In the weekly podcast from Nerdistan, c’t editors talk in small groups about their topics from the current issue. We present results from current device and software tests, argue about new developments in the digital world and provide a look behind the scenes of tests and research. We also tell the stories behind the c’t articles and reveal the one or other detail that has not made it into the print version.

PODCAST FORMAT:
- c’t uplink – the Podcast from Nerdistan
- Audio- and video format
- Length of the sequence: approx. 50 - 60 minutes
- Published weekly Saturdays mornings

CALLS:
- 50,000 calls per sequence in the first four weeks*

TECHSPECS:
- Briefing in keywords as a guide for editors
- Text for sponsor note
- Reporting of call-offs is currently not possible.

PLAYOUT:
- On heise.de and the c’t online Facebook profile (currently > 80,700 subscribers)
- Via RSS feed (if channel is subscribed)
- iTunes(1%), Spotify(1%), YouTube(27%)

ADVERTISING OPPORTUNITY:
- Inclusion: native, 60 seconds total; mention at the beginning of the podcast and at the end the native explanation of the product, the service or naming of the customer
- Sponsor note in the podcast descriptions on all platforms incl. link and short company description
- Exclusivity: sole sponsor of an episode!

Important: Due to the timely and authentic production no prior acceptance or release of the native integration is possible.

PRICES

<table>
<thead>
<tr>
<th>Podcast c’t uplink</th>
<th>Sponsoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration</td>
<td>nativ</td>
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<tr>
<td>Length</td>
<td>60 seconds</td>
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<tr>
<td>Mention in the podcast descriptions</td>
<td>✓</td>
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<td>Call per episode</td>
<td>50,000</td>
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<tr>
<td>Rate per episode</td>
<td>2,500 EUR</td>
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</tbody>
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* the podcast episodes will remain available with the advertising format in the respective channels until further notice.

THE TARGET GROUP

- Men: 83% are between 14 – 44 years
- 58% are employed
- 50% have a HHNE > 3,000 EUR
- 74% have a high level of education
- 59% look at c’t uplink*
- 52% listen to the podcast on popular platforms*

Source: AGOF daily digital facts, (Apr-June) 2019 (df)
* internal c’t uplink listener & viewer survey December 2018