

Promote your company on the heise network – in the context of **Digital Sovereignty**

The key element is the **multi-sponsored editorial lead hub**
IT SUMMIT by heise

Central knowledge platform with comprehensive information

The **IT Summit Hub** is aimed at a professional audience in the IT sector, particularly decision-makers who are grappling with the challenges and solutions related to digital sovereignty. Position your brand in a neutral, editorial environment tailored to the specific information needs of the target audience.

Here's what we offer:

Branding & qualified, guaranteed leads within the target audience:

- ✓ IT decision-makers
- ✓ IT Managers and CIOs
- ✓ Managing Directors and COOs
- ✓ IT security managers and CISOs
- ✓ Team and Project Leaders
- ✓ Data Protection Officer

Here's what we do for you:

- ✓ We create neutral, credible, and editorial content
- ✓ We handle all content creation, including outbound marketing activities.
- ✓ We'll integrate your brand into the Lead Hub
- ✓ In our editorial " , " we connect you with your target audience in a context relevant to your topic
- ✓ We provide you with guaranteed standard leads for your sales funnel *
- ✓ We provide you with monthly KPI reports (touchpoints, scoring, reach, engagement)

Here's what we need from you:

- ✓ Your company logo in high resolution as a JPG, TIFF, or PNG
- ✓ A brief description of the company
- ✓ Your own gated assets (up to 3)

* Editorial leads are not provided exclusively to individual sponsors. Leads are delivered on a biweekly basis. The standard lead includes first and last name, email address (personal/work), job title (high school students, apprentices, college students, unemployed individuals, and retirees— are filtered out free of charge), company name, company size, business unit, industry, ZIP code & country (DACH), and phone number.



[Topics](#)



Sample:

<https://it-kenner.heise.de/it-summit-by-heise/>

Contact us:

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+49 [0] 511 5352-743

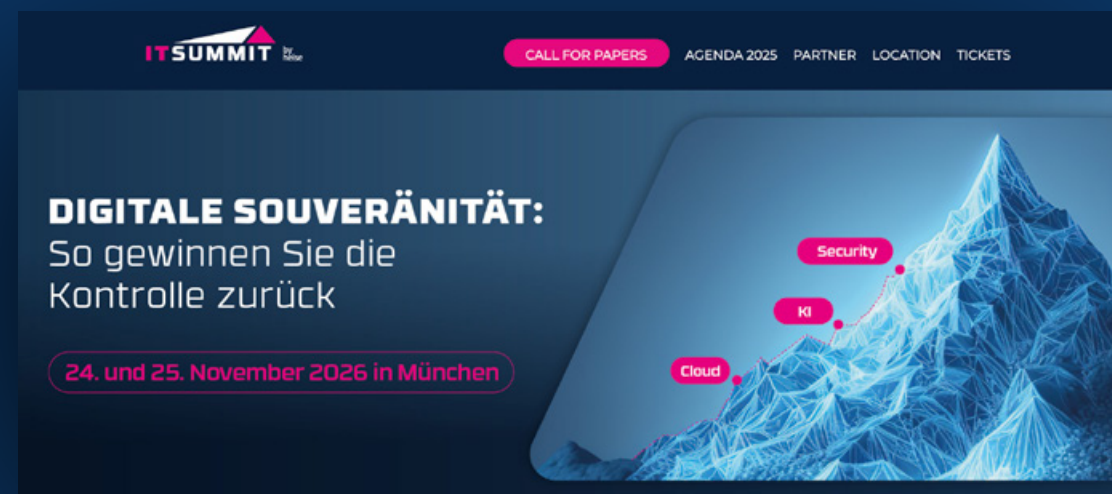
Take advantage of access to the heise Community, showcase your expertise, and generate high-quality leads – right where the topic of digital sovereignty is being discussed and shaped!

75% discount

Lead Package

Leads from the IT Summit Hub

- 3-month term
- 200 leads (MQL)



€ 19,900

Awareness Package

Podcast Sponsorship

- 1-month term
- B2B Podcast Network
- heise B2B Decision-Maker Rotation
- plus keyword targeting „Digital Sovereignty”
- Pre-roll and mid-roll
- 100,000 impressions



Topics: Sponsorship

- 1-week term
- Sponsorship of the special section on heise online: heise.de/topic/Digital_Sovereignty
- 200,000 desktop impressions
- 100,000 mobile impressions

€ 9,900



Digital Sovereignty in heise Media



While digital sovereignty was primarily a political demand in 2025, this year is all about putting it into practice.

How do you measure your own digital sovereignty?

How are companies and government agencies reducing their digital dependencies?

What successful projects and best practices can serve as a guide?

Heise Conferences will provide answers at the IT Summit and c't Public IT.

Oliver Diedrich

Editor-in-Chief of iX Magazine / Program Director of the IT Summit “Digital Sovereignty”

In-person events

c't Public IT

Oct. 28–29, 2026
in Hanover

IT Summit

Nov. 25–26, 2026
in Munich