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

heise jobs

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

	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

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

THAT HELP YOU SAVE BUDGET

Express	Professional	Professional Plus
Display as HTML ad in the specified layout	Display as HTML ad in corporate design	Display as HTML ad in corporate design. With additional traffic push
Duration: 30 days	**Duration: 30 days**	**Duration: 30 days**
3-pack | € 2,049 (instead of € 2,277)	3-pack | € 2,400 (instead of € 2,667)	3-pack | € 2,965 (instead of € 3,297)
5-pack | € 3,264 (instead of € 3,795)	5-pack | € 4,000 (instead of € 4,445)	5-pack | € 4,945 (instead of € 5,495)

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

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	Package M	Package L
100,000 AdImps	250,000 AdImps	250,000 AdImps
300 clicks Native Post/US Ad	500 clicks Native Post / Us Ad	Online advertorial: 2,000 guaranteed views 4 weeks
2 Ads Professional at € 889 each	3 Ads Professional at € 889 each	700 clicks Native Post / Us Ad
Podcast of your choice	Podcast of your choice	4 Ads Professional at € 889 each
Rate: € 7,190	**Rate: € 11,990**	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

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.

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your contact partner

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

PUBLISHING DETAILS

Publisher	Christian Heise, Ansgar Heise
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heise jobs

HR Events

heise jobs

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

powered by heise jobs Jobware

heise jobs

packages

IT Day

Partner Package

- Personal contact with people interested in ICT
- Information booth 7$^{m^2}$ (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 10$^{m^2}$ including all services (instead of 7$^{m^2}$), 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

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

heise jobs

dates

IT Day

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

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

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