



Telephone directories

Address directories

Electronic media

Loose-leaf media

Books

Events

Magazines

Our PHILOSOPHY

Heise has always been a family business – in a very literal sense in the early days. In the 1950s, the company's offices were located in the Heise family's two-room flat, where Lotte Heise prepared soup for the sales staff.

Ahead of the curve – success through quality

The company has always been family-owned and run. In 1972, Heinz Heise's son Christian took the helm of the rapidly expanding business.

An impressive example of the company's innovative spirit and demand-led approach is the story behind the emergence of the computer magazine c't. Initially published as a supplement to the Elrad electronics magazine (Heise's first, launched in 1977), c't was spun off into a separate, independent magazine in 1983 to meet the emerging computing communi-

ty's growing need for the latest technical information. Editorial independence, in-depth research and high-quality journalism have helped c't retain its position as an essential, authoritative guide to contemporary information technology.

iX, a specialist journal for IT professionals, was first published in 1988, and *Technology Review* joined the fold in 2003.



Foundation and early years



Heinz Heise founded Heise Publishing in Hanover on June 19, 1949, and the company pursued a growth strategy right from its very early days. The decision to market telephone directories proved an immediate success in view of the large-scale population mi-

grations that occurred in post-war Germany and, although the company's initial product range consisted of just four local telephone directories and one address directory, within six years it had grown to 96 editions of the Das Örtliche local telephone directory and 18 address directories. Over the next few years the range was expanded to include legal loose-leaf titles and government agency handbooks.



From the beginning to the present day

1949

Heinz Heise founds the company in Hanover on June 19, 1949

1955

Bremen office opens

1970

Takeover of publisher August Thuhoff, Goslar

1977

Elrad – Magazin für Elektronik und technische Rechneranwendungen launched

Y

From telephone directories to coffee-table books

The company has systematically developed its existing telephone directory and directory media business. In addition to the Das Örtliche local telephone directories, Heise has also been publishing regional telephone directories since 1982.

In 1991, offices in Erfurt, Rostock, Riga and Munich were opened and Verlag für Telekommunikation Nord was founded. Hinstorff Verlag in Rostock has been a member of the group since 1992, publishing coffee-table books, fiction, non-fiction, children's books, audio books and books in Plattdeutsch – a regional dialect spoken in northern Germany.

The advent of the Internet

The company has always been quick to recognize the potential of new business areas, and went online in 1994 with www.ix.de – one of the first thousand servers in the world. Today, www.heise.de is one of the most popular German language sites on the web. Our telephone directories can be accessed online, too, at www.dastelefonbuch.de and www.dasoertliche.de. To safeguard the expertise required for development in this critical growth area, Heise owns, operates, and develops one of the four national data processing centres that host the *Das Telefonbuch* and *Das Örtliche* product lines.

1983

c't – magazin für computertechnik launched.

Tradition, progress, and clear objectives

Today, 60 years after it was founded, Heise Medien Gruppe is still a family business. Ansgar Heise represents the third generation of family leadership and has headed the company since 1999.

The company offers a huge range of products – from government agency handbooks and computer magazines to coffee-table books and Internet information services. All Heise products and services share high quality, attention to detail and a precise focus on the user's needs. Our ultimate aim is always to provide up-to-date information of the highest possible quality. Our team of in-house journalists combine diligent research and editorial independence to produce content to the highest possible standards.

This commitment is backed up by the knowledge, expertise and dedication of the group's 524 staff. Shallow hierarchies, a sense of autonomy and responsibility fostered by the management team and a great working environment all contribute to our employees' strong sense of identity with the company and its products. Many employees look back on long years of service, although few have achieved the 50 years clocked up by one staff member shortly before his retirement in 2005. A healthy mix of youth and experience is essential for ensuring business success, which is why Heise Medien Gruppe has a strong commitment to training. Our goal is to foster a liberal framework that allows staff and trainees to work meaningfully but self-sufficiently.

1988

iX – Magazin für professionelle Informationstechnik first hits the shelves.



The group offers new employees targeted vocational training and the opportunity to gain recognized publishing and media qualifications, as well as offering internships and graduate training schemes.

Christian Heise (right) and Ansgar Heise

Our DIRECTORY



Das Örtliche and Das Telefonbuch Multimedia sites and services

The first four telephone directories published by Heinz Heise in 1949 laid the foundations of today's company. His idea proved a success and the comprehensive, up-to-date information his directories provided made an important contribution to the improvement of business infrastructure during the early years of the post-war economic revival. By 1955, Heise was already publishing 96 different editions of *Das Örtliche*.

Today, 99 editions of [Das Örtliche](#) are published by Heise companies: 87 by Verlag Heinz Heise, nine by Verlag für Telekommunikation Nord, and three by Verlag August Thuhoff. The company has also been publishing nine regional directories under the [Das Telefonbuch](#) banner since 1982.

All directories are published in association with Deutsche Telekom Medien GmbH. This alliance ensures that telephone numbers and addresses are based on the latest Deutsche Telekom data and our own independent research, so they are always current. This arrangement also means that directories can be distributed to all subscribers free of charge and that the information on offer can always be updated to include new data and services.

The company was quick to recognize the potential of new media and created a range of products that capitalize on technological developments. *Das Örtliche* and *Das Telefonbuch* are now available in all contemporary formats, including print, online and smartphone and tablet computer-compatible versions. [www.dasoertliche.de](#) and [www.dastelefonbuch.de](#) are two of the most regularly visited German Internet sites.

Heise Medien Gruppe also offers business customers a full range of online marketing services, including homepage creation, online shop systems, video production, search engine marketing and search engine optimization. Our telecommunications directories thus form the basis for a wide range of options for the production of successful, customer-oriented interactive advertising.

In 1949, the company's three sales representatives used bicycles to make customer visits. The company quickly procured mopeds for longer rides to the surrounding countryside but the first company car, a blue VW van, was not commissioned until 1960.

1991

Verlag für Telekommunikation Nord established in Rostock

1991

Verlag Heinz Heise's Rostock offices opened.

1992

Takeover of Hinstorff Verlag in Rostock, expansion into Latvia

1993

The Munich office is opened

MEDIA



IT solutions for telephone directories

All Heise companies use the latest software throughout the entire production process, from sales to advertising management and invoicing. Heise has also been an SAP reference customer since the deployment of the world's first custom solution for telephone book production in 1999. Heise IT GmbH & Co. KG is based in Hanover and offers custom IT solutions for the SAP environment. Related publishers within the industry use these solutions for phone book manufacturing and for training SAP users, administrators and developers.

Address directories

Our address directories contain bundled information about businesses, town and city councils, public authorities and other institutions. Heise Adressbuch Verlag in Erfurt currently publishes more than 40 residential address directories for towns and cities, primarily in Lower Saxony, Thuringia, Saxony-Anhalt and Mecklenburg-Western Pomerania, of which between 25 and 30 are reprinted each year. These directories are also accessible online at www.informiert.de and are complemented by handbooks, telephone directories and numerous other brochures for town councils in Lower Saxony and Thuringia.

Expansion into eastern Europe

In 1992, Heise opened its Riga office and has since expanded further into Eastern Europe. We offer our eastern European customers a full range of directories produced using the local workforce.

The local directory for the town of Einbeck was the first telephone directory published by Verlag Heinz Heise, and was published with a highly recognizable red cover. Today, 97% of Germans above the age of 14 are familiar with Das Örtliche and 80% use it at least once a year. The directory, with its familiar blue and white cover, sits next to the telephone and, as the advertising slogan says, "Without the phone book, you're missing out!"*

*(*according to TNS emnid, October 2009)*

1994

Heise goes online at www.ix.de

1996

Telepolis – Magazin der Netzkultur goes online on www.heise.de

2002

Verlag Heinz Heise is restructured into independent companies under the GmbH & Co. KG umbrella

Our MAGAZINES



In 1997, c't was every postman's least favourite magazine. Each monthly edition had 614 pages, weighed more than a kilogramme and didn't fit through most letter boxes. The problem was that c't had more advertisers than space, which was certainly a nice problem to have. As a result, c't has been published fortnightly since September 1997, making it a challenge for all the departments involved in its production and robbing the magazine of its familiar nickname, "Germany's thickest men's magazine".

Our flagship magazine

When the first edition of c't was published in autumn 1983, no-one thought that the magazine (subtitled 'Magazin für Computertechnik' or 'magazine for computing technology') would become the mostly highly subscribed IT magazine in Europe. From the outset, c't has distinguished itself from the competition with its diverse content, in-depth know-how and editorial independence. Both of the original editors-in-chief are still on board and Christian Persson is now also co-publisher. The editorial team's motto has always been, "We take our readers seriously and never underestimate them." This guiding force has made journalistic independence, objective analysis and conscientious, impartial reporting on products and services supplied by the computer industry our top priority. Today, more than 80 experts work in the c't test lab, checking out the latest hard- and software and reporting on the latest IT developments. Since 2002, Heise has published a range of occasional "specials" covering various aspects of IT and digital technology. There are currently more than 20 specials on offer, and the Digital Photography and Mac & i magazines are now published quarterly.

Compulsory reading for IT users

Since its launch in 1988, iX, *Magazin für professionelle Informationstechnik* (magazine for IT professionals) has established itself as required reading for professional IT users. iX is aimed at a specialist readership whose members play a major role in IT decision-making processes. The editorial team carefully researches all aspects of the Internet and intranets, networks, operating systems and software development. iX is written with real-world users in mind and always offers practical, future-proof solutions. All reporting is underpinned by extensive vendor-independent tests.

Knowledge creates opportunities

Heise Zeitschriften Verlag has been publishing *Technology Review* under license from its renowned US parent since August 2003. The German version of the magazine includes a large proportion of independent, home-grown content and reports on future technologies which will change the way we live. *Technology Review* sniffs out technological trends and provides in-depth explanations of their development, from initial experiments to market-ready products. Using this approach, the magazine illustrates real-world technologies with genuine potential for the creation of economic growth.



2003

The first edition of *Technology Review* hits the shelves in August



2006

The security portal *heise Security* begins reporting in English for the British market



Online and the mobile Internet

In 1994, Heise became one of the first German language publishers to have its own Internet presence. According to IVW, www.heise.de has consistently been one of the most widely-used IT news services in Germany since 1996. The editorial team's expertise ensures the highest possible standard of journalism and a high degree of seriousness, even for rolling online news reporting. Their reputation for explaining technical IT topics comprehensibly is also the reason why Heise staff members are often invited to share their computing expertise on radio and television.

Specialized channels exist to complement and underpin selected subject areas, including Mac & i, security, mobile, networks, open source, retail, automobiles, photo and developers. [heise online](http://heise.de) is also available in English at www.h-online.com.

[Telepolis – Magazin der Netzkultur](#) (magazine for cyberculture) has been published exclusively online since 1996 and reports on the social, political, scientific and cultural aspects of the digital age. The multiple award-winning online magazine has become required reading not just for politicians, academics and journalists, but also for a number of prominent Internet critics.

c't, iX, Technology Review and the Digital Photography and Mac & i specials are now available to mobile users as iPad apps, and apps for other platforms are already in the pipeline. heise.de apps for iPhone and Android are available for free download and give users access to Heise news content that is optimized for smartphone viewing.

Wikipedia defines the "Heise effect" (often referred to using the artificial German verb "heisen") as "... the temporary overloading or non-availability of an externally linked website as a result of the number of Web users redirected from www.heise.de ...". This phenomenon is also known as the "Slashdot effect".

2007

heise Autos goes online

2008

heise online is launched in Great Britain, additional channels include heise Foto and heise Developer

2011

Heise acquires its new headquarters in the Karl-Wiechert-Allee, Hanover



 **Heise** Medien Gruppe

Karl-Wiechert-Allee 10
30625 Hanover
Germany

Telephone: +49 [0] 511 5352-0
Telefax: +49 [0] 511 5352-129

post@heise-medien.de
www.heise-medien.de

- ▶ Founded as Verlag Heinz Heise GmbH & Co. KG on June 19th 1949
- ▶ Restructured as Heise Medien Gruppe GmbH & Co. KG as of January 1st 2002
- ▶ Number of employees within the group: 524
- ▶ Group turnover 2010: € 100.5m

The information contained in this brochure was accurate at the time of publication (October 2011)

