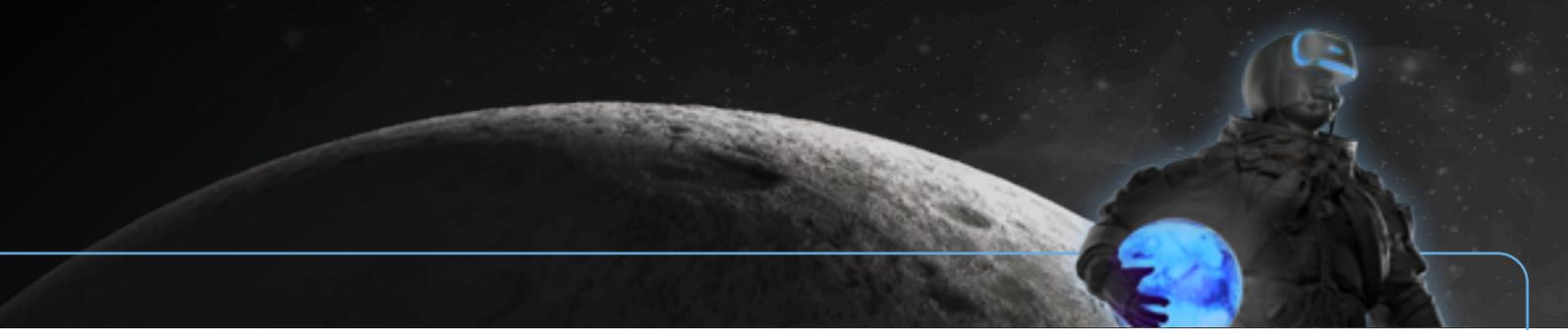




**heise jobs**

**Your IT job world**

**RATE CARD  
2026**



 **heise jobs**

**DIGITAL PRODUCTS**

# heise jobs

## The platform for your IT recruitment

in the DACH region

### Target group

Job seekers in the ICT industry with a high or above-average level of education

**Over 70,000**  
IT job adverts

**145,976**  
Page impressions\*

\*Source: Publisher's information

## Why heise jobs?



**Maximum visibility**  
among the IT target group



**Time savings**  
Quick and easy online posting  
of your job adverts



**Targeted recruitment**  
in a wide range of  
IT fields



We benefit from the  
user base of  
**heise online**



**Low scatter loss**  
of your ads due to  
the top target group

# JOB ADVERTS

job adverts 

	Express	Professional	Professional Plus	Premium
	ly designed job advertisement in HTML format	ly designed job advertisement in HTML format	ly designed job advertisement in HTML format	designed job advertisement in HTML format
30-day term (optional 60- / 90 days)	✓	✓	✓	✓
Direct creation via our online tool	✓	✓	✓	✓
Logo presence in the search results next to your job ad	✓	✓	✓	✓
Emailing your ad via job newsletter	✓	✓	✓	✓
Maximum categorization of your ad	✓	✓	✓	✓
Top ranking in search results	✓	✓	✓	✓
Advertisement traffic through widget push on heise online		✓	✓	✓
Prominent "Top Jobs" logobox on the heise jobs homepage			✓	✓
Widget Push in the heise online newsletter			✓	✓
IT reach network			✓	✓
Social Media Boost				✓
Employer profile				✓
<b>*30-day term at a rate of</b>	<b>€ 759</b>	<b>€ 889</b>	<b>€ 1,099</b>	<b>€ 1,499</b>
<b>Full service ( ad design costs)</b>	<b>-</b>	<b>€ 90</b>	<b>€ 90</b>	<b>€ 90</b>

# LONGER TERMS

Longer terms 

## Express Ads

30 days:	€ 759
60 days:	€ 999
90 days:	€ 1,250
6 months:	€ 1,800
12 months:	€ 2,500

## Professional Ads

30 days:	€ 889
60 days:	€ 1,220
90 days:	€ 1,450
6 months:	€ 1,990
12 months:	€ 2,700

## Professional Push Ads

30 days:	€ 1,099
60 days:	€ 1,430
90 days:	€ 1,660
6 months:	€ 2,200
12 months:	€ 2,900

## Trainees / Students Ads

30 days:	€ 129
----------	-------

## Premium Ads

30 days:	€ 1,499
60 days:	€ 1,800
90 days:	€ 2,250
6 months:	€ 2,790
12 months:	€ 3,490

# ADVERTISING PACKAGES

advertising packages 

THAT HELP YOU SAVE BUDGET

## Express

Display as HTML ad in the specified layout

**Duration: 30 days**

3-pack | € 2,049  
(instead of € 2,277)

5-pack | € 3,264  
(instead of € 3,795)

## Professional

Display as HTML ad in corporate design

**Duration: 30 days**

3-pack | € 2,400  
(instead of € 2,667)

5-pack | € 3,823  
(instead of € 4,445)

## Professional Plus

Display as HTML ad in corporate design.  
With additional traffic push

**Duration: 30 days**

3-pack | € 3,202  
(instead of € 3,297)

5-pack | € 4,670  
(instead of € 5,495)

# PERSONA TARGETING

Persona targeting 

## Expand your job advertisement in the advertisement area of heise online

We create a persona to directly address the target audience for the areas of security or developers:

- + **Display campaign** with 100,000 ad impressions on heise online
- + We create **advertising material** based on our corporate design & logo for heise jobs.
- + **incl. a Professional ad** on heise jobs
- + **30-day term**

**Rate:** 30 days | € 3,300



**heise online is the leading media for German-speaking high-tech news.**

The combined expertise of seven specialist editorial teams reports on all events in the IT industry, on general high-tech topics, and on research and science.

# EMPLOYER BRANDING

Employer branding 

With our **multichannel packages** you get the perfect **recruiting mix** to find your IT staff.

**Run** your **recruiting campaign** across **various channels on heise online** and address applicants directly and in a targeted manner.

## Package S

100,000 AdImps

300 clicks Native Post/US Ad

2 Ads Professional  
at € 889 each

Podcast of your choice

**Rate: € 7,190**

## Package M

250,000 AdImps

500 clicks Native Post/Us Ad

3 Ads Professional  
at € 889 each

Podcast of your choice

**Rate: € 11,990**

## Package L

250,000 AdImps

Online advertorial:  
2,000 guaranteed views  
4 weeks

700 clicks Native Post/Us Ad

4 Ads Professional  
at € 889 each

Podcast of your choice

**Rate: € 25,990**

No matter which package you choose – publishing your job ads is always part of your **perfect recruiting mix!**

# DELIVERY OF YOUR ADS

Delivery of your advertisements 

## Booking via placement tool:

You can conveniently book and post job ads on heise jobs yourself at **www.jobs.heise.de**. Here, you can insert the ad into a template design or publish it in your corporate design.

## Delivery by email:

Please send your advertisement data as a PDF file to or as a ZIP file by email to: **stellenanzeigen@heise.de**. Please also let us know in which ad format your job advertisement should be published on heise jobs.

# YOUR CONTACT PARTNER

your contact partner 



**Christiane  
Klingenbrunn**  
[kli@heise.de](mailto:kli@heise.de)  
0511 5352 150



**Nilgün  
Fuchs**  
[nil@heise.de](mailto:nil@heise.de)  
0511 5352 815



**heise jobs  
Team**  
[stellenanzeigen@heise.de](mailto:stellenanzeigen@heise.de)

Click for further information:  
[www.jobs.heise.de](http://www.jobs.heise.de)

# PUBLISHING DETAILS

publishing details 

<b>Publisher</b>	Christian Heise, Ansgar Heise
<b>Managing director</b>	Ansgar Heise, Beate Gerold
<b>Editorial Board</b>	Dr. Volker Zota & Torsten Beeck
<b>Terms and conditions</b>	The current terms and conditions apply, which can be found at: <a href="https://mediadaten.heise.de/en/home/gtc/">https://mediadaten.heise.de/en/home/gtc/</a>
<b>Publishing house</b>	Heise Medien GmbH & Co.KG Karl-Wiechert-Allee 10 30625 Hanover, Germany
<b>Internet</b>	<a href="http://www.jobs.heise.de">www.jobs.heise.de</a>



**HR Events**

## IT Day



### heise jobs IT Days

IT recruiting event for targeted personnel recruitment in the IT sector



### USP

Small event, personal exchange,  
Target group-oriented, no wastage,  
Free supporting program



### 8 cities

throughout Germany



### Partner Package

- Personal contact with people interested in ICT
- Information booth 7m<sup>2</sup> (including 1 bar table, 2 stools / chairs, electricity, Wi-Fi)
- Catering for your booth staff (max. 3 people)
- Your image video (10 seconds) on our large display
- Participation as a partner in the speed talk with 10 applicants (several times a day, depending on participant interest)
- Extensive communication and promotion of the event in heise media and via Jobware
- Promotion of the event at universities and technical colleges
- Logo and brief description of your company on the IT Days registration page ([www.it-jobtag.de](http://www.it-jobtag.de))

€ 4,400 plus VAT

### PREMIUM Partner Package\*

#### • ALL services of in the Partner Package, ADDITIONALLY SERVICES:

- Information booth 10m<sup>2</sup> including all services (instead of 7m<sup>2</sup>), additional square meters available on request
- 1/4-page job advertisement in iX IT-Profimagazin (circulation: 34,777 copies) with first day of sale in the event month
- A short interview followed by the creation of a video. Publication on our website and usable for your social media activities.
- Mention incl. company presentation in an email newsletter that we send to all participants in advance.

€ 6,800 plus VAT

location



You can benefit from attractive discounts for multiple bookings: 2-3 cities: 10% | 4-6 cities: 15% | 7 or more cities: 20%

**Leipzig**  
24 Mar 2026  
Mediencampus  
Villa Ida

**Munich**  
14 Apr 2026  
Nemetschek  
Haus Munich

**NEW!**  
**Hanover**  
23 + 24 Apr 2026  
as part of the  
Hannover Messe\*

**Cologne**  
03 July 2026  
KOMED in  
MediaPark

**Stuttgart**  
18 Sept 2026  
CCI Region  
Stuttgart

**Berlin**  
29 Sept 2026  
Loewe Saal

**Frankfurt**  
13 Nov 2026  
CCI building at  
the stock exchange

**Hamburg**  
17 Nov 2026  
Saalhaus

\* Price list available upon request



# gamescom jobs & career

powered by  heise jobs



## Format

Combination of trade  
conference and recruiting fair



## USP

- Personal exchange
- Offering vacant IT positions
- Large HR forum/stage with current topics  
job topics & career tips
- Visibility on stage through elevator pitches  
as well as presentation slots



August 26–30, 2026, Cologne Exhibition Center, Hall 10.1



## This is what we offer you:

- Access to over 350,000 IT-savvy visitors
- Exhibition booth in the HR area (upon request)  
including booth construction)
- Full-service offering (organization,  
marketing, catering)

# women in tech by heise



## heise WiT community

A network for women in tech that promotes exchange, support, and visibility



## heise WiT events

Side events as part of existing major IT events

### secIT by heise 2026

March 18 and 19, 2026, Hanover

### TDWI 2026

June 23–25, 2026, Munich

### Horizons by heise 2026

September 8, 2026, Hanover



## Exclusive Sponsored Event

Concept development and organization of an exclusive in-person event for Theme: Women in Tech



## This is what we offer you:

Opportunity to become part of the heise Women in Tech community and help decide on content and event topics

- Content participation through panels and lectures
- Access to female tech talent
- Strengthening the employer brand
- Diversity commitment with strong external impact

# YOUR CONTACT PARTNER

your contact partner 

**Erika Hajmassy**  
**Director Sales Events**  
[erika.hajmassy@heise.de](mailto:erika.hajmassy@heise.de)  
0511 53 52 266

**Postal code 0-3**  
**Tim Alexander Wolff**  
**Account Manager**  
[tim.wolff@heise.de](mailto:tim.wolff@heise.de)  
0511 53 52 891

**ZIP code 4+7 / CH**  
**Mick Alexander Eisfelder**  
**Account Manager**  
[mick.eisfelder@heise.de](mailto:mick.eisfelder@heise.de)  
0511 53 52 5242

**Group Sales Director**  
**Michael Hanke**  
[michael.hanke@heise.de](mailto:michael.hanke@heise.de)  
0511 53 52 167

**Postal code 5+9 / A**  
**Stefanie Busche**  
**Senior Account Manager**  
[stefanie.busche@heise.de](mailto:stefanie.busche@heise.de)  
0511 53 52 835

**Postal code 6 / EMEA / USA**  
**Adrian Zienkowicz**  
**Account Manager**  
[adrian.zienkowicz@heise.de](mailto:adrian.zienkowicz@heise.de)  
0511 53 52 894

**Postal code 8**  
**Julia Gäbel**  
**Senior Account Manager**  
[julia.gaebel@heise.de](mailto:julia.gaebel@heise.de)  
0511 53 52 571

**SUPPORT**  
**Isabelle Mros**  
**Sales Project Manager**  
[isabelle.mros@heise.de](mailto:isabelle.mros@heise.de)  
0511 53 52 205