you have to do is fill out a briefing so that we can create, produce and embed the integration for you.

This is what the briefing looks like:



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Briefing template podcast sponsorship for commercials

Customer name:

special pronunciation of the customer's name:

Campaign/ advertised product:

Specify the text to be recorded:

- at the beginning of the podcast, up to 30 seconds, max. 500 characters incl. spaces
- Important, please note: In principle, numbers or acronyms must be written out in full, i.e. not "more than 500 book titles" but "more than five hundred book titles".
- not www.ldbv.bayern.de **but** wewewepunkt eldebevaupunkt bayernpunkt dee

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What will you get from us?

After the campaign has run, you will receive a detailed report from our AdServer with the following data:

Podcast: Apfelfunk vom 20.02.2025

Apfelfunk - Podcast über Apple-Themen - 474: iPhone Easy

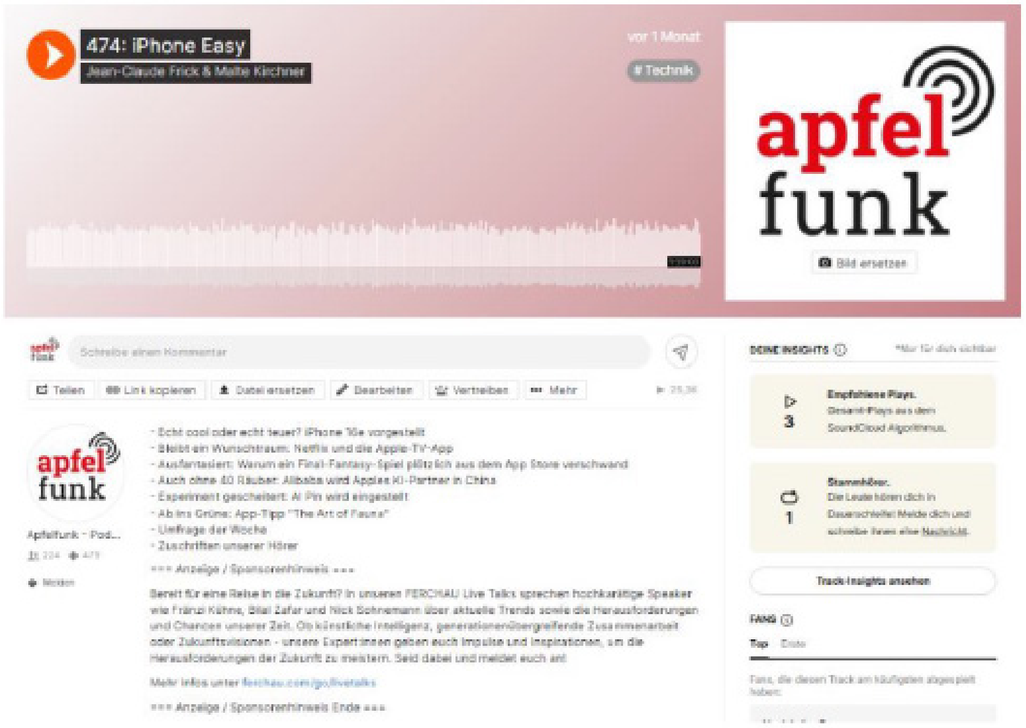
Link zur Folge (Integration ab Minute 05:50)

Nutzerzahlen, Stand 31.03.2025

Soundcloud

Aufrufe: 25.323

Sponsor: Ferchau



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Market research data

Are you wondering who you actually reach with our shows?
Check facts & figures about our target group directly:

Link

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Get in touch!

Here you will find your contact person in charge...

Contact us!

Are you interested in our products? We look forward to hearing from you. Simply select the appropriate area and your postcode area or country and write to us. We will get back to you as soon as possible.

Heise Medien GmbH & Co KG

Karl-Wiechert-Allee 10
30625 Hannover

Bereich wählen

Please choose …

ZIP/Country

Select area

Name*

Email*