

 heise online

# Impact Media

Rate Card

2026

# Reach options

Would you like to book a particularly large range?

Then you will benefit from our large rotations. In the AdBundle, you book a pre-roll **or** mid-roll **or** post-roll.

## PODCAST NETWORKS

	heise network	business-to-business			business-to-consumer	
		decision-maker	IT security	Employer branding	consumer	young IT professionals
<b>Reach per week</b>	<b>approx. 470,000</b>	<b>approx. 350,000</b>	<b>approx. 320,000</b>	<b>approx. 310,000</b>	<b>approx. 100,000</b>	<b>approx. 50,000</b>
<b>CPM AdBundle</b> (*Pre-roll <b>OR</b> Mid-roll <b>OR</b> Post-roll)	<b>€ 90</b>	<b>€ 105</b>			<b>€ 70</b>	

\* For our snackable podcasts, short updates, bits and bobs, and AI updates, only post-rolls are possible.

All rates exclude VAT. AE is granted; minimum booking volume €1,500 gross.

# Targeting options

Do you have a persona or specific preferences regarding who we should deliver your campaign to?

No problem! We have many options for addressing 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

# YouTube



Frequency of publication	1-3 times per week	
Calls in the first 4 weeks	77,700	
Length of the episode	3-10 minutes	
subscribers	140.000	
Output channels	YouTube channel heise & c't	
Advertising options	<b>Package S:</b> <ul style="list-style-type: none"> <li>Native integration based on product information and videos with briefing, up to 30 seconds at the beginning.</li> <li>Particularly suitable for software products / digital solutions</li> </ul>	<b>Package M:</b> <ul style="list-style-type: none"> <li>Native integration of + SHOW product and briefly outline (in the background) with briefing, approx. 60 sec. at the beginning.</li> <li>Particularly suitable for hardware</li> </ul>
Rate	€ 6,200	€ 8,200



Frequency of publication	every Friday	
Calls in the first 4 weeks	97,000	
Length of the episode	10-20 minutes	
subscribers	218.000	
Output channels	YouTube channel + TikTok channel + Instagram channel	
Advertising options	<b>Package S:</b> <ul style="list-style-type: none"> <li>Native integration based on product information and videos with briefing, up to 30 sec. at the beginning.</li> <li>Extend your reach with one logo integration in the reel per week and a link in the channel description (bio).</li> <li>Particularly suitable for software products / digital solutions / events</li> </ul>	<b>Package M:</b> <ul style="list-style-type: none"> <li>Native integration + SHOW product and briefly outline (in the background) with briefing, approx. 60 sec. at the beginning.</li> <li>Extend your reach with one logo integration in the reel per week and a link in the channel description (bio).</li> <li>Particularly suitable for hardware</li> </ul>
Rate	€ 6,500	€ 8,500



c't Phasenlage

Frequency of publication	monthly
Calls every 2 weeks	10,000
Length of the episode	10 – 20 minutes
subscribers	2.070
Output channels	YouTube channel, Videos + Shorts
Advertising options	<ul style="list-style-type: none"> <li>Native integration based on the briefing, approx. 30 sec. at the beginning.</li> <li>Particularly suitable for photovoltaics, solar storage, dynamic electricity tariffs, heating, air conditioning units, sustainability, and all other energy-related topics.</li> </ul>
Rate	€ 1,500

All rates exclude VAT. Agency commission is granted.

# social media



## heise online

- Your ad will only be displayed to the heise online audience. In other words: users who actively follow heise online on Facebook and Instagram.
- Benefit:** You reach heise online users in a private usage situation, thereby establishing a new touchpoint within the customer journey.

### Package 1

Run time: 2 weeks

Clicks: 500

€ 1,990

### Package 2

Run time: 4 weeks

Clicks: 1,000

€ 3,990

### Package 3

Run time: 6 weeks

Clicks: 2,000

€ 6,990

## heise online including LinkedIn

- Your ad will only be displayed to the heise online audience. That means users who actively follow heise online on Facebook, Instagram, and LinkedIn.
- Benefit:** You reach heise online users in a different usage situation (both private and professional) and thus establish another touchpoint within the customer journey.

### Package S

Run time: 2 weeks

Clicks: 600

€ 4,690

### Package M

Run time: 4 weeks

Clicks: 1,200

€ 8,090

### Package L

Run time: 6 weeks

Clicks: 2,400

€ 14,690

## Technical Specifications

### image display

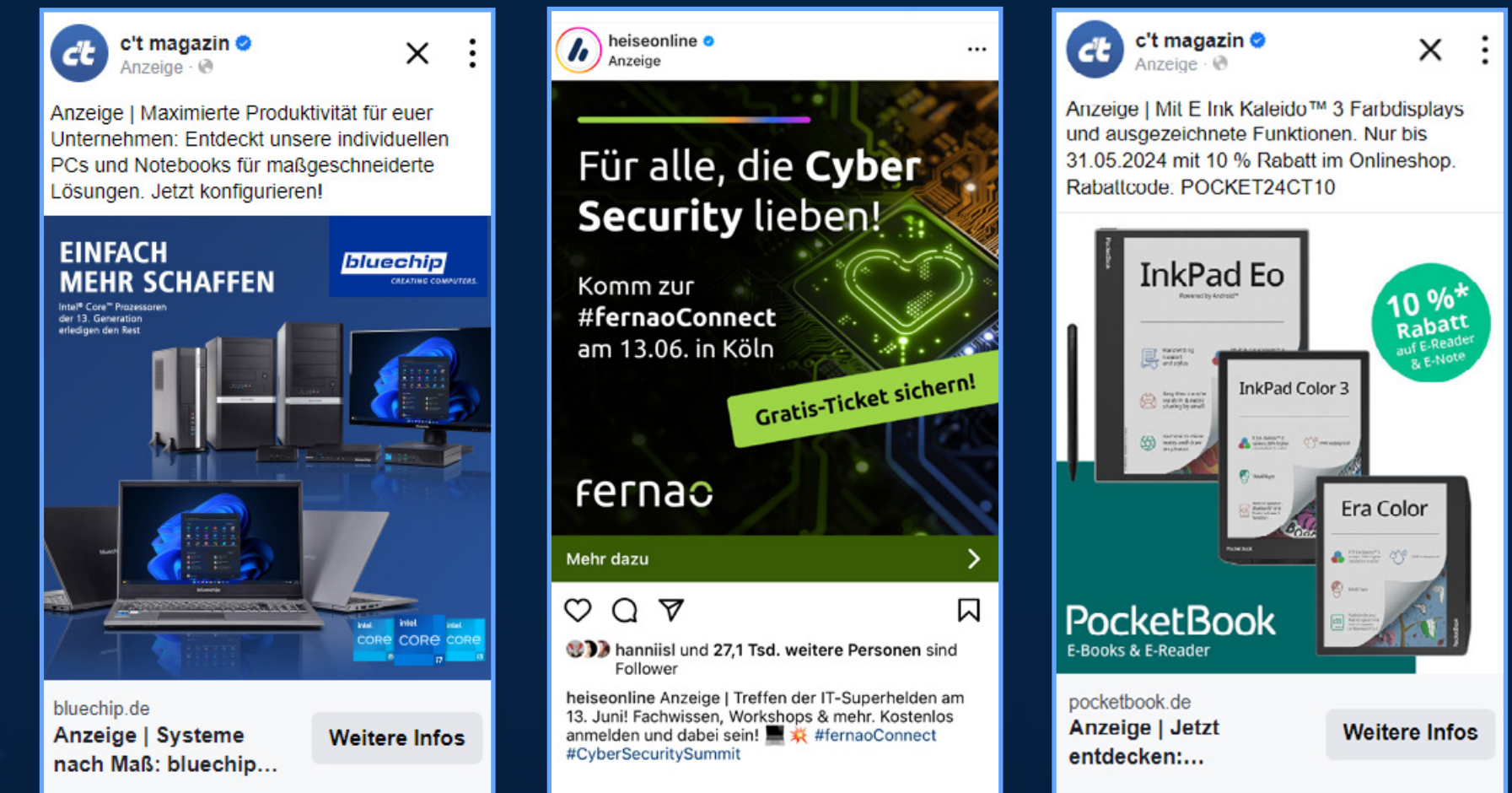


Image dimensions: 1200 x 1200 px  
 Headline = 40 characters; Primary text = 125 characters  
 URL: Click tracking/Landing page

All rates exclude VAT. Agency commission is granted.

# Newsletter Ads

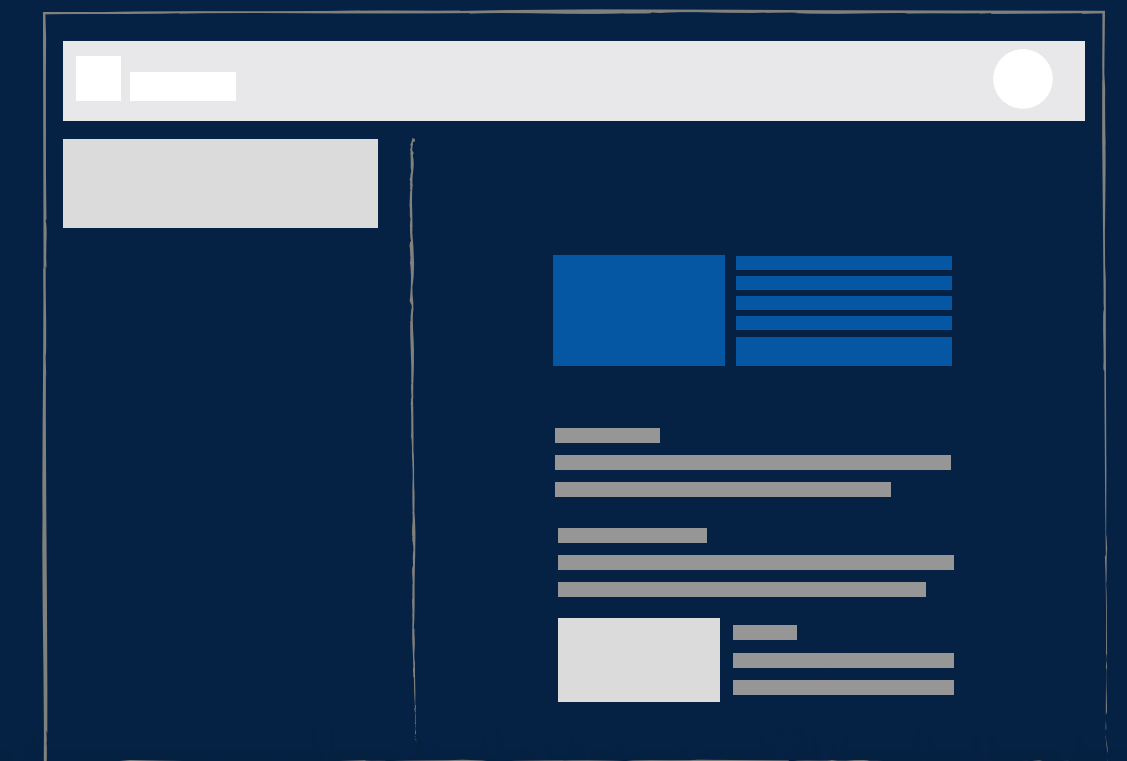
Bookable as rotation,  
newsletter optional

Channels	approx. contacts per week	Frequency of publication
heise online daily	126,500	5 times a week, Mon - Fri
heise online newsletter	44,800	7 times a week, Mon - Sun
heise online KI Update	11,700	3 times a week, Mon / Wed / Fri
heise Developers	5,800	Twice a week, Mon + Thu
heise security	60,000	Twice a week, Mon + Thu
iX	16,000	Once a month
Mac& i	19,000	5 times a week, Tue-Sat
Make	2,000	Once a week, Mon
Technology Review	11,000	Once a week, Fri
heise Autos	3,800	Twice a week, Mon + Thu
heise Digital Health	1,590	Biweekly, Fri
heise Hardware & Networks	8,600	Twice weekly, Tue / Fri

CPM: €85

Channels	approx. contacts per week	Frequency of publication
heise Windows	5,100	Once a week, Mon
heise Economy	6,200	Twice a week, Tue / Fri
c't 3003 Hype	6,011	Once a week, Thu
c't club	90,000	Once a week, Tue
c't D.digital	1,500	Biweekly, Tue
c't exclusive	107,000	Biweekly, Thu
c't Fotografie	6,500	Once a week, Sat
c't Open Source Spotlight	7,400	Biweekly, Fri
c't specials	7,500	several times a year
c't Tech-Check	1,800	Biweekly, Mon
c't Vorsicht, Kunde!	1,300	Biweekly, Fri

CPM: €85



## Newsletter Content Ad

800x400 px Container/  
Image: 360x270 px

All rates exclude VAT. Agency commission is granted.

# Contact

Your contacts:

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