

CPM-based bookings

Medium rectangle delivered cross-platform (online+mobile)

Section	Leaderboard 728x90px	Skyscraper max. 160x600px	Medium Rectangle 300x250px	Half Page Ad 300x600px	Masthead 970x250px	Wallpaper 728x90 + 160x600px	Sitebar dynamic
A	€ 59	€ 59	€ 79	€ 93	€ 93	€ 99	€ 99
B	€ 19	€ 19	€ 29	€ 36	€ 36	€ 45	€ 45

Sections & price levels

- A** c't, Technology Review, iX, heise security, heise jobs, heise developer, News- & topic categories (applications, business, consumer electronics, entertainment, trade, hardware, internet, linux & open source, mobile, networks, security, software technology, server & storage, technology & research), Mittelstandswiki, keyword targeting
- B** Make, Mac & i, c't Fotografie, techstage, tipps+tricks, heise Download, telepolis, heise Preisvergleich (price comp. machine), techstage Preisvergleich, heise autos*

Rotations	Leaderboard 728x90px	Skyscraper max. 160x600px	Medium Rectangle 300x250 px	Half Page Ad 300x600px	Masthead 970x250px	Wallpaper 728x90 + 160x600px	Sitebar dynamic
Run of heise online/heise homepage incl. newsticker	€ 29	€ 29	€ 35	€ 45	€ 45	€ 55	€ 55
Individual content rotation**	€ 54	€ 54	€ 73	€ 88	€ 88	€ 91	€ 91
AGOF Cons. Electr. & Entertainment	€ 19	€ 19	€ 29	€ 36	€ 36	€ 45	€ 45
AGOF IT News & Business	€ 47	€ 47	€ 68	€ 81	€ 81	€ 85	€ 85

* heise autos (car-section) is excluded from all rotations ** across min. 3 pre-defined environments



Fix placements on the heise homepage incl. newsticker

Delivery: approx. 75% with the chosen format + 25% with the mobile 300x250px

Fix placements	Leaderboard 728x90px	Skyscraper max. 160x600px	Medium Rectangle 300x250px	Half Page Ad 300x600px	Masthead 970x250px	Wallpaper 728x90 + 160x600px	Sitebar dynamic
1 DAY with 100% share of voice (SoV) incl. min. 400,000 ad impressions	€ 8,900	€ 8,900	€ 11,400	€ 13,700	€ 13,700	€ 14,500	€ 14,500
1 WEEK 20% SoV incl. min. 520,000 ad impressions	€ 11,600	€ 11,600	€ 15,300	€ 16,600	€ 16,600	€ 17,900	€ 17,900
100% SoV incl. min. 2,400,000 ad impressions	€ 42,500	€ 42,500	€ 54,900	€ 59,900	€ 59,900	€ 62,500	€ 62,500

Newsletter Ads (Selection)	approx. Contacts per week	Mail shots per week	NL-Leaderboard 540x65px	NL-Rectangle 276x230px
heise online Daily	240,000	7	€ 3,290	€ 2,490
c't	15,000	bi-weekly	€ 470	-
heise security	50,000	2	€ 1,790	€ 1,490
Components & hardware	12,000	2	€ 650	-
Economy	13,000	2	€ 650	€ 490

additional newsletters available on request

Native Advertising

incl. content creation, set-up, promotion via native teasers (+social & in newsletters) and guaranteed views

Native S, 1,000 Views
€ 6,700

(incl. tech costs of € 1,800)

Native L, 5,000 Views
€ 19,900

(incl. tech costs of € 3,900)

Mobile only campaigns

Mobile website + Apps

Mob. Interscroller

300x600 px

Mob. Rectangle

300x250 px

**Run of Channel/
Run of heise online**

€ 39

€ 30

Discount levels

Gross spend	€ 8,000+	€ 12,000+	€ 25,000+	€ 40,000+	€ 55,000+	€ 80,000+	€ 120,000+	€ 150,000+	€ 180,000+	€ 250,000+	€ 350,000+
Discount	3%	5%	8%	10%	13%	15%	18%	21%	25%	30%	33%