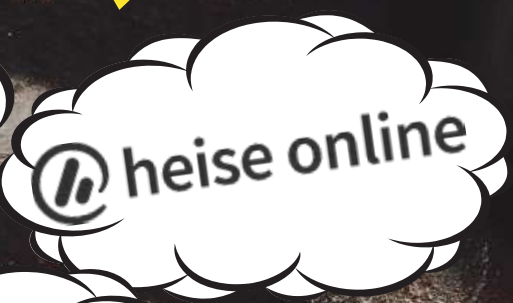




DOPPEL-WUMMS?
HIER KRACHTS GLEICH
DREIFACH!



The B2B Decision-maker Combination –
Triple Whammy for your B2B Media Plan

The B2B Decision-maker Combination - Up to 800 thousand AIs per day guaranteed

heise.de + golem.de + t3n.de | The triple whammy for your B2B media plan



IT and **digitalization** are increasingly penetrating all areas of the economy. B2B decision-makers in a wide range of functional areas need to be up to date here. With **the B2B decision-maker combination**, consisting of **heise.de**, **t3n.de** and **golem.de**, businessAD has the largest reach of decision-makers on business portals in the market.

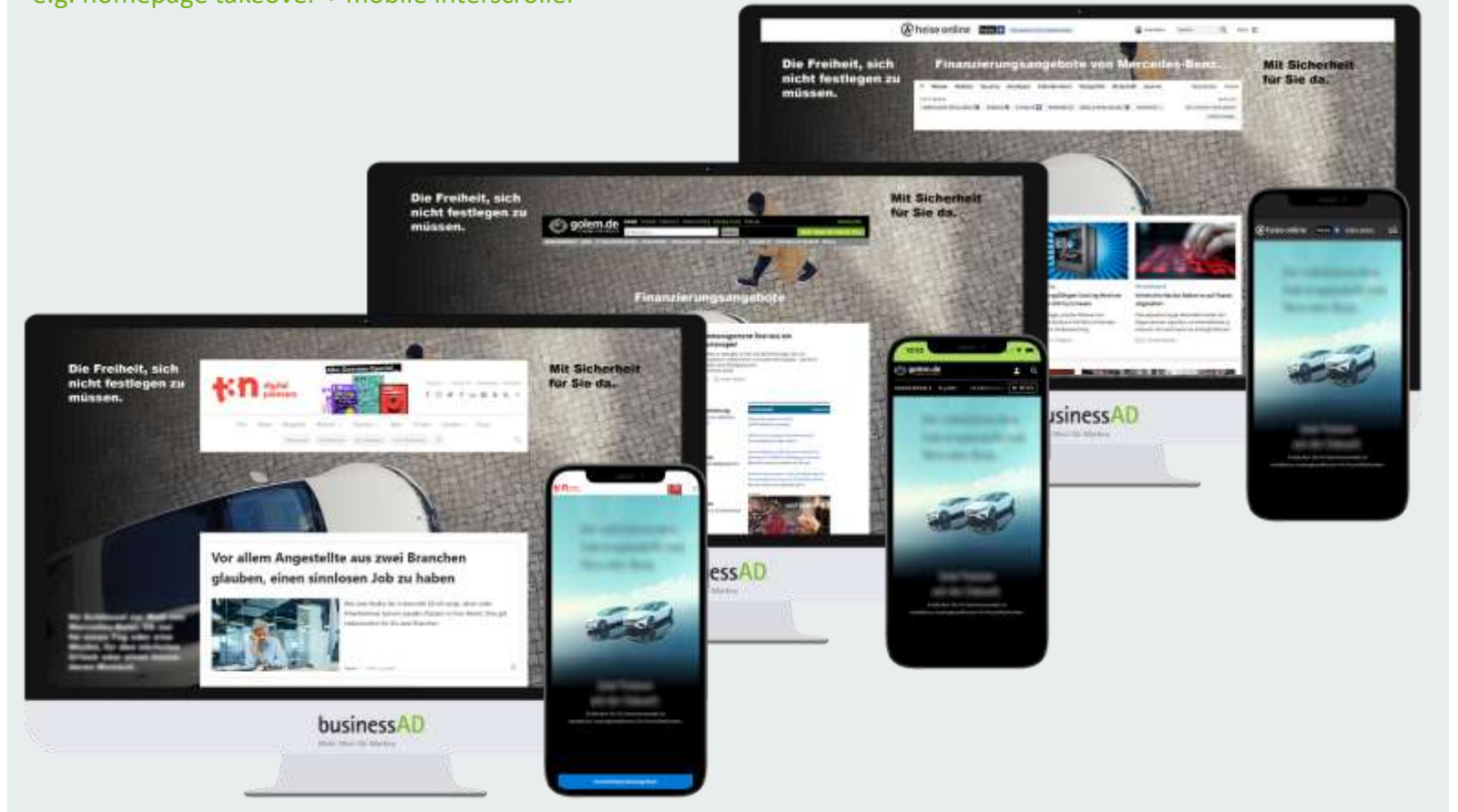
The portals complement each other perfectly with their decision-maker target groups, with little overlap.

Fixed price for 800.000 AIs/day:

64.900 € gross

(For further variants see price list)

Multiscreen daily fixed placement:
e.g. homepage takeover + mobile interscroller

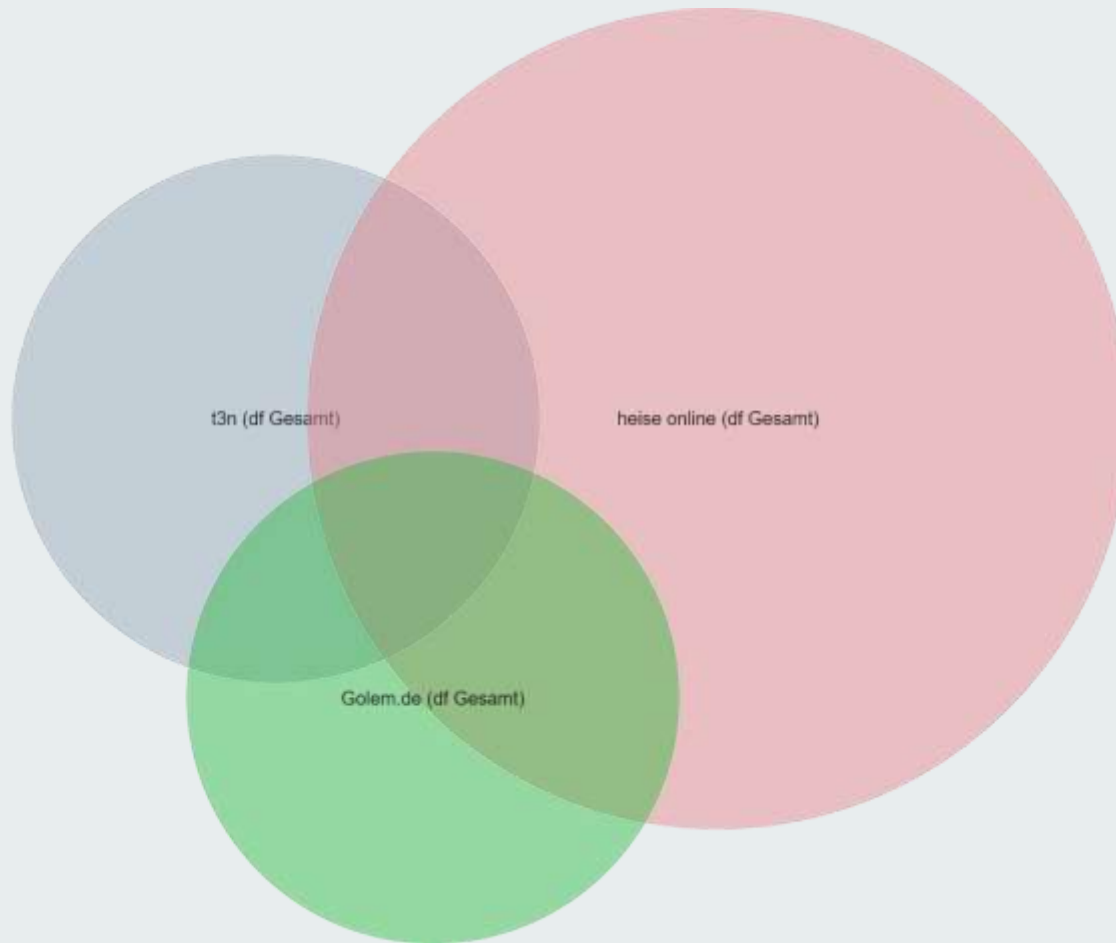


Heise.de, golem.de and t3n.de complement each other perfectly in their reach

User overlaps | The Triple Whammy for your B2B media plan



Perfect Match



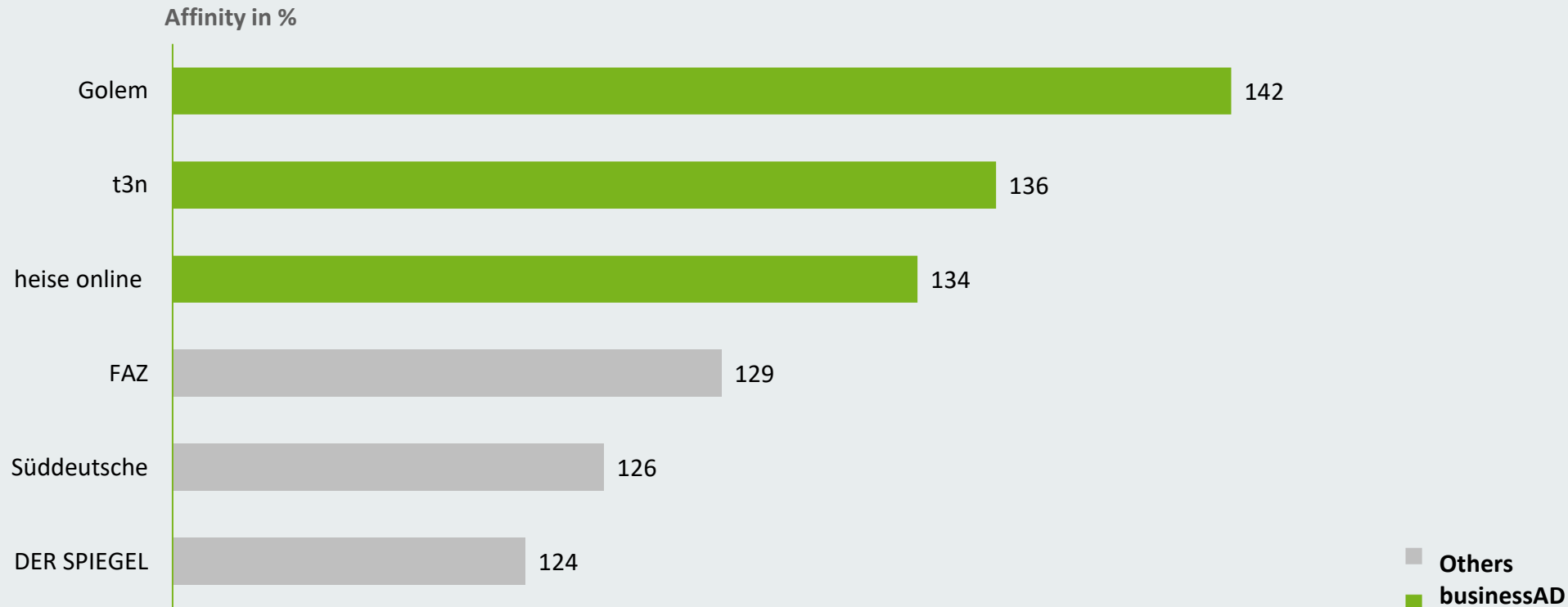
Source: AGOF

B2B Decision-maker combination: Top affinity values among B2B decision-makers

B2B Decision-makers: self-employed, liberal professions, civil servants in the upper/higher service, senior executives



Affinity: Decision-makers in the economy



Source: AGOF 2023-03; heise online AGOF 2021-11

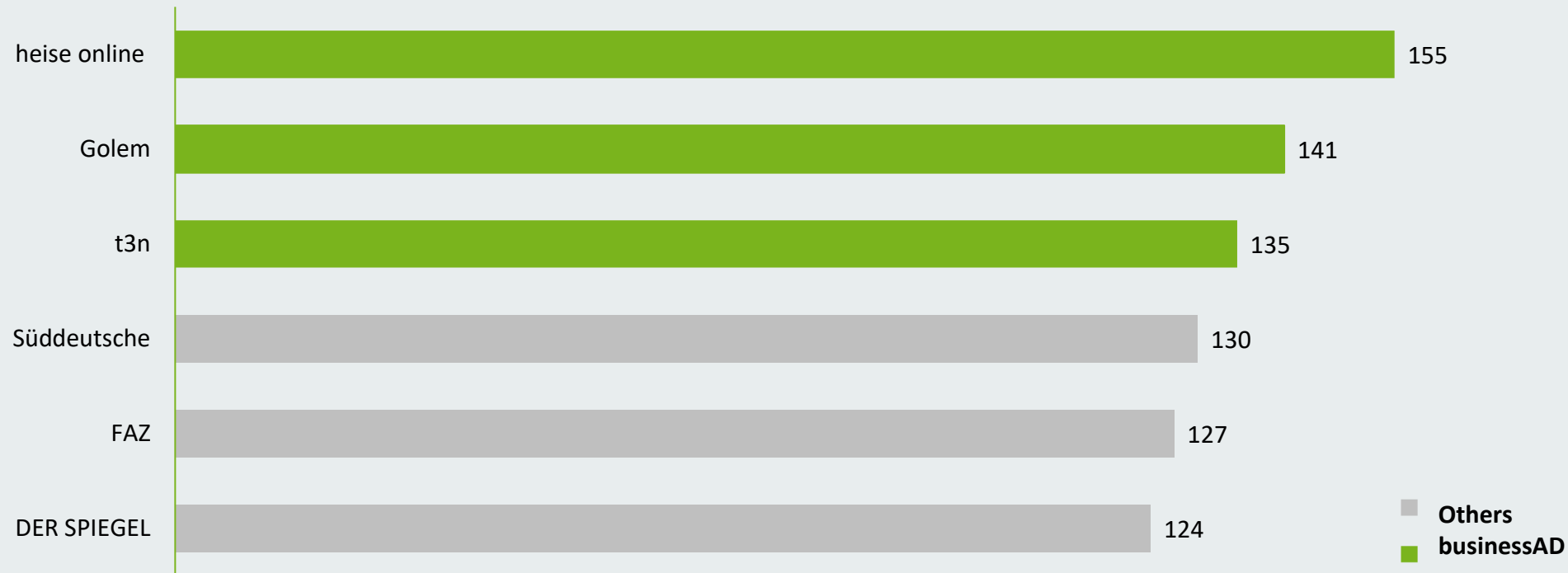
B2B Decision-maker combination: Top affinity values among B2B decision-makers

Very high net household income



Affinity: HHNE 7.000 €

Affinity in %



Source: AGOF 2023-03; heise online AGOF 2021-11

B2B Decision-maker combination in the information technology segment

Rates | B2B Decision-maker combination | daily fixed placements heise.de + golem.de + t3n.de



Package	Multiscreen daily fixed placement	Placement	Guaranteed Ais	Fixed rate
XXL	Desktop: Homepage Takeover / Fireplace / Double Sitebar/ Sitebar / Billboard / Wallpaper + Mobile: Interscroller / Medium Rectangle (other formats on request)	Heise+Golem+t3n: ROS	800k Ais	64.900 €
XL	Desktop: Homepage Takeover / Fireplace / Double Sitebar/ Sitebar / Billboard / Wallpaper + Mobile: Interscroller / Mobile Medium Rectangle (other formats on request)	Golem + t3n: ROS & Heise: HP + News	600k Ais	49.900 €

All prices are subject to VAT and are eligible for AE.

B2B Decision-maker combination in the information technology segment

Rates | B2B Decision-maker combination | daily fixed placements heise.de + golem.de + t3n.de



Package	Multiscreen daily fixed placement	Placement	Guaranteed Ais	Fixed rate
Large	Desktop: Homepage Takeover / Fireplace / Double Sitebar/ Sitebar / Billboard / Wallpaper + Mobile: Interscroller / Medium Rectangle / Halfpage Ad (other formats on request)	Golem: ROS & t3n: ROS	400k Ais	34.900 €
Medium	Desktop: Homepage Takeover / Fireplace / Double Sitebar/ Sitebar / Billboard / Wallpaper + Mobile: Interscroller / Medium Rectangle / Halfpage Ad (other formats on request)	Golem: HP+News & t3n: ROS	200k Ais	19.800 €

All prices are subject to VAT and are eligible for AE.



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