

# Rate Card

Valid from 1st of January 2026

**BRANDING**

**CONTENT MARKETING**

**INTENT DATA**

**LEADGEN**

**TRAFFIC PUSH**

**EMPLOYER BRANDING**

**TARGET GROUP TARGETING**

# Branding

**DISPLAY ADS**

**ACCOUNT BASED DISPLAY**

**CONTEXTUAL**

**WALLPAPER**










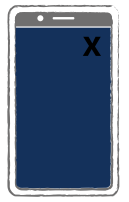
**FIREPLACE**

**NEWSLETTER**

**PODCASTS**

**VIDEOS**

# Display Ads

Price level 1	Price level 2	Price level 3	
			
<b>Leaderboard</b> 728x90 px	<b>Medium Rectangle</b> 300x250 px	<b>Half Page Ad</b> 300x600 px	<b>Billboard</b> 970x250 px
			
<b>Skyscraper</b> max. 160x600 px		<b>Wallpaper</b> 728x90 px + 160x600 px	<b>Sidebar</b> Dynamic
			<b>Rotation</b>
<b>Mobile Rectangle</b> 300x250 px	<b>Mobile Half Page Ad</b> 300x600 px	<b>Mobile Interstitial</b> 320x480 px + 336x280 px FC 1 per user/day	channel rotations & run of heise online

all rates plus VAT. Agency commission is granted; minimum booking volume is € 3,500 gross

## CPM

First party target groups/ interests	Price level 1	Price level 2	Price level 3
Audience IT Decision Maker	€ 59	€ 79	€ 99
Audience Server • Cloud • Security • Recruiting • Developer	€ 59	€ 79	€ 99
Audience Consumer	€ 19	€ 29	€ 39
Rotations	Price level 1	Price level 2	Price level 3
Channel rotation (Selection of at least 3 channels)	€ 49	€ 69	€ 89
Run of heise online	€ 29	€ 39	€ 49
Channels	Price level 1	Price level 2	Price level 3
   heise security heise jobs heise developer	€ 59	€ 79	€ 99
  			
<b>Make: Mac&amp;i ctFotografie</b>			
heise download TELEPOLIS heise autos	€ 29	€ 39	€ 49
heise preisvergleich MIXED <sup>x</sup> SPACE4GAMES			

Programmatic: All these formats and channels can also be booked as Private Deal or Preferred Deal via the Google AdExchange or Yieldlab.

# Account Based Display

## Rate category 1:



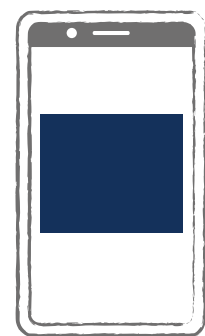
**Leaderboard**  
728 x 90 px



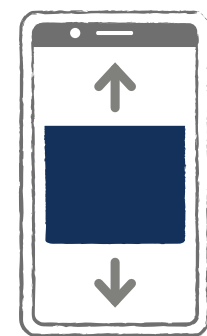
**Medium Rectangle**  
300 x 250 px



**Skyscraper**  
max. 160 x 600 px



**Mobile Rectangle**  
300 x 250 px



**Mobile Half Page Ad**  
300 x 600 px

CPM: € 199

## Rate category 2:



**Half Page Ad**  
300 x 600 px



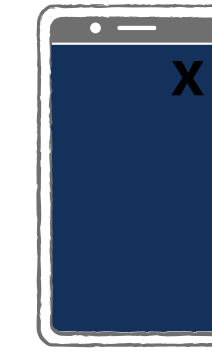
**Billboard**  
970 x 250 px



**Wallpaper**  
728 x 90 px + 160 x 600 px



**Sidebar**  
dynamic



**Mobile Interstitial**  
320 x 480 px + 336 x 280 px

CPM: € 239

# Contextual Targeting



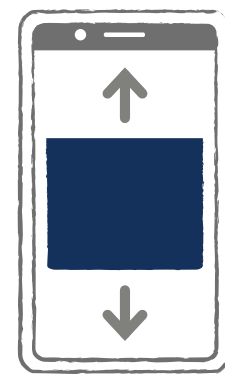
It consists of:

**Leaderboard** and **Skyscraper**

728 x 90 px

120 x 600 px

(max. 200 x 800 px)



**Mobile Half Page Ad**

300 x 600 px

(visible area:

300 x 360 px)

	Wallpaper	Wallpaper and Half Page Ad	
<b>Placement</b>	in the articles relevant to the topic	in the articles relevant to the topic	
<b>Reach*</b> (using the example of the topic AI within a 4-week runtime)	200,000 adImps	<b>desktop</b> 200,000 adImps	<b>mobile</b> 500,000 adImps
<b>Rate</b>	<b>CPM € 79</b>	<b>CPM € 79</b>	

\* Minimum purchase quantity: 100,000 ad impressions. The runtime depends on availability and agreement.

Examples of topics can be found at [www.heise.de/themen](http://www.heise.de/themen)

# Wallpaper



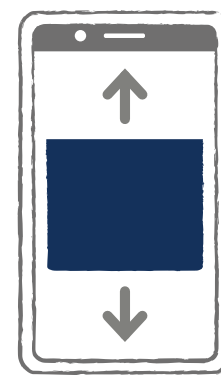
It consists of:

**Leaderboard** and **Skyscraper**

728 x 90 px

120 x 600 px

(max. 200 x 800 px)



**Mobile  
Half Page Ad**

300 x 600 px

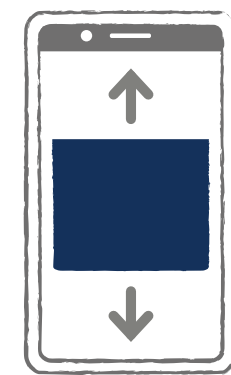
(visible area:

300 x 360 px)

## Delivery: display and mobile

	<b>Daily fixed placement HOME RUN</b> (100% SOV)		<b>Weekly fixed placement HOME RUN</b> (100% SOV)	
<b>Placement</b>	Placement on the heise homepage, news ticker, topic pages and heise online articles		Placement on the heise homepage, news ticker, topic pages and heise online articles	
<b>Reach</b>	<b>display</b> 250,000 adImps	<b>mobile</b> 200,000 adImps	<b>display</b> 1,400,000 adImps	<b>mobile</b> 1,000,000 adImps
<b>Duration</b>	1 day		1 week	
<b>Rate</b>	<b>display</b> <b>€ 13,750</b>	<b>display and mobile</b> <b>€ 20,250</b>	<b>display</b> <b>€ 63,000</b>	<b>display and mobile</b> <b>€ 96,000</b>

# Fireplace



**It consists of:**

**Billboard** and **U-Wallpaper**

1056x250 px    Leaderboard: 1104x90px  
 +  
 Skyscraper left: 200x600px  
 +  
 Skyscraper right: 200x600px

**Mobile  
Half Page Ad**

300x600 px  
 (visible area:  
 300x360 px)

**Delivery: display and mobile**

	<b>Daily fixed placement HOME RUN</b> (100% SOV)		<b>Weekly fixed placement HOME RUN</b> (100% SOV)	
<b>Placement</b>	Placement on the heise homepage, news ticker, topic pages and heise online articles		Placement on the heise homepage, news ticker, topic pages and heise online articles	
<b>Reach</b>	<b>display</b> 200,000 adImps	<b>mobile</b> 200,000 adImps	<b>display</b> 1,000,000 adImps	<b>mobile</b> 1,000,000 adImps
<b>Duration</b>	1 day		1 week	
<b>Rate</b>	<b>display</b> <b>€ 13,000</b>	<b>display and mobile</b> <b>€ 20,000</b>	<b>display</b> <b>€ 50,000</b>	<b>display and mobile</b> <b>€ 80,000</b>

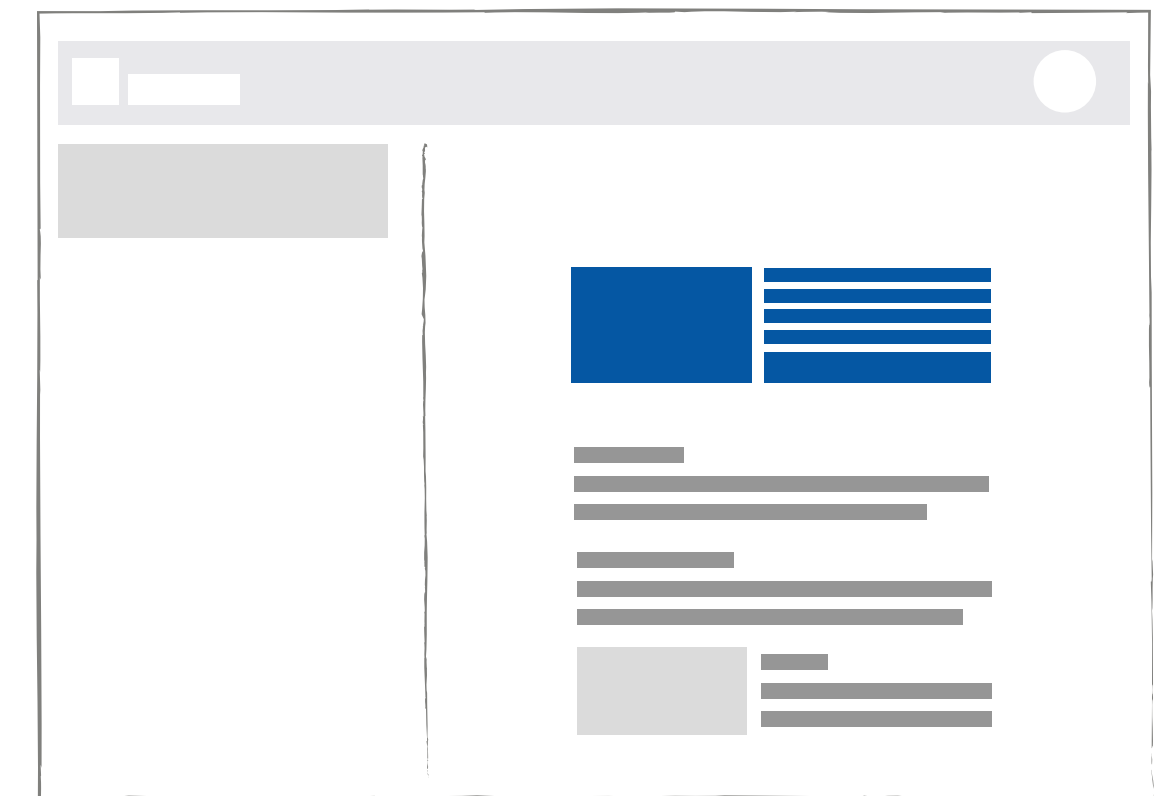
all rates plus VAT. Agency commission is granted

# Newsletter Ads

Bookable as a rotation,  
Newsletter freely selectable

Channels	AdImpressions per week	Frequency of publication	CPM: 85 €
heise online daily	80,000	5 times a week, Mo. - Fr.	
heise online newsticker	50,000	7 times a week, Mo. - Su.	
heise online KI Update	40,000	3 times a week, Mo.+ We.+ Fr.	
heise Developers	5,000	2 times a week, Mo. + Th.	
heise security	40,000	2 times a week, Mo.+ Th.	
iX	8,000 (per week)	Once a month	
Mac& i	12,000	5 times a week, Tu. - Sa.	
Make	1,500	Once a week, Mo.	
heise Autos	2,500	2 times a week, Mo. + Th.	
heise Digital Health	800 (2 weeks)	every 2 weeks, Fr.	
heise Hardware & Netze	5,000	2 times a week, Tu. + Fr.	

Channels	AdImpressions per week	Frequency of publication	CPM: 85 €
heise Windows	3,000	Once a week, Mo.	
heise Wirtschaft	3,000	2 times a week, Tu. + Fr.	
c't 3003 Hype	5,000	Once a week, Th.	
c't club	60,000	Once a week, Tu.	
c't D.digital	1,000 (2 weeks)	every 2 weeks, Tu.	
c't exklusiv	50,000 (2 weeks)	every 2 weeks, Th.	
c't Fotografie	3,000	Once a week, Sa.	
c't Open Source Spotlight	3,000	every 2 weeks, Fr.	
c't Tech- Check	1,500 (2 weeks)	every 2 weeks, Mo.	
c't Vorsicht, Kunde!	1,000 (2 weeks)	every 2 weeks, Fr.	



## Newsletter Content Ad

800x400 px Container/  
Image: 360x270 px

all rates plus VAT. Agency commission is granted

# Stand-Alone-Newsletter

## TARGET GROUP PACKAGES

IT decision maker	Package S	Package M	Package L
contacts	22,000	39,800	57,000
Rate	<b>€ 10,400</b>	<b>€ 18,800</b>	<b>€ 26,900</b>

Industry	Package S	Package M	Package L
contacts	22,000	35,000	49,000
Rate	<b>€ 10,400</b>	<b>€ 16,500</b>	<b>€ 23,100</b>

**Minimum booking volume:** € 10,400 AE capable only  
ALL technical costs are already included

\*Package L always corresponds to the total target group

all rates plus VAT.

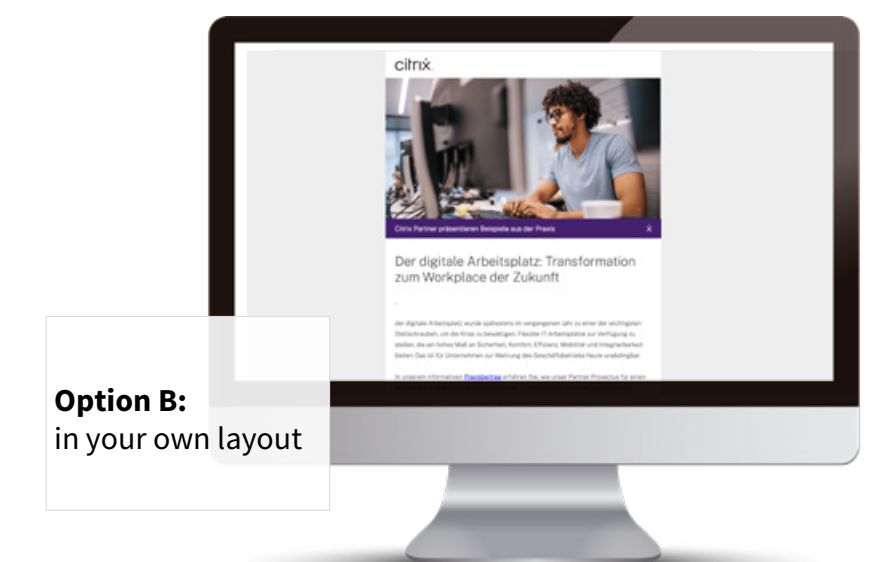
Cloud	Paket S	Package M	Paket L
contacts	22,000	27,000	30,000
Rate	<b>€ 10,400</b>	<b>€ 12,750</b>	<b>€ 14,200</b>

Business	Package S	Package M	Package L
contacts	22,000	60,800	230,000
Rate	<b>€ 10,400</b>	<b>€ 28,700</b>	<b>€ 108,560</b>

Security	Package S	Package M	Package L
contacts	22,000	-	-
Rate	<b>€ 10,400</b>	-	-



**Option A:**  
in cooperation with  
heise Business Services



**Option B:**  
in your own layout

# Podcast networks



Further podcast options you can find [here](#)









	heise network	B2B		B2C		
		Decision-maker	IT-Security	Employer Branding	Consumer	Young IT talents
<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>		

\* Only post-rolls are possible for our snackable podcasts kurz informiert and KI-Update. However, these sponsorships are exclusive!

all rates plus VAT. Agency commission is granted; Minimum booking volume € 1,500 gross

# Podcasts (booking of individual shows)



								
Frequency of publication	every Thursday	every Saturday	every working day	Monday/Wednesday/ Friday	every 14 days	weekly	every Thursday	every 14 days Thursday
Calls in the first 4 weeks	80,000	140,000	300,000 per week	180,000	25,000	12,000	30,000 per week (Audio & Video)	30,000
Length of the sequence	approx. 60 min.	approx. 60 min.	approx. 2,20 min.	Mon/Wed approx. 10 min. Friday approx. 45 min.	10-45 min.	approx. 20 min.	60 min.	approx. 30 min.
Length Integration	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.
Integration	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre-Roll	Pre-Roll	Pre- or Mid-Roll	Post-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll
<b>CPM AdBundle</b> (Pre-Roll OR Mid-Roll OR Post-Roll)	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>

all rates plus VAT. Agency commission is granted; Minimum booking volume € 1,500 gross

# Podcasts (booking of individual shows)



								
Frequency of publication	every 14 days	every 14 days Wednesday	Monday, Wednesday, Friday	every 14 days Friday	every 14 days Sunday	every Wednesday	alle 14 Tage Tuesday	every Thursday
Calls in the first 4 weeks	14,000	20,000	72,000	8,000	3,500	10,000	40,000	20,000
Length of the sequence	approx. 60 min.	30-45 min.	approx. 30 min.	approx. 30 min.	approx. 40 min.	60 min.	60 min.	90-120 min.
Length Integration	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	approx. 30 sec.	30 sec./1 minute
Integration	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	Pre- or Mid-Roll	2 spots/native
<b>CPM AdBundle</b> (Pre-Roll OR Mid-Roll OR Post-Roll)	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>€ 125</b>	<b>125 €</b>	<b>production € 3,000</b>

all rates plus VAT. Agency commission is granted; Minimum booking volume € 1,500 gross

# Interview-Podcast



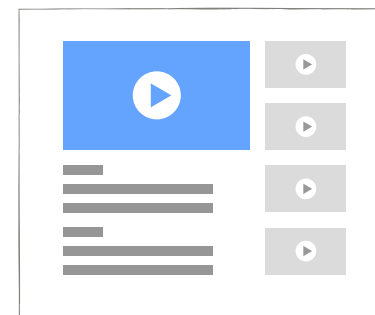
Frequency of publication	every 14 days on wednesdays
Calls	approx. 500 per episode in the first 4 weeks
Length of the sequence	approx. 25 minutes
Integration	interview partner
Mention in the podcast descriptions	yes
Advertising opportunities:	<ul style="list-style-type: none"> <li>• An employee of your company will be the interview guest of the podcast; the questions are agreed in advance</li> <li>• Suggested topics:                             <ul style="list-style-type: none"> <li>- General questions and suggestions about digitization</li> <li>- Technology trends</li> <li>- Hype topics broken down into actionable strategies</li> </ul> </li> <li>• Sponsor reference in the podcast descriptions on all platforms incl. link and short company description</li> <li>• Exclusivity as sole sponsor of an episode!</li> </ul>
<b>Rate per episode</b>	<b>€ 6,900</b>



all rates plus VAT. Agency commission is granted

# Videos

## PreRoll Ad

placed directly before high-quality editorial videos



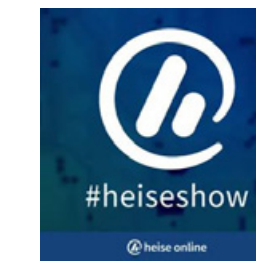
Placement	heise.de   <i>ct Fotografie</i> <b>Mac&amp;i</b> <b>Make:</b>
Reach	approx. 1,5 Mio Ad imps per month
File size	max. 5 MB
Length	15 sec (unskipable) / 30 sec (skipable)
Formats	.mp4, .3gpp, .mov, .avi oder VAST redirect
CPM	<b>49 €</b>

all rates plus VAT. Agency commission is granted

# YouTube



Frequency of publication	every Friday	
Calls in the first 4 weeks	97,000	
Episode length:	10-20 minutes	
Subscribers	218,000	
Playout channels:	<u>Youtube channel</u> + <u>TikTok channel</u> + <u>Instagram channel</u>	
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>• Extension of reach with a 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 + product SHOW and briefly outlined (in the background) with briefing, approx. 60 seconds at the beginning.</li> <li>• Extension of reach with a logo integration in the reel per week and a link in the channel description (bio).</li> <li>• Particularly suitable for hardware</li> </ul>
Production	<b>€ 6,500</b>	<b>€ 8,500</b>



## #heiseshow Videos

Frequency of publication	every Thursday
Calls in the first 4 weeks	approx. 5,000 per video
Episode length:	1 hour 20 minutes
Subscribers	165,000
Playout channels:	<u>YouTube channel</u>
Advertising options:	<ul style="list-style-type: none"> <li>• Native integration using product information and videos with briefing, up to 30 seconds at the beginning.</li> </ul>
Production	<b>€ 5,000</b> for monthly booking

# YouTube



Frequency of publication	1-3 times a week	
Calls in the first 4 weeks	77,700	
Episode length:	3-10 minutes	
Subscribers	140,000	
Playout channels::	<a href="#">YouTube-channel heise &amp; c't</a>	
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 + product SHOW and briefly sketched (in the background) with briefing, approx. 60 seconds at the beginning.</li> <li>• Particularly suitable for Hardware</li> </ul>
<b>Production</b>	<b>6,200 €</b>	<b>8,200 €</b>



Frequency of publication	every Sunday
Calls in the first 4 weeks	18,000
Episode length:	7-15 minutes
Subscribers	59,500
Playout channels:	<a href="#">YouTube-channel Make-Magazin</a>
Advertising options:	<ul style="list-style-type: none"> <li>• Native integration based on the briefing, approx. 60 seconds at the beginning.</li> <li>• Particularly suitable for software products/digital solutions/hardware</li> </ul>
<b>Production</b>	<b>2,100 €</b>



**c't Phasenlage**

Frequency of publication	monthly
Calls every 2 weeks	10,000
Episode length:	10 – 20 minutes
Subscribers	2,070
Playout channels:	<a href="#">YouTube channel</a> , Videos + Shorts
Advertising options:	<ul style="list-style-type: none"> <li>• Native integration based on the briefing, approx. 30 seconds 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>
<b>Production</b>	<b>1,500 €</b>

all rates plus VAT. Agency commission is granted

# Contentmarketing

**SPONSORED ARTICLE**

**CONTENT HUB**

# Sponsored Article

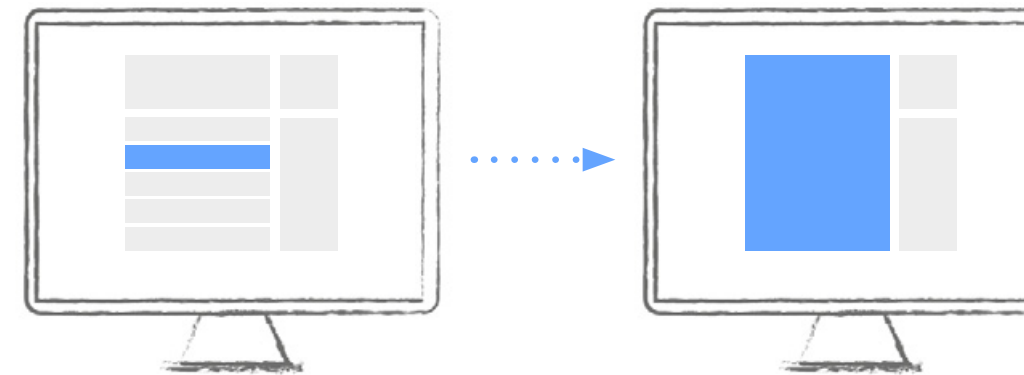
	Small	Medium	Large
Duration	4 weeks	4 weeks	4 weeks
Content page	1	1	1
Guaranteed calls	5,500	5,500	5,500
Content creation	-	✓	✓
Layout	✓	✓	✓
Promotion (Native Teaser, CobrandedAds)	✓	✓	✓
Programming	✓	✓	✓
SEO relevance	✓	✓	✓
Intent Data*	-	-	✓
<b>Rate</b>	<b>€ 10,500</b>	(incl. Content Creation) <b>€ 12,500</b>	(incl. Intent Data) <b>€ 13,000</b>

\*Reporting with an overview of the companies that have viewed the sponsored article

all rates plus VAT. Agency commission is granted

## Example

Advertisement in the Newsfeed



## Co-branded Ads

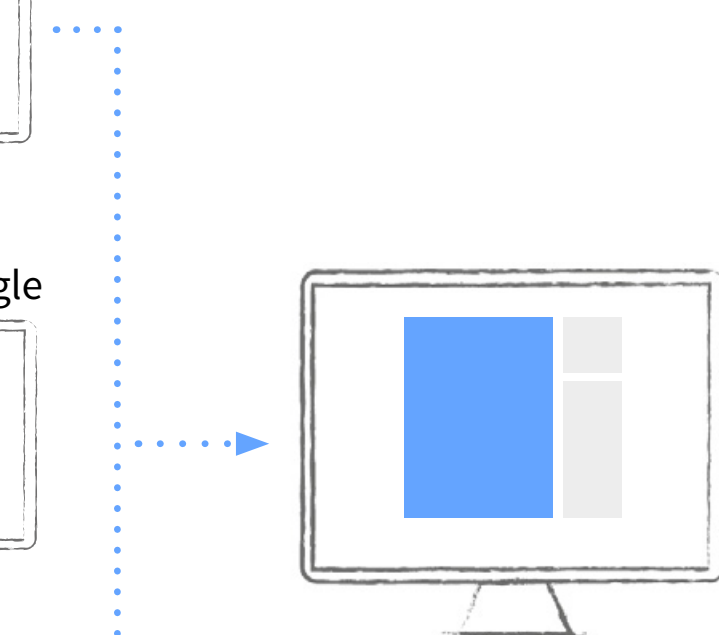
Leaderboard



Medium Rectangle



Skyscraper



# Content Hub

	Content Hub M	Content Hub Audience	Content Hub Leads
Articles from HBS	6	6	2 Lead assets and 5 articles
Duration	3 months	3 months	6 months
View guarantee	21,000 views	at least 35,000 views	at least 35,000 views
Audience	heise online Total	individually according to target group specifications	individually according to target group specifications
Content from customer	at least 5 assets	at least 5 assets	at least 4 Lead assets (gated)
Lead time	6 weeks	6 weeks	8 weeks
Project management HBS	yes	yes	yes
Lead guarantee	no	no	yes
Lead nurturing	no	no	yes (MQL, MTL, SRL)*
Quantity	no indication	no indication	at least 600 Leads
Filter	no	yes (Industry, number of employees and function)	yes (Industry, number of employees and function)
Layout/Programming	yes	yes	yes
Integration of image galleries, videos, studies, whitepapers	yes	yes	yes
SEO-Relevance	yes	yes	yes
Promotion heise online	yes	yes, incl. link in Top Navi and in Top Topics	yes, incl. link in Top Navi and in the Top Topics as well as Native teaser in Newsstream and Daily Newsletter
Stand-alone mailings	no	yes	yes
Reporting	yes	Individual performance report	Individual performance report and lead report
Rate	<b>from € 78,300</b>	<b>from € 135,000</b>	<b>from € 234,000</b>

\*MQL= Marketing Qualified Lead: 1 contact/download

\*MTL=MQL, further qualified by additional touchpoints

\*SRL=MTL plus, 3 of the following 4 criteria should be met: Authority of the ASP; need available, time horizon foreseeable; budget available.

all rates plus VAT. Agency commission is granted

# Intent Data

# Intent Data

## What is Intent Data?

Intent data is behavioral data that indicates what a company is interested in. It predicts whether a potential buyer intends to invest in your (or similar) products or solutions. This is the next level in terms of data-driven marketing and sales.

## How do we do that?

We record and evaluate various user parameters of the users on heise.de. These are based on technically necessary signals that the Internet and browser require in order to route traffic, enable html page loading, etc. We combine this information with the content used, including time and duration.

## Why is that useful to you?

With Intent data you will receive background information about a company on our websites so that you can address your target group more precisely and qualify them more quickly and reliably. This allows you to target only those companies that are looking for a product like yours or are currently gathering information about it.

Intent data provides you with a list of target customers, allowing you to optimize your target account list and keep it up to date.

For marketing and sales teams who want to prioritize which accounts signal interest, reduce wastage and accelerate their pipeline based on data.

- Up to three individually configurable dashboards
- Data export for further processing in other systems
- 5 users per license included
- 100% GDPR-compliant
- All intents from the editorial environment of reachIT

Monthly payment

**€ 279**  
per month

Annual payment

**€ 229**  
per month

Minimum term: 12 months.

# LeadGen

WHITEPAPER

WEBCAST

# Whitepaper

with assets

## Cost per Lead (CPL)

### Standard Lead

### Filter and options

- ✓ **First and last name**
- ✓ **eMail address** (private/company internal)
- ✓ **Job title** (Pupils, apprentices, students, unemployed & pensioners are filtered out free of charge)
- ✓ **Name of the company** (before campaign start exclusion of max. 10 companies possible, free of charge)
- ✓ **Company size**
- ✓ **Division**
- ✓ **Branch**
- ✓ **Postcode & Country**
- ✓ **Phone number**

<b>Company size</b>	
Company size 50+	€ 15
Company size 100+	€ 20
Company size 250+	€ 25
Company size 500+	€ 30
Company size 1000+	€ 45
<b>business division:</b>	
IT only	€ 15
Non-IT only	€ 15
<b>Industry</b>	
no consultants	€ 15
no authorities	€ 15
no VARs/resellers	€ 15
<b>Job title:</b>	
ITDM only (incl. IT experts)	€ 15
Manager only (incl. C-level)	€ 45
<b>Country</b>	
only Germany	€ 15
<b>Questions</b>	
one additional question, all answers count as a lead	€ 15

**€ 100 per Lead**



all rates plus VAT. Agency commission is granted

without assets

## Content creation incl. leadgen

### Package S

- € 4,900 Content creation
  - 20 Standard leads á € 100
- € 6,900**

### Package M

- € 4,900 Content creation
  - 40 Standard leads á € 100
- € 8,900**

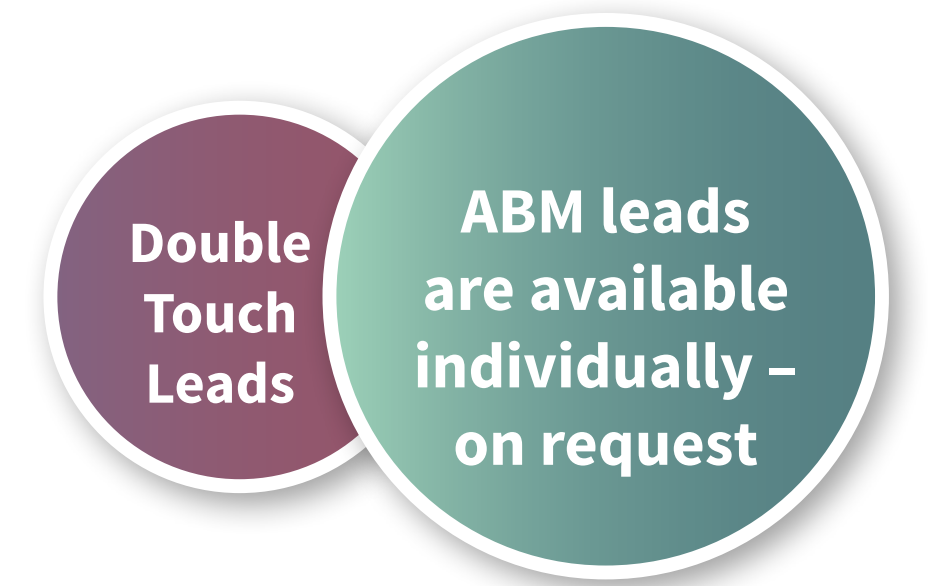
### Package L

- € 4,900 Content creation
  - 60 Standard leads á € 100
- € 10,900**

## Account Based Marketing-Lead:

- Leads according to MQL standard
- Qualified on the basis of a previously defined target account list.

**Rate on request  
(from 150 € CPL)**



# Webcasts

	S	M	L	XL
Format	Video	Video	Video	Video
Production site	Remote	Remote	Studio or Remote	Studio or Remote
Number of speakers	max. 1	max. 2	max. 3	max. 3
Company speaker visible	yes	yes	yes	yes
Length	60 minutes	60 minutes	60 minutes	60 minutes
Moderation HBS	yes	yes	yes	yes
Lead guarantee	no	yes	yes	yes
Quantity	all generated leads	85	90	150
Desktop sharing	yes	yes	yes	yes
Filter	no	no	yes	yes
Promotion heise online	yes	yes	yes	yes
Surveys	yes	yes	yes	yes
Participant questions	yes	yes	yes	yes
Intent Data (Reporting with an overview of the companies that have visited the landing page)	no	no	yes	yes
On-demand promotion	no	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)	until all leads are reached (max. 3 months)
Reporting	PDF report	PDF report	PDF report	PDF report
<b>Rate</b>	<b>from € 11,900</b>	<b>from € 17,500</b>	<b>from € 25,400</b>	<b>from € 33,400</b>

all rates plus VAT. Agency commission is granted

# Traffic Push

**NATIVE POST/UsAD**

**SOCIAL MEDIA**

**HEISE BESTENLISTEN**

# Native Post / usAd

**Gesponserter Link** **Native Post**  
Logo or graphic: 360x220 px  
Icon: 32x32 px

- Reach and credibility of the heart of heise online - the news ticker - is used
- Native advertising formats tend to be more click-rich than classic display advertising
- Generation of traffic for your own landing page, linked to a content topic
- Tailored communication with a high-quality B2B readership



**Homepage inkl. Newsticker**  
duration approx. 3 weeks **€ 5,592**

CPC **€ 6.99**  
not discountable at least 800 Clicks

**Unblockable Super Ad** **Medium Rectangle**  
300x250 px

- On the acceptable ad list of Ad Block Plus
- Static 300x250px is not blocked by default and also reaches users with activated Ad Blocker
- Requires control via the editorial CMS, so the clicks cannot be delivered evenly over the campaign period and the clicks may be reached (long) before the end of the campaign.
- The campaign is fulfilled as soon as the number of clicks has been delivered. As a special form of advertising, the usAd cannot be tracked using standard tools (such as Google Analytics). Therefore, there may be significant counting differences. Heise reporting is authoritative for billing.



**Homepage**  
CPC **€ 5.99**  
not discountable at least 1,000 Clicks

all rates plus VAT. Agency commission is granted

# Social Media

## heise online

- Your advertisement will only be played in the heise online audience. That means users who actively follow heise online on Facebook and Instagram.
- Advantage:** You can reach the heise online user in a private usage situation and thus set a new touchpoint within the customer journey.

### Package 1

Duration: 2 weeks  
Clicks: 500 **€ 1,990**

### Package 2

Duration: 4 weeks  
Clicks: 1,000 **€ 3,990**

### Package 3

Duration: 6 weeks  
Clicks: 2,000 **€ 6,990**

## heise online inkl. LinkedIn

- Your ad will only be played in the audience of heise online. That is, users who actively follow heise online on Facebook, Instagram and LinkedIn.
- Advantage:** You reach the heise online user in a different usage session (both private and professional) and thus set another touchpoint within the customer journey.

### Package S

Duration: 2 weeks  
Clicks: 600 **€ 4,690**

### Package M

Duration: 4 weeks  
Clicks: 1,200 **€ 8,090**

### Package L

Duration: 6 weeks  
Clicks: 2,400 **€ 14,690**

## Tech Specs

### Image display

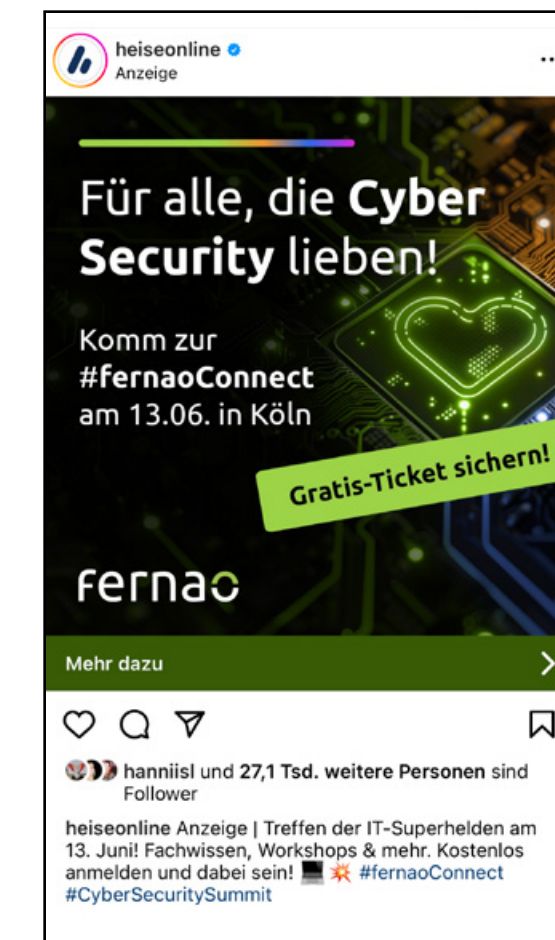


Image dimensions: 1200 x 1200 px  
Heading: 40 characters, Description: 125 characters  
URL: Click tracking / Landing page

# heise bestenlisten

heise Bestenlisten (by TechStage) is the buying advice page on heise online and is aimed at a tech-savvy target group. We write for users who are close to making a purchase decision and need support.

We cover all your advertising needs – from advertorials and videos to classic advertising banners. If you don't have suitable photos or videos, don't worry: just let us know and we'll provide you with the right images!

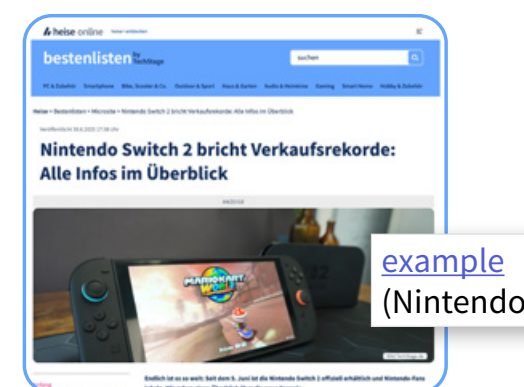
## Sales-Ad

### USP:

- Creation of a sales push in the form of a product advertorial with text, images and (affiliate) links by the heise Bestenlisten team
- Promotion via social media including a product video on our TikTok channel: <https://www.tiktok.com/@techstage> with up to 200,000 views
- max. 15-20 products
- Integration of the heise Bestenlisten widget for price comparison
- Editorial briefing possible by arrangement
- a correction loop

**IMPORTANT:** There must be added value for the customer (coupon, discount, competition, ...).

	Package S	Package M	Package L
<b>Views</b>	1,500 to 2,000	2,500 to 3,000	5,000
<b>Runtime</b>	1 - 2 weeks	1 - 2 weeks	1 - 2 weeks
<b>Services</b>	1x Advertorial + 1x TikTok-Video	1x Advertorial + 1x TikTok-Video + Promo on homepage (heise.de/bestenlisten)	1x Advertorial + 1x TikTok-Video + 1x YouTube-Video + Newsletter + Promo on homepage (heise.de/bestenlisten)
<b>Rate</b>	<b>€ 4,500</b>	<b>€ 6,500</b>	<b>€ 11,000</b>






Lead time max. 14 working days, no further discounts, all rates plus VAT, agency commission is granted.

# Employer Branding

**EMPLOYER BRANDING PAKETE**

**HEISE JOBS**

# Employer Branding

	Package S	Package M	Package L
<b>Branding/Display</b>	<b>Wallpaper</b>  individual TARGET GROUP TARGETING, 100,000 AdImps	<b>Wallpaper</b>  individual TARGET GROUP TARGETING, 250,000 AdImps	<b>Wallpaper</b>  individual TARGET GROUP TARGETING, 250,000 AdImps
<b>Podcast</b>	<b>Podcast Rotation Employer Branding</b> (25.000 calls)	<b>Podcast-Rotation Employer Branding</b> (50.000 calls)	<b>Podcast Rotation Employer Branding</b> (100.000 calls)
<b>Native Post or usAD*</b>	300 clicks	500 clicks	700 clicks
<b>Sponsored Article small</b>	-	-	5,500 guaranteed views, 4 weeks
<b>Job ads Professional</b>	2 (each € 889)	4 (each € 889 €)	4 (each € 889 €)
<b>Rate</b>	<b>€ 7,190</b>	<b>€ 11,990</b>	<b>€ 25,990</b>

\*according to availability

all rates plus VAT. Agency commission is granted

# Job advertisements

## Job advertisements Express

undesigned job advertisement in standard layout

Run-time 30 days	<b>€ 759</b>
Run-time 60 days	<b>€ 999</b>

## Job advertisements Professional

designed job advertisement in HTML format

Run-time 30 days	<b>€ 889</b>
Run-time 60 days	<b>€ 1,220</b>
Design of your advertisement according to your specifications	<b>€ 90</b>
each additional ad in the same layout <a href="https://jobs.heise.de/">https://jobs.heise.de/</a>	<b>€ 50</b>

## Job advertisements Professional Plus

designed job advertisement in HTML format  
incl. ad optimization by our experts

Run-time 30 days	<b>€ 1,099</b>
Run-time 60 days	<b>€ 1,430</b>
Design of your advertisement according to your specifications	<b>€ 90</b>
each additional ad in the same layout <a href="https://jobs.heise.de/">https://jobs.heise.de/</a>	<b>€ 50</b>

**included :**

- Logo box „Top Jobs“ prominent on the homepage of heise Jobs
- Widget push in the heise online newsletter

## Job advertisements for training places/internships

Run-time 30 days	<b>€ 129</b>
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all rates plus VAT. Agency commission is granted

# Target group targeting

**ACCOUNT BASED MARKETING**

**STAND-ALONE-NEWSLETTER**

**CONTENT HUB AUDIENCE**

**INTENT DATA**

# Scale of discount

Gross volume	from € 8,000	from € 12,000	from € 25,000	from € 40,000	from € 55,000	from € 80,000	from € 120,000	from € 150,000	from € 1 80,000	from € 250,000	from € 300,000
Discount	3%	5%	8%	10%	13%	15%	18%	21%	25%	30%	33%

alle Preise zzgl. MwSt. AE wird gewährt

# Your Contact

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