

Dedicated video on TechStage YouTube

Dedicated videos on heise Bestenlisten's TechStage YouTube channel enable brands to achieve native placement in a thematically appropriate environment. The combination of a tech-savvy target group and organic reach ensures sustainable visibility and supports the development of brand awareness. The TechStage YouTube channel is one of the leading German-language tech formats and reaches an active community with a high level of information and purchase intent.

TechStage YouTube in numbers:

The TechStage YouTube channel reaches a community with stable organic performance.

- 77,100 subscribers
- 1,371 published videos

target group structure

The TechStage community is characterized by a clearly defined and purchase-oriented target group.

Gender distribution: 70.8 % male, 29.2 % female

Why heise Bestenlisten?

- heise Bestenlisten offers a specialized environment for tech content and product communication geared toward purchasing.
- High brand credibility thanks to the heise media environment
- Expertise in the consumer tech sector
- Target group with high product affinity and high purchase intent
- Sustainable visibility through organic YouTube reach
- Long-term discoverability of content via search and recommendations

Packages and Rates

Package S

Video length: approx. 3 minutes

Guaranteed minimum reach: 15,000 views

Rate: € 4,900

Package M (Bestseller)

Video length: approx. 5 minutes

Guaranteed minimum reach: 30,000 views

Rate: € 7,500

Package L (Premium)

Video length: 8 to 10 minutes

Guaranteed minimum reach: 50,000 views

Rate: € 12,900

Scope of services:

- All dedicated video packages include complete content planning and technical implementation. Concept and content planning
- Script and storyboard
- Moderation or voice-over
- Video production and post-production
- Editing and format optimization for YouTube
- Publication on the TechStage YouTube channel
- Basic SEO optimization of title and description depending on package

Contact:

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