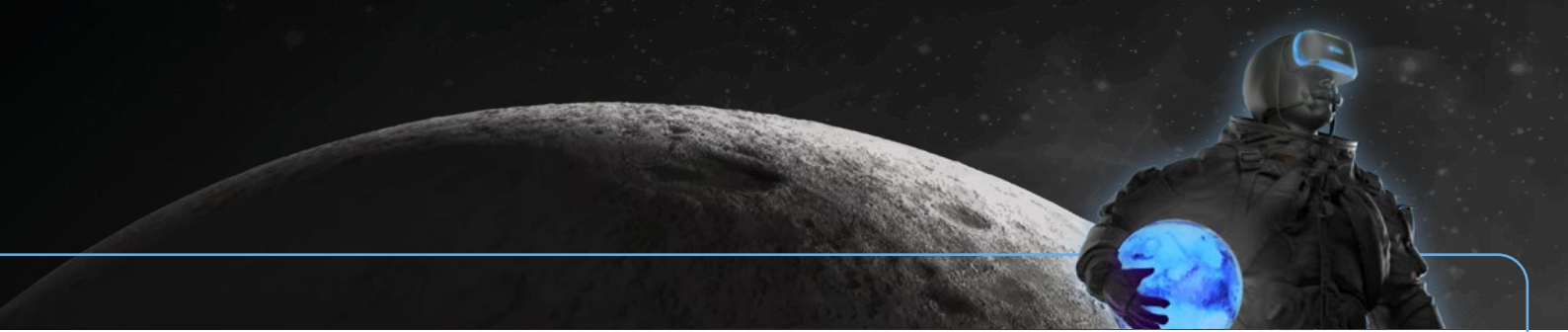




heise jobs

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				✓
*30-day term at a rate of	€ 759	€ 889	€ 1,099	€ 1,499
Full service (ad design costs)	-	€ 90	€ 90	€ 90

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

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
0511 5352 150




**Nilgün
Fuchs**
nil@heise.de
0511 5352 815



**heise jobs
Team**
stellenanzeigen@heise.de

Click for further information:
www.jobs.heise.de

PUBLISHING DETAILS

publishing details 

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



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



IT Day

Partner Package

- Personal contact with people interested in ICT
- Information booth 7m² (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)

€ 4,400 plus VAT

PREMIUM Partner Package*

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

- Information booth 10m² including all services (instead of 7m²), 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

packages



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

Munich

14 Apr 2026

Nemetschek
Haus Munich

Cologne

03 July 2026

KOMED in
MediaPark

Stuttgart

18 Sept 2026

CCI Region
Stuttgart

Berlin

29 Sept 2026

Loewe Saal

Leipzig

03 Nov 2026

Mediencampus
Villa Ida

Frankfurt

13 Nov 2026

CCI building at
the stock exchange

Hamburg

17 Nov 2026

TBA

* Price list available upon request

powered by

heise jobs

 Jobware
... da hab' ich den Job her!



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
0511 53 52 266

Postal code 0-3
Tim Alexander Wolff
Account Manager
tim.wolff@heise.de
0511 53 52 891

ZIP code 4+7 / CH
Mick Alexander Eisfelder
Account Manager
mick.eisfelder@heise.de
0511 53 52 5242

Group Sales Director
Michael Hanke
michael.hanke@heise.de
0511 53 52 167

Postal code 5+9 / A
Stefanie Busche
Senior Account Manager
stefanie.busche@heise.de
0511 53 52 835

Postal code 6 / EMEA / USA
Adrian Zienkowicz
Account Manager
adrian.zienkowicz@heise.de
0511 53 52 894

Postal code 8
Julia Gäbel
Senior Account Manager
julia.gaebel@heise.de
0511 53 52 571

SUPPORT
Isabelle Mros
Sales Project Manager
isabelle.mros@heise.de
0511 53 52 205