



RATE CARD

2026

www.ct.de/media

EDITORIAL PROFILE

ct magazin is at the forefront of IT and technology publications in Europe, renowned among technology enthusiasts for its reliability and expertise. Whether for experienced users, data center professionals, IT managers, or decision-makers in the investment sector, **ct** serves a wide audience with 245,160 buyers per issue, 142,881 of whom are loyal subscribers. Readers particularly appreciate the magazine's wide range of topics, in-depth technical knowledge, journalistic independence, and careful research.

ct magazin impresses with a mix of independent, cross-platform product tests, practical reports, in-depth background knowledge, and introductory articles. It thus offers essential know-how and solid decision-making aids for purchases in both the personal and professional spheres. The editorial range not only covers classic IT topics, but also extends to areas such as e-mobility, energy supply, sustainability, and digital health.

In the fast-paced world of technology, **ct magazin** is published every two weeks in all major print and digital media to provide readers and advertisers with a timely and responsive source of information - without compromising on thoroughness. The **ct** brand is expanding its offering through digital channels such as podcasts, social media presences, and YouTube channels to provide comprehensive and modern information.

Quelle: I/VW III/2025



KEY TOPICS

IT trends, tests, the "Vorsicht Kunde!" section, and reporting on the IT job market and training and continuing education opportunities are regular features.

Applications

Mobility

Embedded Systems

Server & storage

Research

Internet of Things

Mobile computing

Linux

Audio & video

Operating systems

Apple

Software and app development

IT & society

Practice & know-how

sustainability

Reports

IT in enterprise

Product tests

IT market

IT security

AI

Internet technologies

Smart Home

Hardware technologies

IT networks

Games

Smartphones

renewable energy

Blockchain

Background and basic knowledge

Digital sovereignty

Key Topics

SCHEDULE 2026

Issue	On sale	Space close	Material due	Trade fairs, events and theme specials
02/2026	Jan 09, 2026	Dec 12, 2025	Dec 15, 2025	
03/2026	Jan 23, 2026	Jan 05, 2026	Jan 07, 2026	
04/2026	Feb 06, 2026	Jan 19, 2026	Jan 21, 2026	
05/2026	Feb 20, 2026	Feb 02, 2026	Feb 04, 2026	
06/2026	Mar 06, 2026	Feb 16, 2026	Feb 18, 2026	secIT by Heise, Hanover March 17–19, 2026
07/2026	Mar 20, 2026	Mar 02, 2026	Mar 04, 2026	
08/2026	Apr 04, 2026	Mar 16, 2026	Mar 18, 2026	
09/2026	Apr 17, 2026	Mar 26, 2026	Mar 30, 2026	inkl. Recruiting-Special IT & Career I/2026
10/2026	May 02, 2026	Apr 13, 2026	Apr 15, 2026	
11/2026	May 16, 2026	Apr 24, 2026	Apr 28, 2026	
12/2026	May 29, 2026	May 08, 2026	May 12, 2026	
13/2026	June 12, 2026	May 22, 2026	May 26, 2026	
14/2026	June 26, 2026	June 08, 2026	June 10, 2026	GITEX Europe, Berlin June 30 – July 01, 2026
15/2026	July 10, 2026	June 22, 2026	June 24, 2026	

Schedule

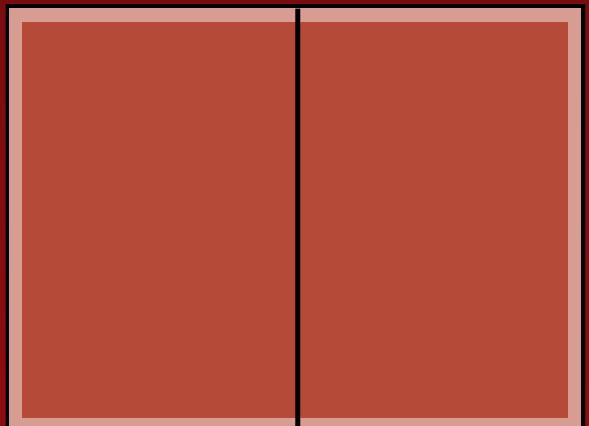
SCHEDULE 2026

Issue	On sale	Space close	Material due	Trade fairs, events and theme specials
16/2026	July 24, 2026	July 06, 2026	July 08, 2026	
17/2026	Aug 07, 2026	July 20, 2026	July 22, 2026	
18/2026	Aug 21, 2026	Aug 03, 2026	Aug 05, 2026	gamescom, Cologne Aug 26-30, 2026
19/2026	Sept 04, 2026	Aug 17, 2026	Aug 19, 2026	IFA, Berlin Sept 04-08, 2026
20/2026	Sept 18, 2026	Aug 31, 2026	Sept 02, 2026	
21/2026	Oct 02, 2026	Sept 14, 2026	Sept 16, 2026	
22/2026	Oct 16, 2026	Sept 28, 2026	Sept 30, 2026	it-sa, Nuremberg Oct 27-29, 2026
23/2026	Oct 30, 2026	Oct 12, 2026	Oct 14, 2026	incl. Recruiting-Special IT & Career II/2026
24/2026	Nov 13, 2026	Oct 26, 2026	Oct 28, 2026	c't <webdev>, Cologne
25/2026	Nov 27, 2026	Nov 09, 2026	Nov 11, 2026	
26/2026	Dec 11, 2026	Nov 23, 2026	Nov 25, 2026	
01/2027	Dec 24, 2026	Dec 04, 2026	Dec 08, 2026	

Schedule

SIZES EDITORIAL SECTION

2/1 page



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

4c: € 31,400

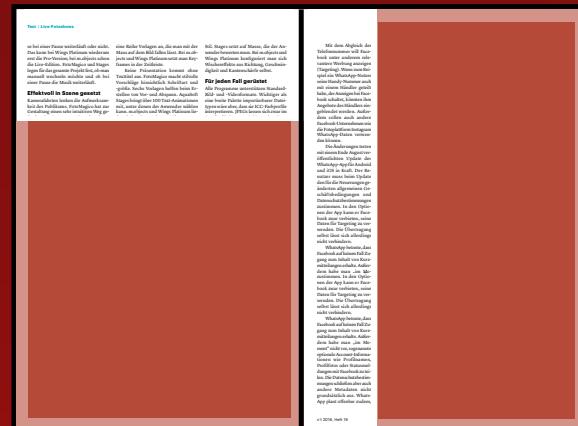
1/1 page



a) 185 x 256
b) 210 x 297*

4c: € 16,900

3/4 page



a) 185 x 190 136 x 256
b) 210 x 216* 146 x 297*

4c: € 13,650

2/3 page



a) 185 x 169 122 x 256
b) 210 x 195* 130 x 297*

4c: € 12,495

1/2 page



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

4c: € 10,400

1/3 page



a) 185 x 82 58 x 256
b) 210 x 107* 71 x 297*

1/4 page



a) 88 x 126 185 x 61
b) 103 x 152* 210 x 80*

4c: € 5,900

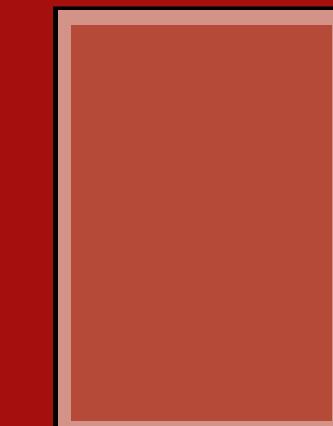
Junior Page



a) 39 x 256
b) 53 x 297*

4c: € 12,700

Cover page



a) 136 x 190
b) 148 x 220*

4c: € 20,700

Trim size: 210 mm x 297 mm
Type area: 185 mm x 256 mm
All sizes: Width x height in mm

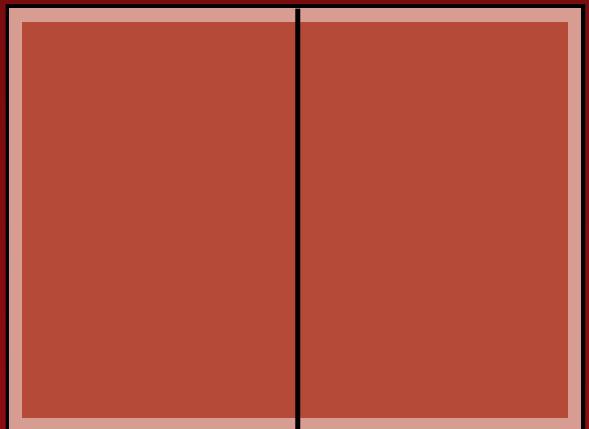
* Bleed allowance based on booklet/bleed format; minimum format 1/4 page: 4 mm head, 4 mm trim margin to the gutter, 3 mm face and 3 mm foot trim
Motif/text across binding: 10 mm distance per page to bleed size. Other sizes and special colours on request. All rates plus VAT.

For bookings of 1/1 page and larger you will receive 50,000 ad impressions in the AdBundle on www.heise.de/ct or social media ads for c't followers with 250 guaranteed clicks. The ads are played out during the sales period of the print edition.

Sizes

SIZES MARKET SECTION

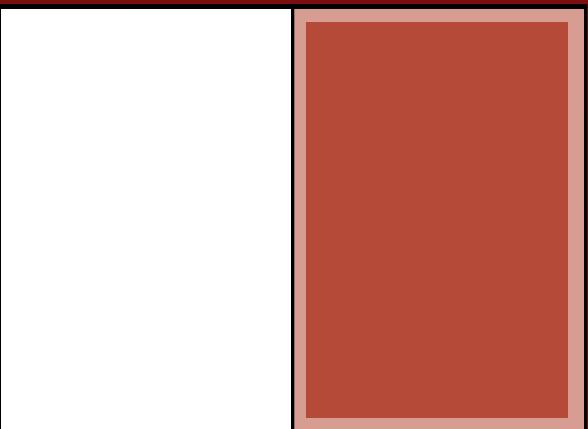
2/1 page



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

b/w: € 11,550
4c: € 16,900

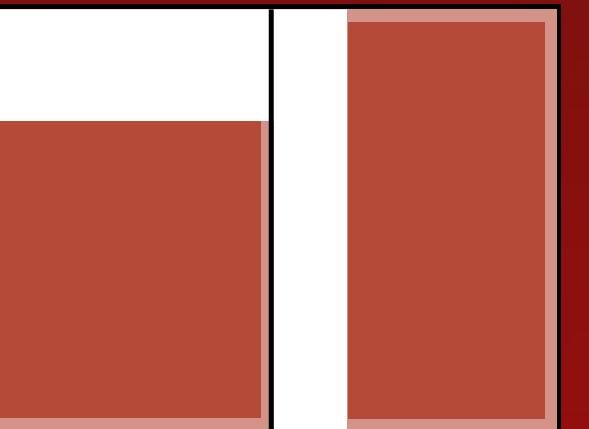
1/1 page



a) 185 x 256
b) 210 x 297*

b/w: € 5,775
4c: € 8,450

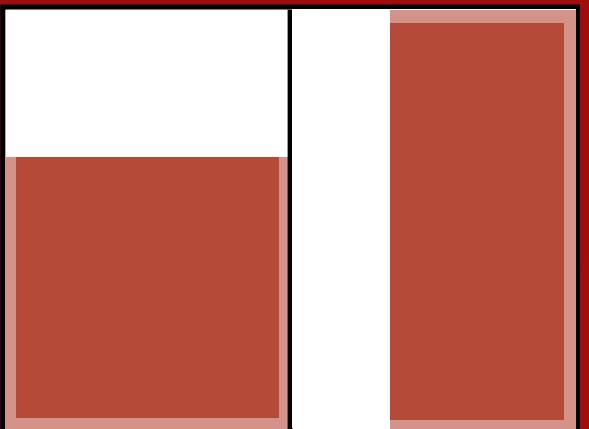
3/4 page



a) 185 x 190
b) 210 x 216*
136 x 256
146 x 297*

b/w: € 4,300
4c: € 6,690

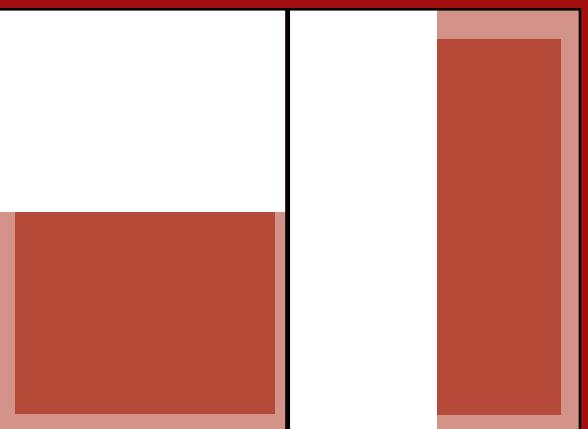
2/3 page



a) 185 x 169
b) 210 x 195*
122 x 256
130 x 297*

b/w: € 3,835
4c: € 6,050

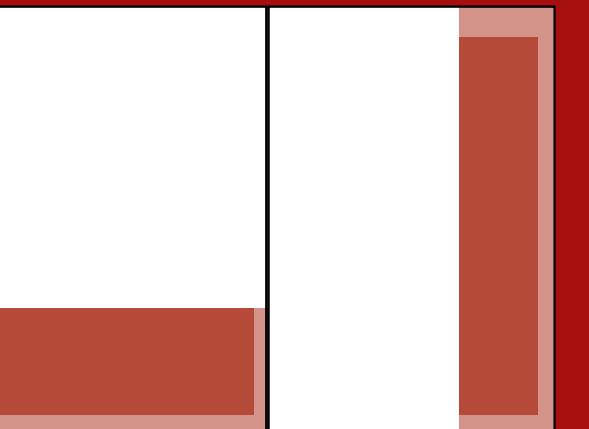
1/2 page



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

b/w: € 2,866
4c: € 4,935

1/3 page



a) 185 x 82
b) 210 x 107*
58 x 256
71 x 297*

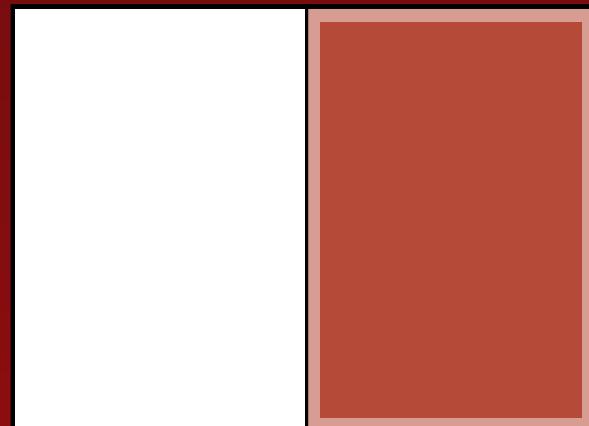
b/w: € 1,911
4c: € 3,832

The **market section** is an advertising section at the back of the magazine without editorial content, immediately before the job market.

Sizes

SIZES JOB OFFERS by heise Jobs

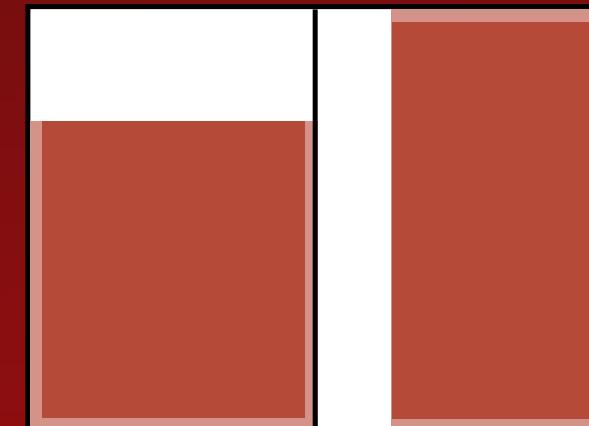
1/1 page



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

b/w: € 9,020
4c: € 11,924

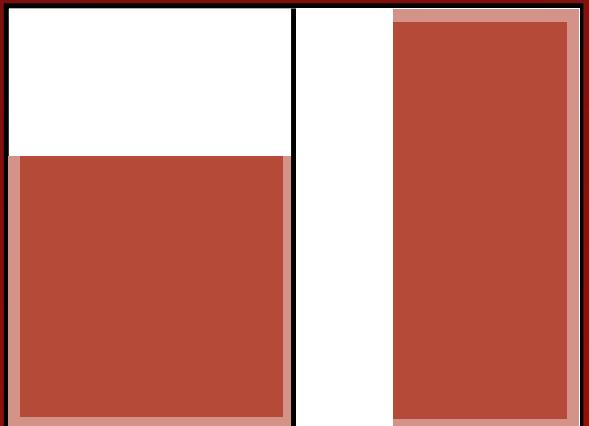
3/4 page



a) 185 x 190
b) 210 x 216* 136 x 256
146 x 297*

b/w: € 7,040
4c: € 9,020

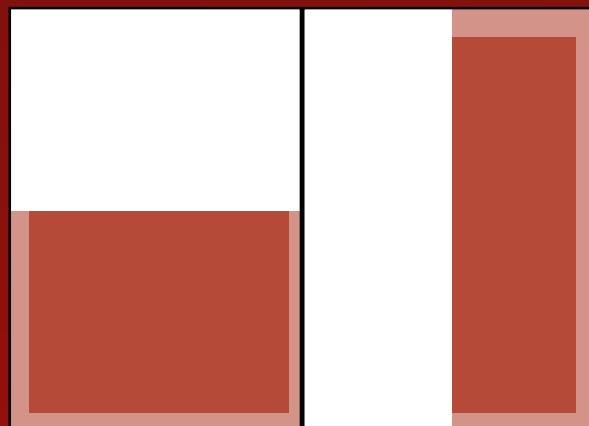
2/3 page



a) 185 x 169
b) 210 x 195* 122 x 256
130 x 297*

b/w: € 6,380
4c: € 8,310

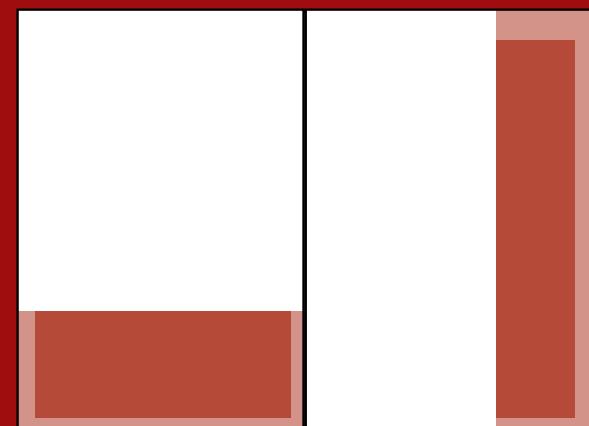
1/2 page



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

b/w: € 5,060
4c: € 6,512

1/3 page



a) 185 x 82
b) 210 x 107* 58 x 256
71 x 297*

b/w: € 3,800
4c: € 4,708

1/4 page



a) 88 x 126
b) 103 x 152* 185 x 61
210 x 80*

b/w: € 3,200
4c: € 3,806

c't reaches the
high-calibre
target group of
IT professionals.

Sizes

READERSHIP

We have once again selected relevant decision-maker titles and compared them.

The result: Among all IT titles – including the top business titles – c't magazin is again the winner in terms of reach. While the trend among the competition is downwards, c't is up a gear with 64,000 readers.



With the highest proportion of **decision-makers for computers/ accessories**, **96% of c't readers** decide on investments in this area both professionally and privately.

Almost **one in five** (**Index 992**) is a **TOP professional** in the **computer, EDP, IT** occupational field – far ahead of all other occupations.

Team players: The trend among the younger generation to work in flat hierarchies is also reflected in decision-making. More team decisions are in demand – the visible proportion of co-decisions is high in all titles. c't magazine readers lead the way with **256,000 readers**.

One issue reaches
924,000 c't readers
– says the AWA 2025.

As a **decision-maker for company acquisitions and investments**, c't magazin, with **337,000 readers**, follows directly behind Capital and has a strong presence in this sector of business publications. And these readers have significant career potential: with an average age of 44, c't readers are the youngsters among decision-makers.

*compared AWA 2024/25

Readership

AD SPECIALS

Loose inserts



- Can be added to the entire circulation, the subscribed circulation or to post code or Nielsen areas
- Minimum quantity 20,000 copies
- Maximum size 195 mm x 280 mm (wxh)
- Minimum size 95 mm x 148 mm (wxh)

€ 109 per 1,000 up to 25g

other weights on request

Bind-ins



- Printed materials fixed to the magazine, product sample
- Minimum quantity 20,000 copies
- Maximum size 210 mm x 297 mm (wxh)
- Minimum size 140 mm x 140 mm (wxh)
- Split/partial coverage possible

2 pages: **€ 79 per 1,000**

4 pages: **€ 109 per 1,000**

Tip-ons



- Postcard, CD etc.
- Only in connection with a master advertisement covering the entire circulation, minimum size 1/1 page
- Partial occupancy of the glued insert possible

€ 79 per 1,000

Extra charge for split circulation / partial coverage: 10 %

Loose inserts, board inserts, and tip-ons must be suitable for mechanized processing and be packed in the exactly appropriate way – in handy packs stacked loosely on pallets.

Shipping cartons for all ad specials must be labeled as follows:

Magazine title/Issue .

Name of the advertising company •

Quantity/number of pallets •

Shipping address

for all inserts, tip-ons, bound inserts:

H. Wennberg GmbH Großbuchbinderei
Herr Uwe Hoffmann
Steinbeisstr. 54 – 58
71665 Vaihingen / Enz
Germany

Ad Specials

— TECHNICAL DATA

PRINTING PROCESS

Insides: Web Offset (CMYK)

Cover: Sheetfed Offset (CMYK)

Size: Trimmed size: 210 x 297 mm

Bleed: 3 mm head, 4 mm gutter, 3 mm face,
3 mm foot

ARTWORK

Types:

Printing documents (data) fonts: Please note that all fonts have to be supplied. If fonts are missing replacement fonts will have to be used, these could eventually change the appearance and the layout of the ad.

Other details:

The minimum line width is 0.2 mm. Images with very thin structures and Copy-Dot-files could cause a moiré and have to be avoided.

Recommended file formats:

Prefers unseparated PDFs (standard PDF/X-1a:2001). InDesign export job options and further information on data delivery can be downloaded from the service area at <https://www.mohnmedia.de/service/datenanlieferung/>. Types must be encapsulated and the CMYK colour mode has to be used. Please avoid to pass on so-called 'open' files. This may cause version and system-related errors for which no liability can be accepted. In case you do send such files the following programmes are supported:

Mac programmes: Photoshop, InDesign, Illustrator

PC programmes: Photoshop, InDesign, Illustrator

File names:

A clear file name has to be chosen indicating "publication", "issue number", "advertisers name", "ad size", "printing process" e.g. "ct1209Microsoft_1x2_offset".

Data carriers:

CD or DVD

Resolution:

Screen: min 300 dpi; Line: min 800 dpi

Inside proof:

Cover proof:

The inside proofs have to be made according to the 4 colour mode (CMYK) based on the standards "PSO SC-B Papier V3 (Fogra 54)" for PT 3 Offset. The respective profiles can be downloaded from www.eci.org. Only if the correct proof parameters are adhered to, your advert can be printed in accordance with the standard process tolerances.

The cover proofs have to be made according to the 4 colour mode (CMYK) based on the standards „PSO Coated V3 (Fogra 51)“ for PS1 Offset. The respective profiles can be downloaded from www.eci.org.

The proofs for the insides and the cover must be made from your supplied files. In case of any queries on colour adjustments or ICC profiles, please do contact the Colour Management department. Phone: +49 (0) 07231 963-180

TECHNICAL PROCESSING

Files/Proofs to be sent to:

Mohn Media Mohndruck GmbH
Abt. MAT Anzeigen
Carl-Bertelsmann-Str. 161 M
33311 Gütersloh, Germany

Please enclose for checking: Obligatory printouts or colour space adjusted proofs with reference to the contact person and phone number. Please send your print documents to the above address. We cannot accept any complaints if incorrect data is supplied.

Queries on file supply:

Phone: +49 (0) 5241 80-89700

E-mail: anzeigen@bertelsmann.de

THEME SPECIALS

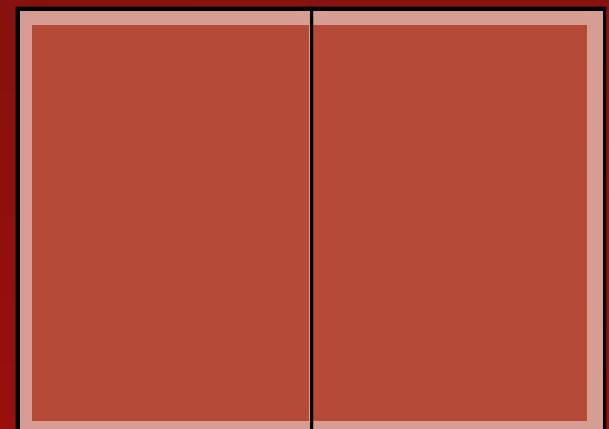
IT & Career - a topic special from heise jobs

Current and future topics regarding the IT and MINT (STEM) job market will be published in about 200,000 subscription copies of the heise magazines c't and iX.

Our **IT & Career** theme special has established as a platform for personnel image ads and classic job offers. Twice a year, companies present themselves as attractive employers in IT & Career and thus reach highly qualified professionals 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. (Technical) colleges also have the opportunity of inspiring our readers to attend IT courses and take advantage of training opportunities!

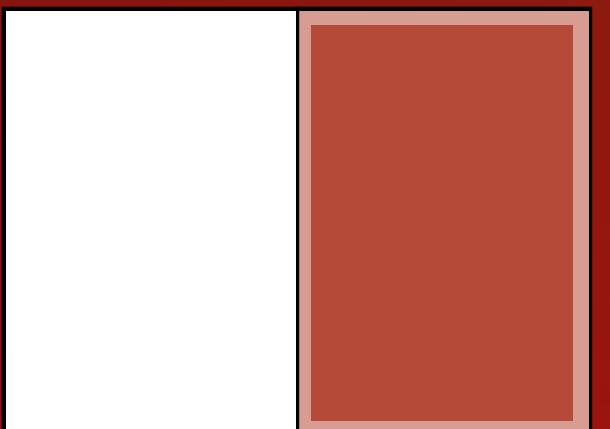
2/1 page



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

9.900 €

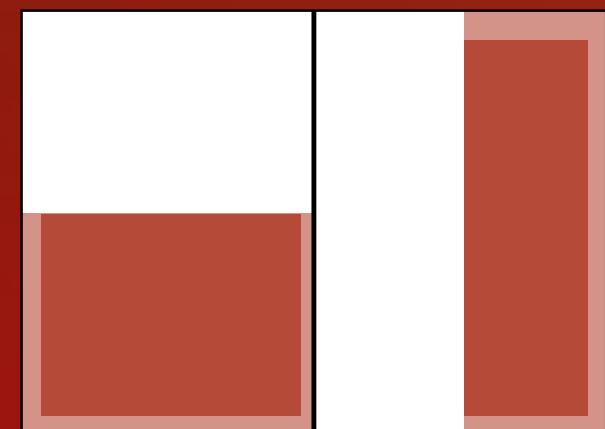
1/1 page



a) 185 x 256
b) 210 x 297*

5.500 €

1/2 page



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

3.400 €



 [IT & Career in the media portal](#)

Issue 1

On sale

with **c't 09/2026**: **17 Apr 2026**
with **iX 05/2026**: **24 Apr 2026**

Space close: **27 Mar 2026**
Material due: **03 Apr 2026**

Issue 2

On sale

with **c't 23/2026**: **30 Oct 2026**
and **iX in Nov 2026**

Space close: **09 Oct 2026**
Material due: **16 Oct 2026**

c't ONLINE

www.heise.de/ct

c't online offers computer professionals and demanding users a comprehensive collection of tips and tricks for PC use, magazine articles, comprehensive services and information about the magazine. Plus social media and messaging with Facebook, Instagram and Twitter as well as YouTube channels and podcasts.

Facts

User traffic

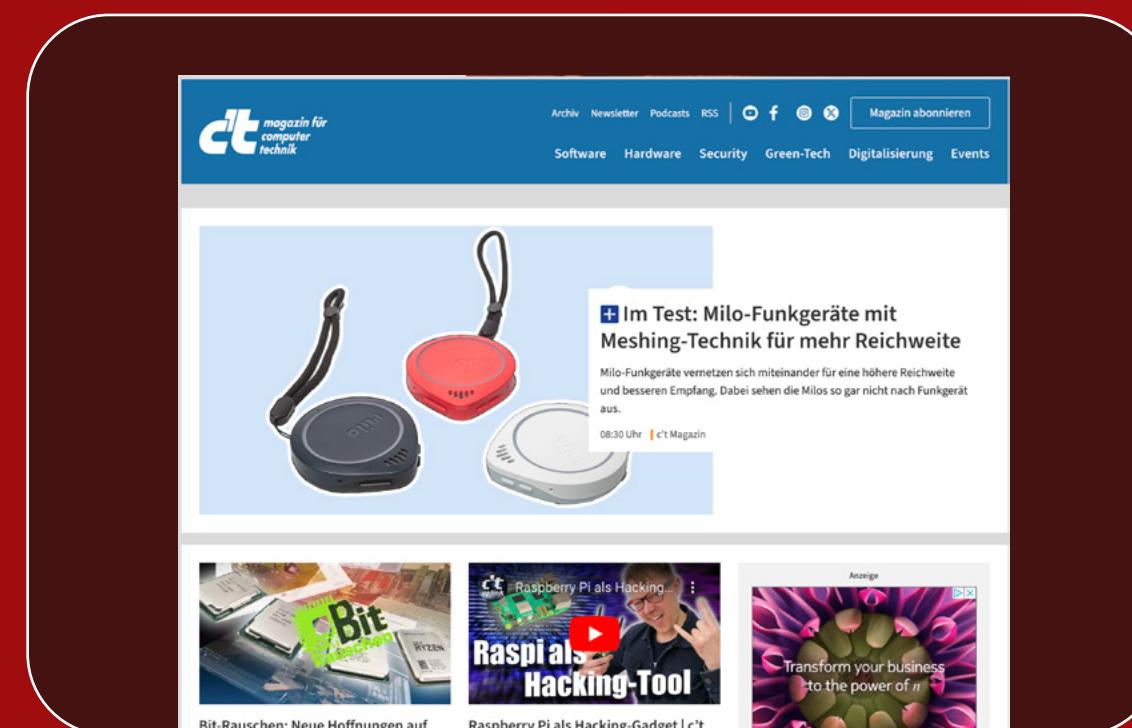
3 - 4 million page impressions per month
IWW-approved (details on request)

Target group

- Business decision-makers
- IT professionals
- advanced users
- Tech enthusiasts

Content

- Magazine services (preview, content database)
- Services (TIPP database)
- Support (hotline & FAQ, tips & tricks, company contacts)
- Archive



CPMs

Leaderboard

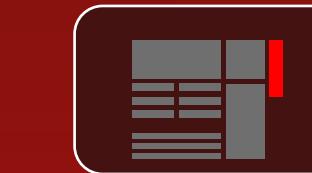
(728 x 90px)



€ 59

Skyscraper

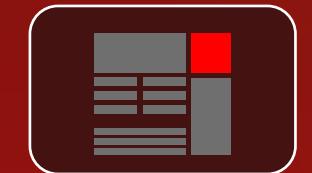
(max. 160 x 600px)



€ 59

Medium Rectangle

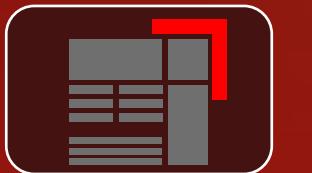
(300 x 250px)



€ 79

Wallpaper

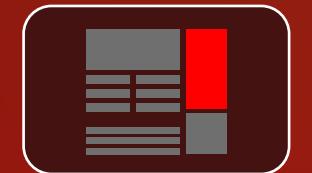
(728 x 90 + 160 x 600px)



€ 99

Half Page Ad

(300 x 600px)



€ 99

Billboard

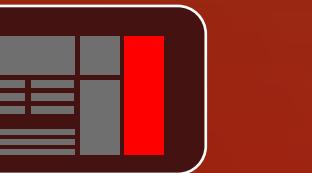
(max. 970 x 250px)



€ 99

Sidebar

(dynamischpx)



€ 99

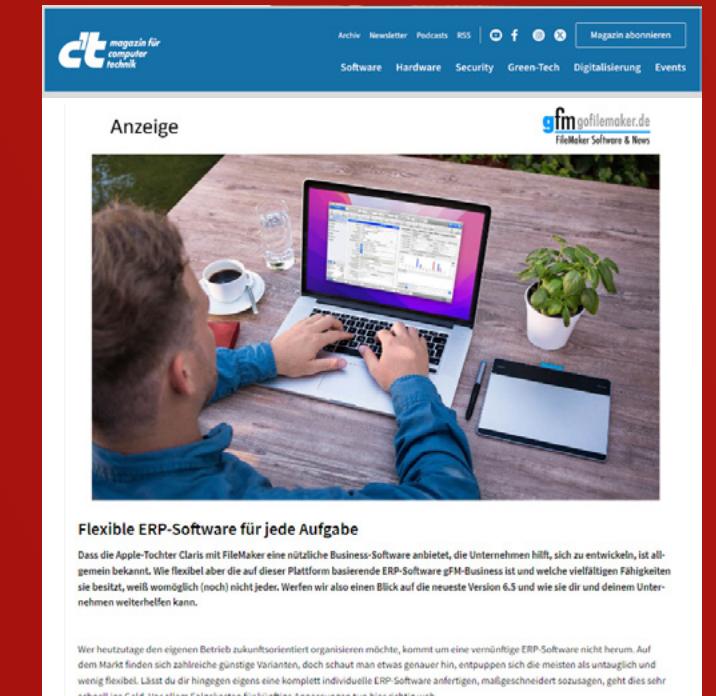
Online-Advertisorial

The powerful format for your brand message!

Score points with your own content in the heise online environment! With guaranteed visibility, we ensure that the users of c't online to become aware of your company, your products and solutions.

Runtime: 4 weeks | Rate: € 3,500

All further details on processing on request.



c't online

— NEWSLETTER ROTATION ADS



Personal topic overview and exclusive background information on each new issue of c't.
every second Thursday | 108,000 subscribers



What remains of the hype? Illuminating current trends and assessing their future development.
every second Thursday | 6,000 subscribers



The briefing on digitalization in Germany - be part of the debate!
every second Thursday | 2,500 subscribers



The must-read for friends of open source software: Discover innovative open source applications.
every second Friday | 7,800 subscribers

CPM: € 85

Minimum volume: 50,000 AdImpressions



Tailor-made precise targeting



Guaranteed visibility and reach



Trust-worthy editorial environment



High technical relevance

new Content Ad

[View specifications](#)



New hardware, new tools - what's worth and what's not.
every second Monday | 2,000 subscribers



Only for c't subscribers: Nerdy expertise and exclusive background information from the editorial team.
every Tuesday | 90,000 subscribers



Receive information on the content and sources of supply when c't special issues are published.
several times a year | 8,000 subscribers



Don't let yourself be tricked! Stay ahead with consumer tips, news, and real-life examples.
every second Friday | 1,4000 subscribers



Newsletter

PODCAST ROTATION

Everything worth knowing from the world of IT always and everywhere directly to your ear - that's possible with the podcasts from the c't editorial team. A wide range of topics, presented in an entertaining and informative way, keeps you up to date with the latest developments and trends in the IT sector.

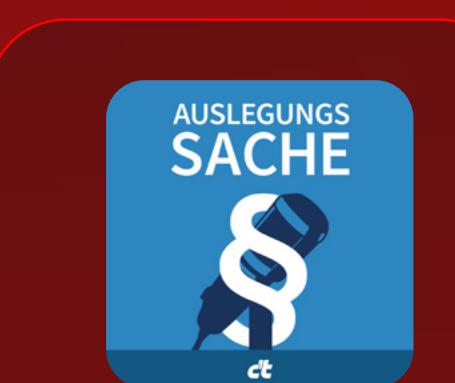
Your advert reaches IT professionals and ambitious users individually, just as you are used to from c't. The high user engagement also guarantees a high level of attention for your content. Booking is possible on a CPM basis.



c't uplink

Discussions on current topics from c't and the IT world

release:
every Saturday per month



c't Auslegungssache

current developments around the topic of data protection and GDPR

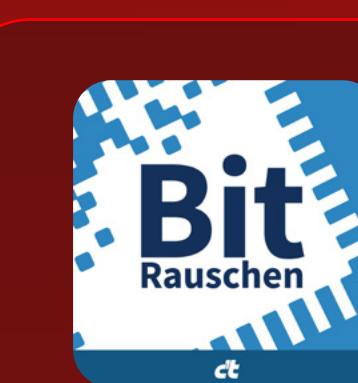
release:
every 2 weeks fridays



c't Vorsicht Kunde!

Consumer protection podcast: legal aspects and cases conflicts between customers and Tips & advice

release:
every 2 weeks fridays



c't Bit Rauschen

Processor Podcast around the topic of chips, developments on the IT market

release:
every 2 weeks wednesdays



Mac & i - the Apple Podcast

Specialist topics on Apple products, Services and Latest news

release:
every 2 weeks thursdays



c't Photography Click Boom Flash

Photography and experiences, Challenges & tips from photographers

release:
every 2 weeks sundays



c't Haken dran

The role of social networks, the latest technological Developments & Effects on Politics and society

release:
three times weekly



c't They talk Tech

The new technology podcast from c't magazine plays with this cliché and breaks it down in a charming way.

release:
every 2 weeks wednesdays

Total reach of the podcasts: **over 240,000 downloads per month**

CPM AdBundle € 125 (pre- or mid-roll); minimum booking volume € 1,500

Podcasts

Social Media

Youtube

Publisher's details

Contact us

SOCIAL MEDIA

Additional touchpoint in the c't community

For numerous companies, social media is an important component of their communication strategy. In addition to branding, direct contact with the community plays a central role, new customers are addressed and new employees are convinced. But social media is also playing an increasingly important role in lead generation.

USP:

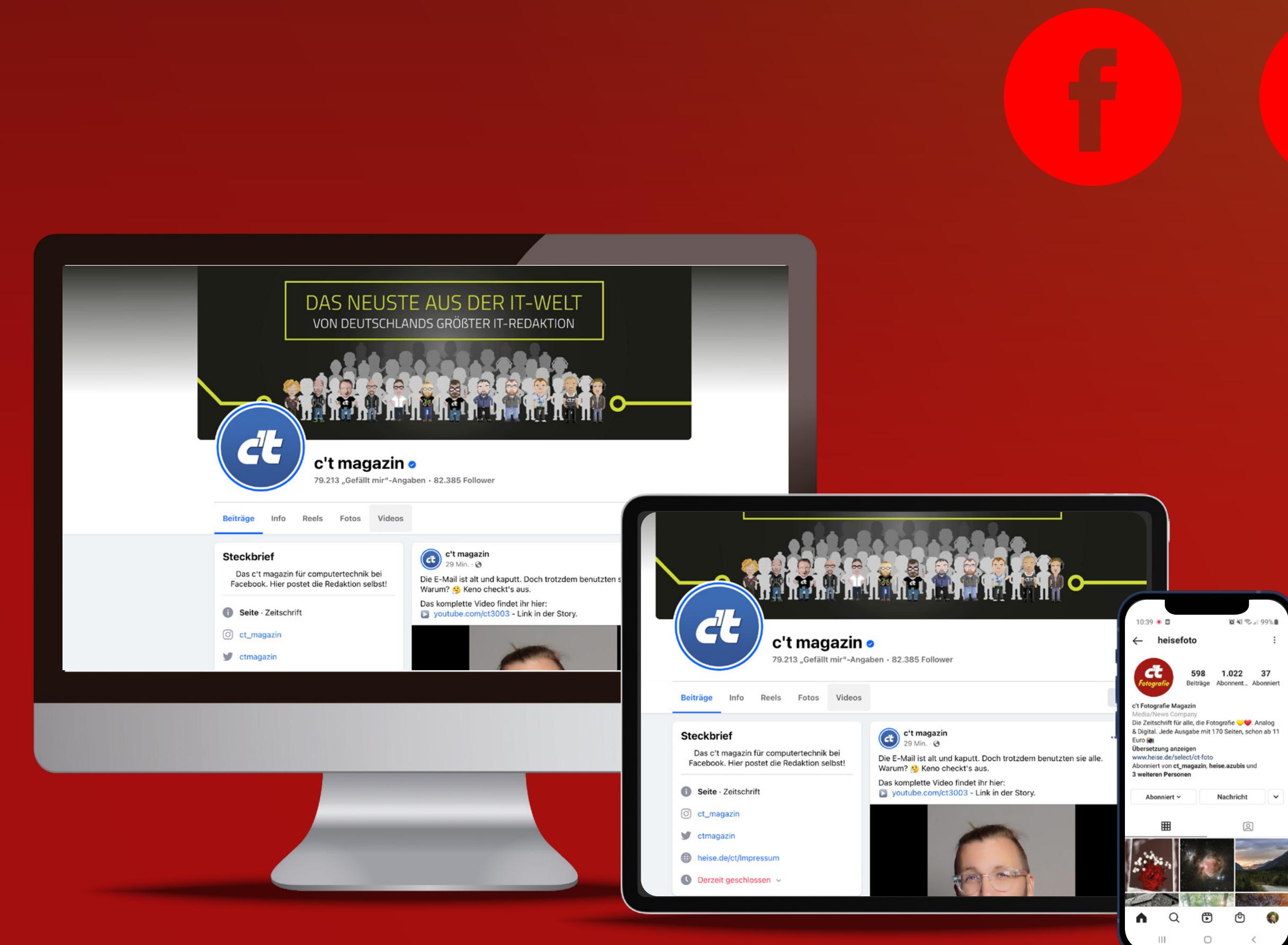
Your advert will be displayed exclusively in the c't audience on Facebook and Instagram.

Benefit:

You reach followers in a private usage situation and thus set a new touch-point within their customer journey.

Packages

Performance	Runtime	Rate
500 clicks	2 weeks	€ 1,990
1,000 clicks	4 weeks	€ 3,990
2,000 clicks	6 weeks	€ 6,990



Social Media

YouTube

www.heise.de/ct

Videos from Europe's largest tech editorial team

If you thought entertainment and serious tech journalism were mutually exclusive, you haven't heard of c't 3003! In weekly YouTube videos, the experienced video makers around Jan-Keno Janssen shed light on everything that comes under their wings – from Raspberry Pi to smartphones and electric scooters: sometimes silly, but always technically sound. What sets c't 3003 apart from other YouTube channels is the expertise of Europe's largest tech editorial team: over 60 c't editors support the channel with their know-how.



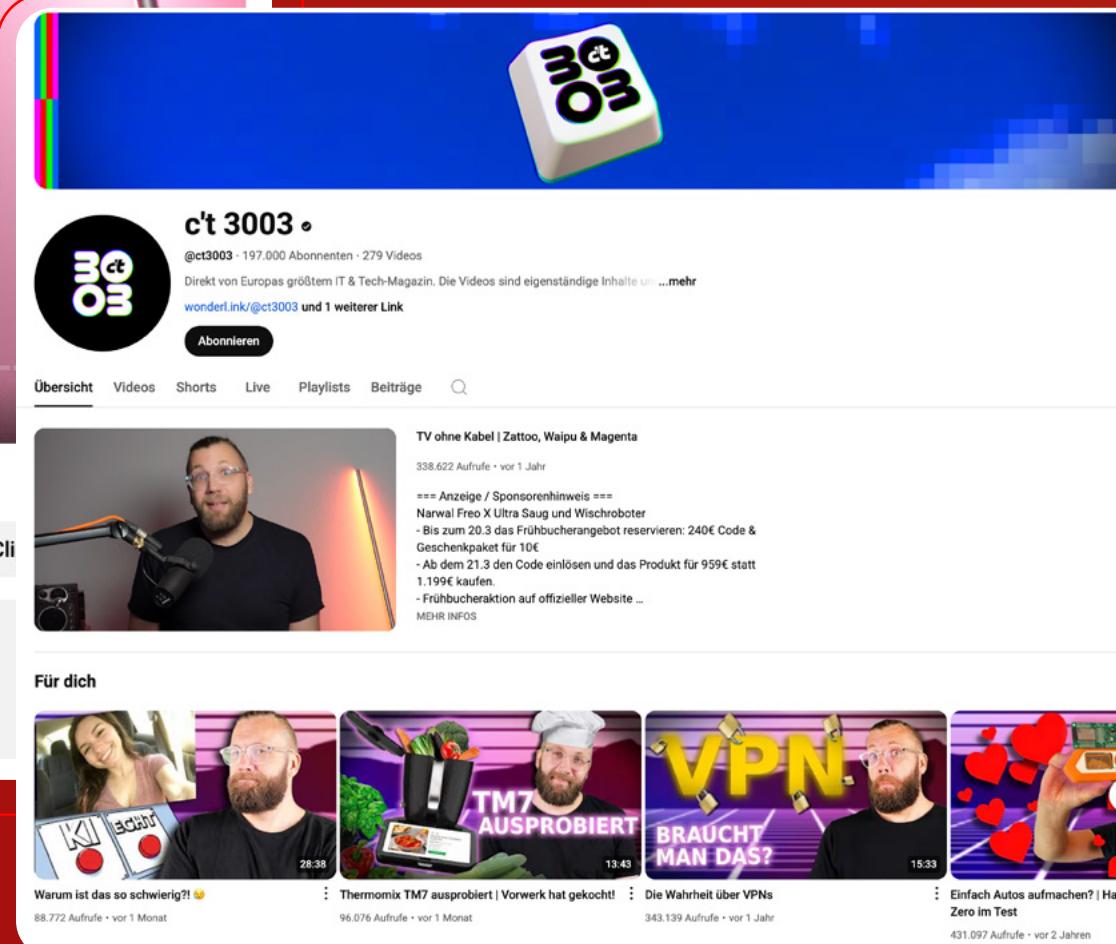
Length	10-20 minutes
Subscribers	220,000
Views	at least 50,000
Rate package S	€ 6,200
Rate package M	€ 8,200

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