heise online

Rate Card

Valid from 1st of January 2026

BRANDING	TRAFFIC PUSH
CONTENT MARKETING	EMPLOYER BRANDING
INTENT DATA	TARGET GROUP TARGETING
LEADGEN	

Branding

DISPLAY ADS

ACCOUNT BASED DISPLAY

CONTEXTUAL

WALLPAPER

FIREPLACE

NEWSLETTER

PODCASTS

VIDEOS

heise online

Display Ads

CPM

Price level 1

Leaderboard
728x90 px

Skyscraper
max. 160x600 px

Mobile Rectangle
300x250 px

Price level 2

Medium Rectangle
300x250 px

Mobile Half Page Ad
300x600 px

Price level 3

Half Page Ad
300x600 px

Billboard
970x250 px

Wallpaper
728x90 px + 160x600 px

Sidebar
Dynamic

Mobile Interstitial
320x480 px + 336x280 px
FC 1 per user/day

Rotation

channel rotations &
run of heise online

all rates plus VAT. Agency commission is granted; minimum booking volume is € 3,500 gross

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First party target groups/ interests	Price level 1	Price level 2	Price level 3
Audience IT Decision Maker	€ 59	€ 79	€ 99
Audience Server • Cloud • Security • Recruiting • Developer	€ 59	€ 79	€ 99
Audience Consumer	€ 19	€ 29	€ 39

Rotations	Price level 1	Price level 2	Price level 3
Channel rotation (Selection of at least 3 channels)	€ 49	€ 69	€ 89
Run of heise online	€ 29	€ 39	€ 49

Channels	Price level 1	Price level 2	Price level 3
c't, Technology Review, iX, heise security, heise jobs, heise developer, MittelstandsWiki, t3n by heise, the decoder	€ 59	€ 79	€ 99
Make:, Mac & i, c't Fotografie, heise download, TELEPOLIS, heise autos, heise preisvergleich, MIXEDˣ, SPACE4GAMES	€ 29	€ 39	€ 49

Programmatics: All these formats and channels can also be booked as Private Deal or Prefered Deal via the Google AdExchange or Yieldlab.
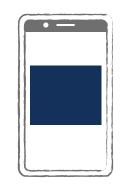
heise online

Account Based Display

Rate category 1:

Leaderboard
728 x 90 px
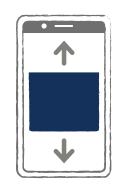
Medium Rectangle
300 x 250 px

Skyscraper
max. 160 x 600 px

Mobile Rectangle
300 x 250 px
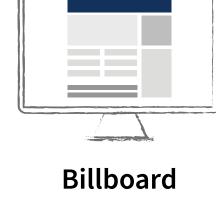
Mobile Half Page Ad
300 x 600 px

CPM: € 199

Rate category 2:

Half Page Ad
300 x 600 px

Billboard
970 x 250 px

Wallpaper
728 x 90 px + 160 x 600 px

Sidebar
dynamic
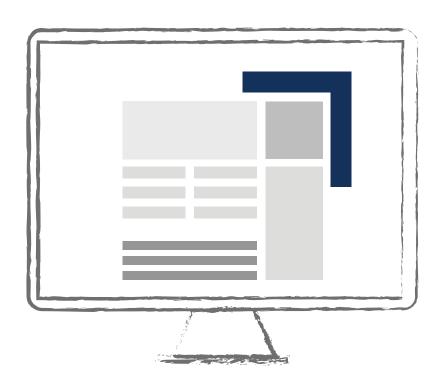
Mobile Interstitial
320 x 480 px + 336 x 280 px

CPM: € 239

all rates plus VAT. Agency commission is granted

heise online

Contextual Targeting

It consists of:

Leaderboard and **Skyscraper**

728 x 90 px   120 x 600 px
                   (max. 200 x 800 px)

**Mobile
Half Page Ad**

300 x 600 px
(visible area:
300 x 360 px)

	Wallpaper	**Wallpaper and Half Page Ad**	
Placement	in the articles relevant to the topic	in the articles relevant to the topic	
Reach* (using the example of the topic AI within a 4-week runtime)	200,000 adImps	**desktop** 200,000 adImps	**mobile** 500,000 adImps
Rate	**CPM € 79**	**CPM € 79**	

* Minimum purchase quantity: 100,000 ad impressions. The runtime depends on availability and agreement.

Examples of topics can be found at www.heise.de/themen

heise online

Wallpaper

It consists of:

Leaderboard and **Skyscraper**

728 x 90 px   120 x 600 px
                     (max. 200 x 800 px)

**Mobile
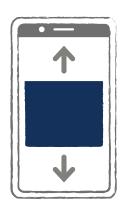Half Page Ad**

300 x 600 px
(visible area:
300 x 360 px)

Delivery: display and mobile

	Daily fixed placement HOME RUN (100% SOV)		**Weekly fixed placement** HOME RUN (100% SOV)	
Placement	Placement on the heise homepage, news ticker, topic pages and heise online articles		Placement on the heise homepage, news ticker, topic pages and heise online articles	
Reach	**display** 250,000 adImps	**mobile** 200,000 adImps	**display** 1,400,000 adImps	**mobile** 1,000,000 adImps
Duration	1 day		1 week	
Rate	display **€ 13,750**	display and mobile **€ 20,250**	display **€ 63,000**	display and mobile **€ 96,000**

all rates plus VAT. Agency commission is granted

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heise online

Fireplace

It consists of:

Billboard and **U-Wallpaper**

1056x250 px

Leaderboard: 1104x90px
+
Skyscraper left: 200x600px
+
Skyscraper right: 200x600px

**Mobile
Half Page Ad**

300x600 px
(visible area:
300x360 px)

Delivery: display and mobile

	Daily fixed placement HOME RUN (100% SOV)		**Weekly fixed placement** HOME RUN (100% SOV)	
Placement	Placement on the heise homepage, news ticker, topic pages and heise online articles		Placement on the heise homepage, news ticker, topic pages and heise online articles	
Reach	**display** 200,000 adImps	**mobile** 200,000 adImps	**display** 1,000,000 adImps	**mobile** 1,000,000 adImps
Duration	1 day		1 week	
Rate	**display** **€ 13,000**	**display and mobile** **€ 20,000**	**display** **€ 50,000**	**display and mobile** **€ 80,000**

all rates plus VAT. Agency commission is granted

heise online

Newsletter Ads

Bookable as a rotation, Newsletter freely selectable

Channels	approx. contacts per week	Frequency of publication	
heise online daily	126,500	5 times a week, Mo. - Fr.	
heise online newsletter	44,800	7 times a week, Mo. - Su.	
heise online KI Update	11,700	3 times a week, Mo.+ We.+Fr.	
heise Developers	5,800	2 times a week, Mo. + Th.	
heise security	60,000	2 times a week, Mo.+ Th.	**CPM: 85 €**
iX	16,000	Once a month	
Mac& i	19,000	5 times a week, Tu. - Sa.	
Make	2,000	Once a week, Mo.	
Technology Review	11,000	Once a week, Fr.	
heise Autos	3,800	2 times a week, Mo.+ Th.	
heise Digital Health	1,590	every 2 weeks, Fr.	
heise Hardware & Netze	8,600	2 times a week, Tu.+ Fr.	

Channels	approx. contacts per week	Frequency of publication	
heise Windows	5,100	Once a week, Mo.	
heise Wirtschaft	6,200	2 times a week, Tu. + Fr.	
c't 3003 Hype	6,011	Once a week, Th.	
c't club	90,000	Once a week, Tu.	
c't D.digital	1,500	every 2 weeks, Tu.	
c't exklusiv	107,000	every 2 weeks, Th.	**CPM: 85 €**
c't Fotografie	6,500	Once a week, Sa.	
c't Open Source Spotlight	7,400	every 2 weeks, Fr.	
c't specials	7,500	several times a year	
c't Tech- Check	1,800	every 2 weeks, Mo.	
c't Vorsicht, Kunde!	1,300	every 2 weeks, Fr.	

Newsletter Content Ad
800x400 px Container/
Image: 360x270 px

all rates plus VAT. Agency commission is granted

heise online

Stand-Alone-Newsletter

TARGET GROUP PACKAGES

IT decision maker	Package S	Package M	Package L
contacts	22,000	39,800	57,000
Rate	€ 10,400	€ 18,800	€ 26,900

Industry	Package S	Package M	Package L
contacts	22,000	35,000	49,000
Rate	€ 10,400	€ 16,500	€ 23,100

Cloud	Paket S	Package M	Paket L
contacts	22,000	27,000	30,000
Rate	€ 10,400	€ 12,750	€ 14,200

Business	Package S	Package M	Package L
contacts	22,000	60,800	230,000
Rate	€ 10,400	€ 28,700	€ 108,560

Security	Package S	Package M	Package L
contacts	22,000	-	-
Rate	€ 10,400	-	-

Minimum booking volume: € 10,400 AE capable only
ALL technical costs are already included

*Package L always corresponds to the total target group

all rates plus VAT.

Option A:
in cooperation with
heise Business Services

Option B:
in your own layout

heise online

Podcast networks

Further podcast options you can find **here**

	heise network	B2B			B2C	
		Decision-maker	IT security	Employer branding	Consumer	Young IT talents
Reach per week	approx. 47,000	approx. 350,000	approx. 320,000	approx. 310,000	approx. 100,000	approx. 50,000
CPM AdBundle (*Pre-Roll **OR** Mid-Roll **OR** Post-Roll)	€ 90	€ 105			€ 70	

* Only post-rolls are possible for our snackable podcasts kurz informiert and KI-Update. However, these sponsorships are exclusive!

heise online

Podcasts (booking of individual shows)

	#heiseshow	ct uplink	KURZ INFORMIERT	KI Update	Bits & Böses	TNBT	Mac & i
Frequency of publication	every Thursday	every Saturday	every working day	Monday/Wednesday/ Friday	every 14 days	weekly	every 14 days	every 14 days Thursday
Calls in the first 4 weeks	80,000	140,000	300,000 per week	180,000	25,000	5,000	5,000	30,000
Length of the sequence	approx. 60 min.	approx. 60 min.	approx. 2,20 min.	Mon/Wed approx. 10 min. Friday approx. 45 min.	10-45 min.	approx. 20 min.	approx. 30 min.	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	Pre-Roll	Pre-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**

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

heise online

Podcasts (booking of individual shows)

	AUSLEGUNGS SACHE	Bit Rauschen	BESSER WISSEN (golem.de)	HAKEN DRAN	VORSICHT KUNDE!	CLICK BOOM FLASH	THEY TALK TECH	DARKNET DIARIES	apfel funk
Frequency of publication	every 14 days	every 14 days Wednesday	every Monday	Monday, Wednesday, Friday	every 14 days Friday	every 14 days Sunday	every 14 days Wednesday	alle 14 Tage Tuesday	every Thursday
Calls in the first 4 weeks	14,000	20,000	5,000	18,000	8,000	3,500	10,000	40,000	20,000
Length of the sequence	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)	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**€ 125**	**125 €**	**production € 3,000**

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

heise online

Interview-Podcast

Frequency of publication	every 14 days on wednesdays
Calls	approx. 500 per episode in the first 4 weeks
Length of the sequence	approx. 25 minutes
Integration	interview partner
Mention in the podcast descriptions	yes

Advertising opportunities:	• An employee of your company will be the interview guest of the podcast; the questions are agreed in advance
	• Suggested topics:
	  - General questions and suggestions about digitization
	  - Technology trends
	  - Hype topics broken down into actionable strategies
	• Sponsor reference in the podcast descriptions on all platforms incl. link and short company description
	• Exclusivity as sole sponsor of an episode!

Rate per episode   **€ 6,900**

all rates plus VAT. Agency commission is granted

heise online

Videos

YouTube

PreRoll Ad
placed directly before high-quality editorial videos

Placement	heise.de c't iX c't Fotografie Mac & i Make:
Reach	approx. 1,5 Mio Ad imps per month
File size	max. 5 MB
Length	15 sec (unskipable) / 30 sec (skipable)
Formats	.mp4, .3gpp, .mov, .avi oder VAST redirect
CPM	**49 €**

Frequency of publication	every Friday	
Calls in the first 4 weeks	97,000	
Episode length:	10-20 minutes	
Subscribers	218,000	
Playout channels::	Youtube channel + TikTok channell + Instagram channell	
Advertising options:	**Package S:** • Native integration based on product information and videos with briefing, up to 30 seconds at the beginning. • Extension of reach with a logo integration in the reel per week and a link in the channel description (bio). • Particularly suitable for software products/digital solutions/events	**Package M:** • Native integration + product SHOW and briefly outlined (in the background) with briefing, approx. 60 seconds at the beginning. • Extension of reach with a logo integration in the reel per week and a link in the channel description (bio). • Particularly suitable for hardware
Production	**€ 6,500**	**€ 8,500**

all rates plus VAT. Agency commission is granted

heise online

YouTube

heise & **c't**

Make: make-magazin.de

	heise & c't			Make:
Frequency of publication	1-3 times a week		Frequency of publication	every Sunday
Calls in the first 4 weeks	77,700		Calls in the first 4 weeks	18,000
Episode length:	3-10 minutes		Episode length:	7-15 minutes
Subscribers	140,000		Subscribers	59,500
Playout channels::	YouTube-channel heise & c't		Playout channels::	YouTube-channel Make-Magazin

Advertising options:	**Package S:** • Native integration based on product information and videos with briefing, up to 30 seconds at the beginning. • Particularly suitable for software products/digital solutions	**Package M:** • Native integration + product SHOW and briefly sketched (in the background) with briefing, approx. 60 seconds at the beginning. • Particularly suitable for Hardware
Production	**6,200 €**	**8,200 €**

Advertising options:	• Native integration based on the briefing, approx. 60 seconds at the beginning. • Particularly suitable for software products/digital solutions/hardware
Production	**2,100 €**

all rates plus VAT. Agency commission is granted

heise online

Contentmarketing

SPONSORED ARTICLE

CONTENT HUB

heise online
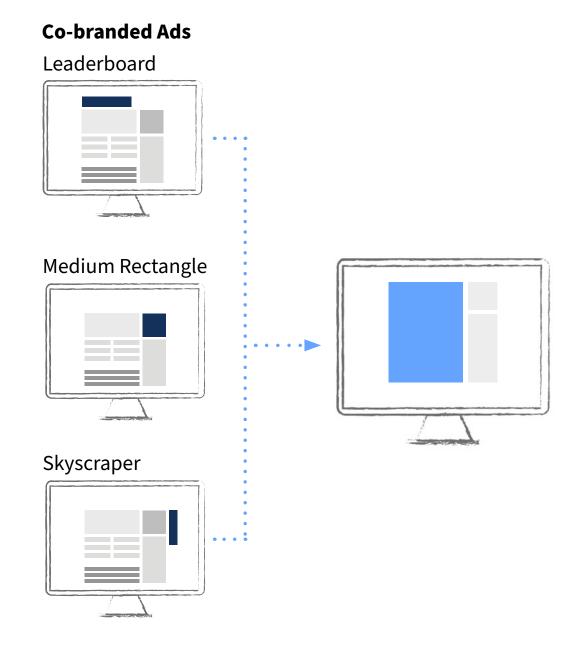
Sponsored Article

	Small	Medium	Large
Duration	4 weeks	4 weeks	4 weeks
Content page	1	1	1
Guaranteed calls	5,500	5,500	5,500
Content creation	-	✓	✓
Layout	✓	✓	✓
Promotion (Native Teaser, CobrandedAds)	✓	✓	✓
Programming	✓	✓	✓
SEO relevance	✓	✓	✓
Intent Data*	-	-	✓
Rate	**€ 10,500**	(incl. Content Creation) **€ 12,500**	(incl. Intent Data) **€ 13,000**

*Reporting with an overview of the companies that have viewed the sponsored article

all rates plus VAT. Agency commission is granted

Example

Advertisement in the Newsfeed

Co-branded Ads

Leaderboard

Medium Rectangle

Skyscraper

heise online

Content Hub

	Content Hub M	Content Hub Audience	Content Hub Leads
Articles from HBS	6	6	2 Lead assets and 5 articles
Duration	3 months	3 months	6 months
View guarantee	21,000 views	at least 35,000 views	at least 35,000 views
Audience	heise online Total	individually according to target group specifications	individually according to target group specifications
Content from customer	at least 5 assets	at least 5 assets	at least 4 Lead assets (gated)
Lead time	6 weeks	6 weeks	8 weeks
Project management HBS	yes	yes	yes
Lead guarantee	no	no	yes
Lead nurturing	no	no	yes (MQL, MTL, SRL)*
Quantity	no indication	no indication	at least 600 Leads
Filter	no	yes (Industry, number of employees and function)	yes (Industry, number of employees and function)
Layout/Programming	yes	yes	yes
Integration of image galleries, videos, studies, whitepapers	yes	yes	yes
SEO-Relevance	yes	yes	yes
Promotion heise online	yes	yes, incl. link in Top Navi and in Top Topics	yes, incl. link in Top Navi and in the Top Topics as well as Native teaser in Newsstream and Daily Newsletter
Stand-alone mailings	no	yes	yes
Reporting	yes	Individual performance report	Individual performance report and lead report
Rate	**from € 78,300**	**from € 135,000**	**from € 234,000**

*MQL= Marketing Qualified Lead:
 1 contact/download

*MTL=MQL, further qualified by additional
 touchpoints

*SRL=MTL plus, 3 of the following 4 criteria
 should be met: Authority of the ASP; need
 available, time horizon foreseeable; budget
 available.

all rates plus VAT. Agency commission is granted

heise online

Intent Data

heise online

Intent Data

What is Intent Data?

Intent data is behavioral data that indicates what a company is interested in. It predicts whether a potential buyer intends to invest in your (or similar) products or solutions. This is the next level in terms of data-driven marketing and sales.

How do we do that?

We record and evaluate various user parameters of the users on heise.de. These are based on technically necessary signals that the Internet and browser require in order to route traffic, enable html page loading, etc. We combine this information with the content used, including time and duration.

Why is that useful to you?

With Intent data you will receive background information about a company on our websites so that you can address your target group more precisely and qualify them more quickly and reliably. This allows you to target only those companies that are looking for a product like yours or are currently gathering information about it.

Intent data provides you with a list of target customers, allowing you to optimize your target account list and keep it up to date.

For marketing and sales teams who want to prioritize which accounts signal interest, reduce wastage and accelerate their pipeline based on data.

• Up to three individually configurable dashboards

• Data export for further processing in other systems

• 5 users per license included

• 100% GDPR-compliant

• All intents from the editorial environment of reachIT

Monthly payment	Annual payment
€ 279	**€ 229**
per month	per month

Minimum term: 12 months.

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all rates plus VAT. Agency commission is granted

heise online

LeadGen

WHITEPAPER

WEBCAST

heise online

Whitepaper

with assets

Double Touch Leads

ABM leads are available individually – on request

Cost per Lead (CPL)

	Standard Lead	Filter and options	
✓ **First and last name**		**Company size**	
✓ **eMail address** (private/company internal)		Company size 50+	€ 15
✓ **Job title** (Pupils, apprentices, students, unemployed & pensioners are filtered out free of charge)		Company size 100+	€ 20
		Company size 250+	€ 25
		Company size 500+	€ 30
		Company size 1000+	€ 45
✓ **Name of the company** (before campaign start exclusion of max. 10 companies possible, free of charge)		**business division:**	
		IT only	€ 15
		Non-IT only	€ 15
✓ **Company size**		**Industry**	
✓ **Division**		no consultants	€ 15
		no authorities	€ 15
✓ **Branch**		no VARs/resellers	€ 15
✓ **Postcode & Country**		**Job title:**	
		ITDM only (incl. IT experts)	€ 15
✓ **Phone number**		Manager only (incl. C-level)	€ 45
		Country	
	€ 100 per Lead	only Germany	€ 15
		Questions	
		one additional question, all answers count as a lead	€ 15

without assets

Content creation incl. leadgen

Package S

• € 4,900 Content creation
• 20 Standard leads á € 100

€ 6,900

Package M

• € 4,900 Content creation
• 40 Standard leads á € 100

€ 8,900

Package L

• € 4,900 Content creation
• 60 Standard leads á € 100

€ 10,900

Account Based Marketing-Lead:

• Leads according to MQL standard
• Qualified on the basis of a previously defined target account list.

**Rate on request
(from 150 € CPL)**

all rates plus VAT. Agency commission is granted

heise online

Webcasts

	S	M	L	XL
Format	Video	Video	Video	Video
Production site	Remote	Remote	Studio or Remote	Studio or Remote
Number of speakers	max. 1	max. 2	max. 3	max. 3
Company speaker visible	yes	yes	yes	yes
Length	60 minutes	60 minutes	60 minutes	60 minutes
Moderation HBS	yes	yes	yes	yes
Lead guarantee	no	yes	yes	yes
Quantity	all generated leads	85	90	150
Desktop sharing	yes	yes	yes	yes
Filter	no	no	yes	yes
Promotion heise online	yes	yes	yes	yes
Surveys	yes	yes	yes	yes
Participant questions	yes	yes	yes	yes
Intent Data (Reporting with an overview of the companies that have visited the landing page)	no	no	yes	yes
On-demand promotion	no	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)
Reporting	PDF report	PDF report	PDF report	PDF report
Rate	**from € 11,900**	**from € 17,500**	**from € 25,400**	**from € 33,400**

all rates plus VAT. Agency commission is granted

heise online

Traffic Push

NATIVE POST / UsAD

SOCIAL MEDIA

HEISE BESTENLISTEN

heise online

Native Post / usAd

Native Post

Gesponserter Link

Logo or graphic: 360x220 px
Icon: 32x32 px

- Reach and credibility of the heart of heise online - the news ticker - is used
- Native advertising formats tend to be more click-rich than classic display advertising
- Generation of traffic for your own landing page, linked to a content topic
- Tailored communication with a high-quality B2B readership

Homepage inkl. Newsticker

duration approx. 3 weeks	**€ 5,592**
CPC	**€ 6,99**
not discountable	at least 800 Clicks

Medium Rectangle

Unblockable Super Ad

300x250 px

- On the acceptable ad list of Ad Block Plus
- Static 300x250px is not blocked by default and also reaches users with activated Ad Blocker
- Requires control via the editorial CMS, so the clicks cannot be delivered evenly over the campaign period and the clicks may be reached (long) before the end of the campaign.
- The campaign is fulfilled as soon as the number of clicks has been delivered. As a special form of advertising, the usAd cannot be tracked using standard tools (such as Google Analytics). Therefore, there may be significant counting differences. Heise reporting is authoritative for billing.

Homepage

CPC	**€ 5,99**
not discountable	at least 1,000 Clicks

all rates plus VAT. Agency commission is granted

heise online

Social Media

heise online

- Your advertisement will only be played in the heise online audience. That means users who actively follow heise online on Facebook and Instagram.
- **Advantage:** You can reach the heise online user in a private usage situation and thus set a new touchpoint within the customer journey.

Package 1

Duration: 2 weeks

Clicks: 500 **€ 1,990**

Package 2

Duration: 4 weeks

Clicks: 1,000 **€ 3,990**

Package 3

Duration: 6 weeks

Clicks: 2,000 **€ 6,990**

heise online   **inkl. LinkedIn**

- Your ad will only be played in the audience of heise online. That is, users who actively follow heise online on Facebook, Instagram and LinkedIn.
- **Advantage**: You reach the heise online user in a different usage session (both private and professional) and thus set another touchpoint within the customer journey.

Package S

Duration: 2 weeks

Clicks: 600 **€ 4,690**

Package M

Duration: 4 weeks

Clicks: 1,200 **€ 8,090**

Package L

Duration: 6 weeks

Clicks: 2,400 **€ 14,690**

Tech Specs

Image display
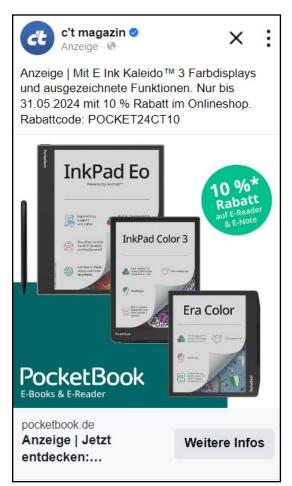

Image dimensions: 1200 x 1200 px
Heading: 40 characters, Description: 125 characters
URL: Click tracking / Landing page

all rates plus VAT. Agency commission is granted

heise online

heise bestenlisten by TechStage

heise Bestenlisten (by TechStage) is the buying advice page on heise online and is aimed at a tech-savvy target group. We write for users who are close to making a purchase decision and need support.

We cover all your advertising needs – from advertorials and videos to classic advertising banners. If you don't have suitable photos or videos, don't worry: just let us know and we'll provide you with the right images!
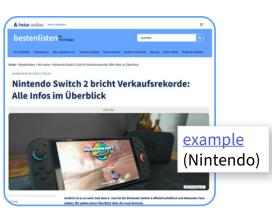
Sales-Ad

USP:
• Creation of a sales push in the form of a product advertorial with text, images and (affiliate) links by the heise Bestenlisten team
• Promotion via social media including a product video on our TikTok channel: https://www.tiktok.com/@techstage with up to 200,000 views
• max. 15-20 products
• Integration of the heise Bestenlisten widget for price comparison
• Editorial briefing possible by arrangement
• a correction loop
IMPORTANT: There must be added value for the customer (coupon, discount, competition, …).

	Package S	Package M	Package L
Views	1,500 to 2,000	2,500 to 3,000	5,000
Runtime	1 - 2 weeks	1 - 2 weeks	1 - 2 weeks
Services	1x Advertorial + 1x TikTok-Video	1x Advertorial + 1x TikTok-Video + Promo on homepage (heise.de/bestenlisten)	1x Advertorial + 1x TikTok-Video + 1x YouTube-Video + Newsletter + Promo on homepage (heise.de/bestenlisten)
Rate	€ 4,500	€ 6,500	€ 11,000

Lead time max. 14 working days, no further discounts, all rates plus VAT, agency comission is granted.

example (Tineco)

example (Acer)

example (Nintendo)

heise online

Employer Branding

EMPLOYER BRANDING PAKETE

HEISE JOBS

heise online

Employer Branding

	Paket S	Paket M	Paket L
Branding/Display	**Wallpaper** individuelles TARGET GROUP TARGETING, 100.000 AdImps	**Wallpaper** individuelles TARGET GROUP TARGETING, 250.000 AdImps	**Wallpaper** individuelles TARGET GROUP TARGETING, 250.000 AdImps
Podcast	**Podcast-Rotation Employer Branding** (25.000 Abrufe)	**Podcast-Rotation Employer Branding** (50.000 Abrufe)	**Podcast-Rotation Employer Branding** (100.000 Abrufe)
Native Post oder **usAD***	300 Clicks	500 Clicks	700 Clicks
Sponsored Article small	-	-	5.500 garantierte Views, 4 Wochen
Stellenanzeigen Professional	**2 Stück** à 889 €	**4 Stück** à 889 €	**4 Stück** à 889 €
Preis	**6.990 Euro**	**11.990 Euro**	**25.990 Euro**

*nach Verfügbarkeit

alle Preise zzgl. MwSt. AE wird gewährt

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Job advertisements heise jobs

Job advertisements Classic
undesigned job advertisement in standard layout

Run-time 30 days	€ 759
Run-time 60 days	€ 999

Job advertisements Professional
designed job advertisement in HTML format

Run-time 30 days	€ 889
Run-time 60 days	€ 1,220
Design of your advertisement according to your specifications	€ 90
each additional ad in the same layout https://jobs.heise.de/	€ 50

Job advertisements Premium
designed job advertisement in HTML format incl. ad optimization by our experts

Run-time 30 days	€ 1,099
Run-time 60 days	€ 1,430
Design of your advertisement according to your specifications	€ 90
each additional ad in the same layout https://jobs.heise.de/	€ 50

included :
- Logo box „Top Jobs" prominent on the homepage of heise Jobs
- Widget push in the heise online newsletter

Job advertisements for training places/internships

Run-time 30 days	€ 129

all rates plus VAT. Agency commission is granted

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Target group targeting

ACCOUNT BASED MARKETING

STAND-ALONE-NEWSLETTER

CONTENT HUB AUDIENCE

INTENT DATA

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Scale of discount

Gross volume	from € 8,000	from € 12,000	from € 25,000	from € 40,000	from € 55,000	from € 80,000	from € 120,000	from € 150,000	from € 1 80,000	from € 250,000	from € 300,000
Discount	3%	5%	8%	10%	13%	15%	18%	21%	25%	30%	33%

alle Preise zzgl. MwSt. AE wird gewährt

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Your Contact

The Team

Bastian Laudien

Sales Director Digital

phone: +49 511 53 52 743

bastian.laudien@heise.de

International Representatives

USA & Canada Advertising Sales Office

Ralph Lockwood

phone: +1 408 879-6666

ralph.lockwood@husonmedia.com

Huson International Media

UNITED STATES

www.husonmedia.com

UK Adverting Sales Office

Emmanuel Bloh

phone: + 44-20-7611-1900

emmanuel@mercury-publicity.com

MERCURYPUBLICITY

UK

www.mercury-publicity.com

Asian Adverting Sales Office

Mei Chang

phone: +886-2-2882-5577

mei@mediagate.com.tw

Media Gate Group Cp., Ltd.

TAIWAN

www.mediagate.com.tw

International

Asia + ROW

Roberto Giordano

Senior Account Manager

phone: +49 (0) 511 5352 817

roberto.giordano@heise.de

F + Benelux

Michaela Thiem

Senior Account Manager

phone: +49 (0) 511 5352 421

michaela.thiem@heise.de

A, CH, USA

Corven Krenke

Junior Account Manager

phone: +49 (0) 511 5352 595

corven.krenke@heise.de

UK

Bastian Laudien

Sales Director Digital

phone: +49 (0) 511 5352 743

bastian.laudien@heise.de

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