heise online

THE content platform for IT and tech industry

CHANNELS, SOLUTIONS, SERVICES
Welcome to heise online!

You all know how fast the digital world evolves. But we want to keep at least one constant: heise online delivers high quality journalism and comprehensive, deep content with its Newsticker and all surrounding areas for special target groups. Orientation is always the reader’s interest and to precisely inform readers.

And more: We are increasingly and systematically expand heise online. This includes as well new content formats for the Newsticker - the Friday commentary, the „Missing Link“ or „Statistically Seen“ are only to be mentioned as examples, which inform the readers independently of the current news events. But we are also developing new video and audio formats, based on the experiences with the c't uplink and the #heiseshow: Its not without reason that heise online now is officially certified as radio and TV station by diverse media institutions. The recently introduced new structure with an independent chief editor emphasizes the importance of heise online as a news and information platform for technically interested people and experts.

The aim is and will be to provide the reader with comprehensive information on current developments, developments in IT, technology, science and research, the effects of digitalisation on professional life and everyday life and on the future of a digitized world. Heise online is the source of information for a broad target audience from professional users to nerds and geeks to the informed layman. And after more than 20 years heise online and Newsticker we can only say: Actually, this is all only the beginning ...

In this sense: Stay tuned!

Dr. Volker Zota

heise online – THE content platform for IT und tech industry – has been one of the leading providers of German-language high-tech news. The bundled competence offers comprehensive service, up-to-date news, as well as topics from research and science. According to IVW, heise.de audited more than 35 million visits and more than 160 million page impressions in January 2018. The AGOF states for heise online a coverage of 6.47 mio. UU (unique user). (AGOF digital facts 2018-01 it)
The central component of heise online is Germany’s leading news service for IT professionals and decision-makers. It comprises the following topic categories:

Homepage • Applications • Business • Consumer Electronics • Entertainment • Hardware • Internet • Mobile Communication • Networks • Security • Server & Storage • Software Engineering • Technology/Research • Trade

Our News Ticker has now covered more than 72 million page impressions per month. Moreover, heise online currently creates 16 different editorial newsletters on various topics and forwards these to a total of more than 140,000 subscribers.

FACTS

USER TRAFFIC – MAY 2018
Page impressions (Source: IVW)
- Homepage: 57,577,554

COVERAGE
AGOF digital facts 2018-05 (lif)
- Homepage: 710,000
- IT-News & Business: 1,750,000

TARGET GROUP
- IT professionals
- Decision-makers

CONTENTS
- Current information
- Background information

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AdGallery: www.heise.de/mediadaten/online/gallery/
TechSpecs: www.heise.de/mediadaten/online/service/
c't magazin für computertechnik is the most subscribed computer magazine in Europe. For more than 30 years c’t has been characterised by thematically diverse, technically sound and editorially independent journalism. About 80 experts report on current developments in the IT sector and examine the latest hardware and software solutions in the c’t test lab.

c’t online offers computer professionals and advanced users a comprehensive collection of tips and tricks on how to get the best out of their PCs and provides excerpts from magazine articles, comprehensive services, information about the magazine itself (e.g. how to use the magazine archive) and an own forum.

FACTS

USER TRAFFIC – MAY 2018
2,857,745 Page impressions
(Source: IVW)

COVERAGE
AGOF digital facts 2018-05 (if)
• heise c’t 560,000 Unique User

TARGET GROUP
• Business decision-makers
• IT professionals
• Advanced users
• Tech enthusiasts

CONTENTS
• Magazine services (preview, content database)
• Services (tips database)
• Support (hotline & FAQs, tips & tricks, company contacts)
• Archive

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AdGallery: www.heise.de/mediadaten/online/gallery/
TechSpecs: www.heise.de/mediadaten/online/service/
Since its founding in 1988, iX magazine for professional information technology, has become the most important source of information for professional IT users. iX is intended for a wide audience, from IT supervisors, consultants, software developers and system and network administrators to sales representatives and industrial and academic scientists and researchers. Both the print edition and iX online are essential reading for this target group.

A carefully selected blend of vendor-independent tests, basic articles, background reports and the latest product presentations provides the necessary information for successful company-wide computing.

FACTS

USER TRAFFIC – MAY 2018
774,772 Page impressions
(Source: IVW)

COVERAGE
AGOF digital facts 2018-05 (ff)
• heise online iX 150,000 Unique User

TARGET GROUP
• Network managers
• Server managers
• System engineers

CONTENTS
• Focus: company-wide use of computer networks
• Areas: Internet/intranet, security, operating systems, networks, server and software development
• Pioneering IT developments

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Technology Review is the magazine of the Massachusetts Institute of Technology (MIT), which Heise Medien has exclusively published as a German licence since 2003. Its focus lies on innovative technologies and their influence on economy. Technology Review provides knowledge and guidance on the latest trends and identifies the market opportunities for innovations, for example in information technology or biotechnology or in the energy, robotics and mobility sectors.

A cross-media special „Fabrik der Zukunft“ (Factory of the Future) focussing on Industry 4.0 has been published every six months since 2013 - e.g. on the occasion of the Hanover Fair.

FACTS
USER TRAFFIC – MAY 2018
1,201,189 Page impressions (Source: IWW)

COVERAGE
AGOF digital facts 2018-05 (II)
• heise Technology Review 70,000 Unique User

TARGET GROUP
• Managers and decision-makers
• Innovators and early adopters
• Engineers and programmers
• Researchers and developers
• Makers and managers

CONTENTS
• Information and communication technology
• Energy
• Materials research
• Consumer electronics
• Automotive and transportation applications
• Medicine und biotechnology
• Archive

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Entering the name Apple into a well-known international search engine provides approximately 1,720,000,000 results. The Californian company has become one of the most important members of the IT industry and is currently more valuable than Google or Microsoft on the stock market. It is not possible to ignore Apple products.

heise online reflects this trend with detailed reporting on Mac & i and provides daily news from the world of Apple, information about new Mac models, iPhones and iPads and details about the latest apps and accessories. Our live ticker providing information about important events enjoys a high reputation. Experienced editors analyse trends by thinking outside the box. They critically compare new products and concepts to those of other manufacturers and collect all information relevant to Apple users using the available market supply.

In addition, a forum enables discussions with other Mac, iPhone and iPad users and a product database makes it possible to compare the performances, features and prices of the devices with each other.
TELEPOLIS offers reader forums for all articles where controversial discussions often take place. The online magazine is, amongst others, known because of its specials about the global Echelon interception system, the Enfopol documents or its articles about copyright law. Also the special about conspiracy theories surrounding the events of 9/11 by Mathias Bröckers attracted a lot of attention.

Since 2000 Heise has published a special series of books. Since 2012 TELEPOLIS has also published e-books, for example about sexism or the search for extra-terrestrial artifacts on the Moon, the Mars, in the solar system and beyond.
heise Security provides up-to-date and precise information on IT security. Starting with a summary of the latest security news in a dedicated news area, heise Security additionally offers a background section including further information about practice, know-how and products (e.g. virus protection, security glossary, security surveys, manufacturer and product lists).

Furthermore, there are also specific services such as the c’t browser check (including configuration instructions and demo exploits). The target group of heise Security extends from ambitious end users to IT professionals (having to take care of security issues) and security experts.

**FACTS**

**USER TRAFFIC – MAY 2018**
4,647,226 Page impressions (Source: IVW)

**COVERAGE**
AGOF digital facts 2018-05 (if)
- heise Security 250,000 Unique User

**TARGET GROUP**
- IT security professionals
- Security experts
- Security managers
- Tech enthusiasts
- Advanced users

**CONTENTS**
- News
- Alerts (Trojans, worms, viruses, exploits)
- Background information
- Discussions (desktop security, firewalls, leaks)
- Devices and services (removal tools, scanners)

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*TechSpecs:* [www.heise.de/mediadaten/online/service/](http://www.heise.de/mediadaten/online/service/)
The heise Developer channel, whose contents are managed by the IT-professional magazine iX, is aimed at the developer-community and brings together all key issues related to software and web development. heise Developer takes into account both new trends and developments and standards of known programming languages and IT project management. Important developer tools and instructions on how to work with these tools are presented. Further topics are software architecture and methods concerning software development such as agile development processes or design patterns.

FACTS

USER TRAFFIC – MAY 2018
1,129,474 Page impressions (Source: IVW)

COVERAGE
AGOF digital facts 2018-05 (fl)
- heise Developer 140,000 Unique User

TARGET GROUP
- Developers, software specialists
- Software developers
- IT architects
- Project managers and IT managers

CONTENTS
- News about new versions of programming languages, tools and runtime environments
- Field reports on products and methods
- Useful practical and expert tips and code snippets
- Forums and FAQs
- Podcast about software architecture
- Reports on all relevant developer conferences
- Community reports

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AdGallery:  www.heise.de/mediadaten/online/gallery/
TechSpecs:  www.heise.de/mediadaten/online/service/
TechStage is the latest online service for mobile communications. This modern format is aimed at a young audience that is passionate about mobile trends and that wants to discuss these with other people.

In addition to conventional reporting in the news, guides, tests and apps sections, Techstage puts an emphasis on entertaining its readers. They should not only be supplied with information, but should also enjoy what they read. For this purpose, videos and personal opinions of the authors are used to encourage lively discussions and invite the readers to participate.

**FACTS**

**USER TRAFFIC – MAY 2018**
2,369,606 Page impressions (Source: IVW)

**COVERAGE**
AGOF digital facts 2018-05 (if)
- heise TechStage 160,000 Unique User

**TARGET GROUP**
Beginners, advanced users and professionals in the mobile environment who
- want to learn about new smartphones/tablets
- are seeking support in purchasing mobile devices
- already have a smartphone/tablet, but have a problem with this device
- want to get out more from their smartphone/tablet

**CONTENTS**
- News
- Product information
- Test reports on smartphones, tablets and accessories
- Practical workshops
- Purchase advice
- App tests and recommendations
- Video clips (forums)

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AdGallery:  www.heise.de/mediadaten/online/gallery/  
TechSpecs:  www.heise.de/mediadaten/online/service/
Taking pictures has never been easier than today. Thanks to the digital revolution, one of our most important communication media has become instantly available, easier to use and cheaper. heise Foto reports in detail on all topics of digital photography: technological trends, current cameras, lenses, accessories, photographic art, important photographers and image editing.

We perform tests on cameras, lenses and accessories such as flash units, memory cards, tripods, imaging devices and photo printers in our in-house photo lab according to the latest ISO standards.

Our forums invite readers to discussions with other photo enthusiasts, and the popular heise photo gallery enables users to show their photos and seek advice. And if you want to buy a new camera, do not hesitate to take a look at our up-to-date camera database where you can find reliable information about the most important specifications and the cheapest prices. Our comprehensive software directory finally provides digital photographers with a cross-system offer of various topics such as image editing, photo presentation and databases, free freeware, shareware, open source projects and demo programs.

FACTS

USER TRAFFIC – MAY 2018
2,319,018 Page impressions (Source: IVW)

COVERAGE
AGOF digital facts 2018-05 (if)
• heise Foto 90,000 Unique User

TARGET GROUP
• Professionals and/or advanced users
• Ambitious amateurs using their camera for work and in their free time
• Amateur photographers who want to take better pictures
• Very active media users, particularly ambitious Internet users
• High-earning early adopters

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AdGallery: www.heise.de/mediadaten/online/gallery/
TechSpecs: www.heise.de/mediadaten/online/service/
heise Download offers users programs of all kinds to download, from free file management tools to demos of professional solutions for order processing. Many of these can be bought directly from the manufacturer.

About 27,000 entries divided in categories such as office, games, Internet of system software are accessible through a convenient search function. Top downloads, specials, ratings and comments help users to find the right software.

Besides Windows, Mac and Linux software, programs for iPhones, Android smartphones, Symbian, BlackBerry and mobile Windows devices are listed as well.

Special advertisement: Maxi Ad
- Large advertisement present during the download
- Attracts attention (visible for up to 10 seconds)
- High awareness even if there is no direct interaction
- Category targeting option

FACTS

USER TRAFFIC – MAY 2018
4,898,883 Page impressions (Source: IVW)

COVERAGE
AGOF digital facts 2018-05 (if)
- heise Software-Download  690,000 Unique User

TARGET GROUP
- Consumer software users
- Business software providers
- Tech enthusiasts
- IT experts

CONTENTS
- Software for Windows | Mac OS | Linux | smartphones
- Software test reports

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AdGallery: www.heise.de/mediadaten/online/gallery/
TechSpecs: www.heise.de/mediadaten/online/service/
Heise has reorganised its online job portal „heise jobs“ to make it more user-friendly and easier to read for potential ITC applicants, very important particularly in times of shortage of skilled workers. Our changes include a new layout and new features such as filters allowing you to search for the job that fits your interests and suits your personality. The application deadlines of individual jobs can be found in the fields „Neue Angebote“ (New Offers) and „Bald endende Angebote“ (Offers Ending Soon) allocated to the various professional groups. This way, applicants do not have to go through all job postings, but can specifically search for the jobs they prefer.

In addition, a job agent offers the possibility of ordering job offers by e-mail. Job seekers then receive newsletters including the most interesting job postings filtered by their last current settings. The only thing they need to do is configure a valid e-mail address.

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<th>Job advertisements Classic</th>
<th>Job advertisements Professional</th>
<th>Job advertisements for apprenticeship/training positions</th>
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<td>Job advertisement in a standard layout, without individual design</td>
<td>Advertisement with individual design in HTML</td>
<td>Duration 4 weeks</td>
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<td>Duration 4 weeks</td>
<td>€ 580</td>
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<td>Extension per week</td>
<td>€ 100</td>
<td>€ 125</td>
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For advertisement Classic and Professional:

- Duration 4 weeks: € 580
- Extension per week: € 100
- Layout of your ad in HTML according to your requirements: € 90
- Every additional ad in the same layout: € 50

For advertisement for apprenticeship/training positions:

- Duration 4 weeks: € 99

FACTS

USER TRAFFIC – MAY 2018
54,271 Page Impressions (Source: IVW)

TARGET GROUP
- Relatively young target group with high education

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AdGallery: www.heise.de/mediadaten/online/gallery/
TechSpecs: www.heise.de/mediadaten/online/service/
Extensive filter options, editorially maintained products, numerous test reports, and vendor and product reviews allow for unique and comprehensive price comparisons. heise Preisvergleich is neutral and independent and covers a first-class target group where people are right in the middle of a purchase decision process.

In addition, category targeting is possible with regard to the following areas:
- Hardware
- Software
- Games
- Video/Photo/TV
- Phone & Co.
- Audio/HiFi
- Movies
- Household
- Sports & Recreation
- Drugstore

Targeting can also be applied to sub-categories.

>>> Presence close to the purchase decision and in specific (sub-)categories

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* not available in subsubcategories
“Learning, making and sharing”, these three basic principles of the international Maker community are still topical today and have enabled numerous open source projects for hardware and software applications using the term „hacking“. Make offers a platform for this creative community to showcase its construction instructions and DIY projects made from old and new hardware components, microcontrollers, electronic parts and traditional materials such as wood, metal or fabric. Creative and surprising ideas and solutions are the icing on the cake.

Editorial staff supports these global maker groups with background articles and news about topics such as microcontroller and embedded development, electronics and digital manufacturing processes like 3D printing and laser cutting. The goal is to inspire the community to work on projects using tools like soldering irons and saws and to further develop their own technical ideas.

There is something for everybody: from interactive art installations to creative and self-programmed home automation. However, the magazine’s contents do not only apply to electronics experts, but also to ambitious technical artists and creative computer designers.

**FACTS**

**USER TRAFFIC – MAY 2018**

1,181,617 Page impressions (Source: IVW)

**COVERAGE**

AGOF digital facts 2018-05 (if)

- heise Make 120,000 Unique User

**TARGET GROUP**

- Embedded developers
- Electrical engineers
- Programmers
- DIYers
- Technical artists
- Creatives

**CONTENTS**

- Creative DIY projects with computer hardware, electronics, microcontrollers and conventional materials
- News and background knowledge on electronics, embedded development and digital manufacturing (3D printing)

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*TechSpecs:* www.heise.de/mediadaten/online/service/
MittelstandsWiki is a business magazine providing solution-oriented subjects for KMU. The principle of our journalistic work is an extremely factual and constructive representation with an eye to concrete and applicable solutions. The most important main subjects are real economy and IT. As regards the SME definition, we are oriented towards EU guidelines:

- medium-sized enterprises: up to 249 employees and turnover of maximally 50 million euros
- small enterprises: up to 49 employees and turnover of maximally 10 million euros
- microenterprises: up to 9 employees and turnover of maximally two million euros

TARGET GROUP

- Owners, managing directors, and company members of small and medium-sized enterprises (SME)
- Decision-makers and project managers in small and medium-sized enterprises
- Trade professionals, self-employed persons, free-lancers, and ambitious pros

FACTS

- 72,960 Visits
- 130,373 Page impressions (Source: IVW January 2018)
- 17,196 editorial pages (last updated February 2018)

THE IDEA BEHIND

The attention is turned especially to the editorial support of current fairs. The formal range includes journalistic texts, technical contributions, news, press releases, and interviews up to audio and video contributions as well as summarised studies and ebooks.

PROOF-READ MICROSITE AT MITTELSTANDSWIKI

- Proof-read microsites written according to journalistic standards
- Marked as ad
- Networked just as editorial pages
- Indexed by search engines
- An essential advantage of proof-read microsites is the long term visibility in a content-related context and in the search results of search engines.

EDITORIAL NEWSLETTER ON REQUEST!

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<th>Billboard (max. 970x250)</th>
<th>Sitebar dynamic</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 59</td>
<td>€ 59</td>
<td>€ 79</td>
<td>€ 99</td>
<td>€ 93</td>
<td>€ 93</td>
<td>€ 99</td>
</tr>
</tbody>
</table>

AdGallery: www.heise.de/mediadaten/online/gallery/
TechSpecs: www.heise.de/mediadaten/online/service/
Solutions & Services

YOUR SERVICE PROVIDER FOR NEW AND CREATIVE IDEAS.

We focus on everything that goes beyond standard print, online or event advertising bookings. Your requirements and ideas are our challenges. An in-house team of specialists acting as project managers and creative directors will develop your individual cross-media campaigns and implement these through use of the entire cross-media cooperation and media portfolio of Heise Medien - in magazines, on web pages, in the mobile internet or at events. During this process, we use existing modules or develop new individual solutions together with you. Our modules are designed in such a way that they can be custom-fitted, extended and combined in virtually any way.

SOLUTION & SERVICES:

- **Lead generation** through white papers, webcasts, partner zones, web or content hubs, studies, e-learning and customised events
- **Branding and awareness** with white paper hosting, partner zones, web or content hubs, e-learning, word-of-mouth/seeding, live chats and virtual reality video production
- Furthermore we provide **services** for the construction, conception and filling of websites and also content (translations also) for whitepaper, microsites / partner ones and **native advertising formats** as well.
- We take care of individual webcast, video, podcast and screencast productions and design ads for print, online, mobile and apps and produce flyers and brochures on your behalf.
- In the area of **content marketing**, we conceive and design newsletters, advertorials, customer magazines, magazines and books for you and deliver individual content tailored to your media and target groups. We also support you in terms of content, editing and editing and, if required, we can also take care of the sales process.
- The presentation of events, the set-up of eye tracking and motive tests and the checking of branding and image within the Heise readership complete our range of services.

LIVE CHAT

Direct exchange between our users and customer side experts

- For the live chat lasting maximally 2 hours, the rectangle placement at the heise homepage is reserved exclusively for 1 day.

- For the chats, the rectangle expands and allows chatting directly in the ad (see screenshot).

- User input is activated only upon validation by the moderator. Any questions and answers can be put online/offline.
**WHITEPAPER**

Lead generation is an elementary component of successful B2B online marketing and the ideal supplement to classical display campaigns. It allows you to contact your target group directly, to support your sales department, and to strengthen your position on the market. Owing to the high percentage of highly qualified decision-makers, heise online offers an ideal environment for your lead generation campaigns.

Your documents – white papers, webcasts, ebooks, studies, etc. – will be available to all heise online users and can be downloaded for free.

**WEBCASTS**

Unique opportunity for direct interaction with your target group. In addition to the live presentation, exciting live demos and entertaining as well as informative video clips can be recorded and additional material provided for download via the webcast console. Your speakers can respond directly to audience questions.

Beforehand, the audience registers and logs into the webcast console for participation. After the live event, the webcast is available for free as an on-demand version (stream and download) for at least 3 months for further lead generation.

**ON-DEMAND WEBCASTS, VIDEO PRODUCTIONS**

Video and audio webcasts are also possible as mere on-demand versions with or without lead generation component. We also realise video productions in a studio or, for example, at the customer’s site. Do not hesitate to ask for rates.
PARTNER ZONE / SPECIAL

The partner zone idea offers you an individually designed subject area at heise online. This area includes a summary page and spans several HTML pages. The contents are presented by means of various modules and multimedia elements. heise online supports and updates the contents with high-quality editorial input and your product information such as white papers, webcasts, podcasts, and studies. In co-operation with you, we will develop an individual editorial schedule for the entire runtime of the partner zone. Editorialy prepared input according to your specifications concerning the topics will be realized by external journalists. Moreover, the entire channel is exclusively at your disposal for your own advertising.

In co-operation with renowned market researchers, we also offer you the option to include online surveys or studies within the partner zone. The modular design allows to respond flexibly to your purposes. You specify whether your focus is more on branding or more in the direction of lead generation.

INCREASING IN POPULARITY: HBS-eBOOKS

With our HBS e-books, we combine our editorial expertise with your content - the perfect combination for exciting content and successful lead generation campaigns. Our users thus obtain an attractive and detailed e-book to a current topic with fundamentals, how-to, strategies as well as product information from your company.

The extent of the e-books comprises a minimum of 25 pages for detailed information to the topics. Based on the topic you wish to address, we have e.g. three articles (4-6 pages each) written by independent trade journalists. Here, we attach great importance to a neutral and high quality processing of the journalistic contents. Together with you, we select one to two white papers or case studies (3-4 pages each), which supplement the journalistic contents with your product.

The complete project control for the production of the e-book is under one roof and comprises:

- Establishment of concept / editorial plan
- Selection and briefing of authors
- Embellishments / establishment of graphics
- Layout and text correction
- Lead generation and promotion
- Extensive reporting

Naturally, the contents are available to you for further use. At your request, we also produce your own e-book, e.g. in our e-book template without HBS branding or develop an individual format for you. We are also happy to take over the production of print editions for trade fairs or customer hand-outs.
Our native ad formats on heise online offer you a new target group approach, with an extraordinary visual and content proximity to editorial content. The most important thing for us is to work with you to create content and platforms that arouse the interest of our readers. It is our top priority to design content and platforms with you that will arouse readers’ interest.

Native advertising must therefore be particularly well thought-out and editorially exquisite. This is the only way to ensure that the message/competence of the customer is credible and accepted by the user. We focus on storytelling/education/entertainment.

We have achieved our goals in communication when, at the end of the reading, the reader feels that the content was helpful, useful or entertaining to him. As a writer and sender of the content, you can thus be brought closer to the reader and build up trust.

For your native campaigns, we offer a variety of approaches, depending on the topic, target group and budget. We like to implement the following formats individually with you:

- Native Channel
- Native Homepage
- Heise BrandWorld

You will always receive an individual content page or - in the case of BrandWorld - a content hub under the umbrella of heise online, which we promote via native teasers on the heise homepage or the topic channels as well as flanking measures such as newsletters, social media etc.

The layout of the teasers and articles is kept in visual reference to the corresponding editorial content. Experienced journalists create target group-oriented and individual content for you based on your briefing/contents.

**Seamless Integration:** Native Channel is our entry-level product for smaller budgets or to target defined audiences within our themes and branded channels such as TR, iX, Security, Developer or Photography. With running times of between one and several weeks as well as one or more linked content pages, we offer the highest degree of flexibility even in the most challenging subject areas.

**Native Home**

Native Home presents your topics prominently on the homepage of heise online for longer periods of time. We will work out a topic plan with you so that you can address the readers over several contributions and a longer period of time with the respective current topics, interests and persona definitions. Native Home is therefore an excellent solution for presenting selected topics and content to a wider audience.
HEISE BRANDWORLD

Our premium product in terms of Native Advertising is the heise BrandWorld. As the name suggests, this is a great solution for long-term integration (from 3 months) on heise online. BrandWorld allows you to play technologies, strategies, case studies, studies and insights in a unique editorial way. Your experts write directly into the BrandWorld CMS and report from your point of view and with your experiences on topics that move your target group. In this way you can demonstrate competence, build trust and thus create a marketing channel driven by content under the flag of heise online.

The content undergoes a similar process in publishing as the „normal“ editorial content, i. e. you have the opportunity to pick up readers directly in the news feeds on current and exciting topics.

In addition, your BrandWorld is clearly visible in the navigation of Heise online and is integrated in the hit lists of the heise online search results.

If you have little experience in publishing or no resources for it, we will of course support you individually and competently in implementing any form of native campaigns.

WORD OF MOUTH / USER-TEST

A word-of-mouth campaign is well-suited to make the products of a vendor known. The interactive format involves users who, in the context of a test lasting several weeks, have set their wits to the product and afterwards share their acquired experience with others. The high credibility of the contents created in this way contributes to making the product known to further users. A sweepstake related to the campaign additionally increases the attractiveness of the promotion. Rates: Individual rates according to the scope/number of the test devices/test persons

ADVANTAGES AT A GLANCE
- High visibility
- No standard solution
- Interactive
- Attractive due to sweepstake
- Added value for the users
- High credibility (users test for users)
- Test results are available as contents

A user test perfectly suited for a cross-media content marketing campaign by, for example, extending the test results in the form of an advertorial in print. We will gladly advise you and present you successful cases and will be happy to assist you with the implementation.
CONTENT MARKETING

Do you need texts for your website, blogs, customer brochures, e-paper, white paper and case studies, advertorials or your SEO strategy? Then you have come to the right place. We write high quality target-group relevant texts for your media and communication channels.

More and more users are searching the Internet especially for detailed, well formatted information to make a product decision. This conduct depends on whether it is a B2C or B2B contact. The better you are able to consult the customer with the text without giving him the impression of wanting to impose, the greater the chance of fuelling the readers enthusiasm for your product. Customers are responsible, want to decide themselves and expect neutral and competent consultation. The better the consultation, e.g. via online channels such as your website or web shops, the more the customer feels looked-after and his willingness to purchase direct or to release his contact data in case of lead generation programs increases significantly.

CONTENT FOR EACH SCOPE OF APPLICATION

Whether it is about explanations, technical descriptions, strategic advisors, product descriptions, purchase advice, news or opinions of analysts - the team of Heise Business Services prepares your communication ready for the media with our journalistic expertise and a large pool of trade authors from all sectors.

Besides pure text production, we also consult you on addressing target groups, the correct implementation of media elements (images, tables, photos, videos, etc.) and take on the entire product control for small as well as large projects at your request. Our performance spectrum comprises the following work:

- Text production for print and online
- Book productions
- Translations
- Image selection and design of graphics
- Video productions, screen casts
- Author selection and briefings
- Analyst contribution in cooperation with techconsult
- Project control, establishment of editorial schedules
- Maintenance of contexts in Content-Management-Systems
- Editing for printing
- Printer processing
- And much more

Our multitude of topics not only comprises texts and videos from the ICT, Internet and multi-media world. We also draft content for many other industries from the household, energy, automobile, photography, leisure, games, natural sciences sectors and much more.

Contact us, so we can introduce you to the entire portfolio, including references.

The illustrated Smart-Home magazine was created as a content marketing project in cooperation with Conrad Elektronik, the book about dynamic microbusted architectures was a cooperation with Opitz Consulting. Under the flag of our subsidiary publishing house eMedia, we produce and publish customer magazines of almost every colour and support our customers in sales.