



Telephone directories

Loose-leaf collections

Electronic media

Events

Magazines

Address books

Books



Heise Medien Gruppe

Our PHILLOSOPHY

The publishing house has always been a family business – in a very literal sense in the early days. In the 1950s the offices were situated in the Heise family's two-room flat, where field sales staff were plied with soup by Lotte Heise.

Foundation and early years



The Heise publishing house was founded by and named after publisher Heinz Heise in Hanover on June 19, 1949. The company pursued a growth strategy from its very early days. With the large-scale population migrations in post-war Germany, the decision to market telephone directories proved an immediate success.

Although the initial publishing programme consisted of just four local telephone directories and one address directory, within six years it had grown to 96 editions of the 'DasÖrtliche' telephone book and 18 address directories. Over the next few years the programme was expanded to include legal loose-leaf titles and public authority handbooks.

Ahead of the curve – success through quality

Despite the changing generations, the company has always remained within the family. In 1972, Christian Heise, son of the company's founder, took the helm of the rapidly expanding business.

An impressive example of the company's innovative courage and demand-led approach is the story behind



the emergence of the computer magazine c't. In 1983 it made the leap from being a supplement to electronics magazine Elrad (launched in 1977), the first magazine published by the company to become a separate publication aimed at meeting

the emerging computing community's growing need for the latest technical information. Editorial independence, conscientious research and high-quality journalism have helped c't retain its position as the essential, authoritative guide for dealing with modern information technology.

iX, a specialist journal for IT professionals, was first published in 1988. Since 2003 Heise has also published Technology Review.



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 picture books

The company has also systematically developed its existing telephone directory and directory media business. In addition to editions of the local DasÖrtliche telephone directory, since 1982 Heise has also published regional telephone directories.

Offices in Erfurt, Rostock, Riga and Munich were opened in 1991, and Verlag für Telekommunikation Nord was also founded. Hinstorff Verlag in Rostock, part of the group since 1992, publishes picture books, non-fiction books, fiction, books in Plattdeutsch (a North German dialect), audio books and children's books.

A new business area: the internet

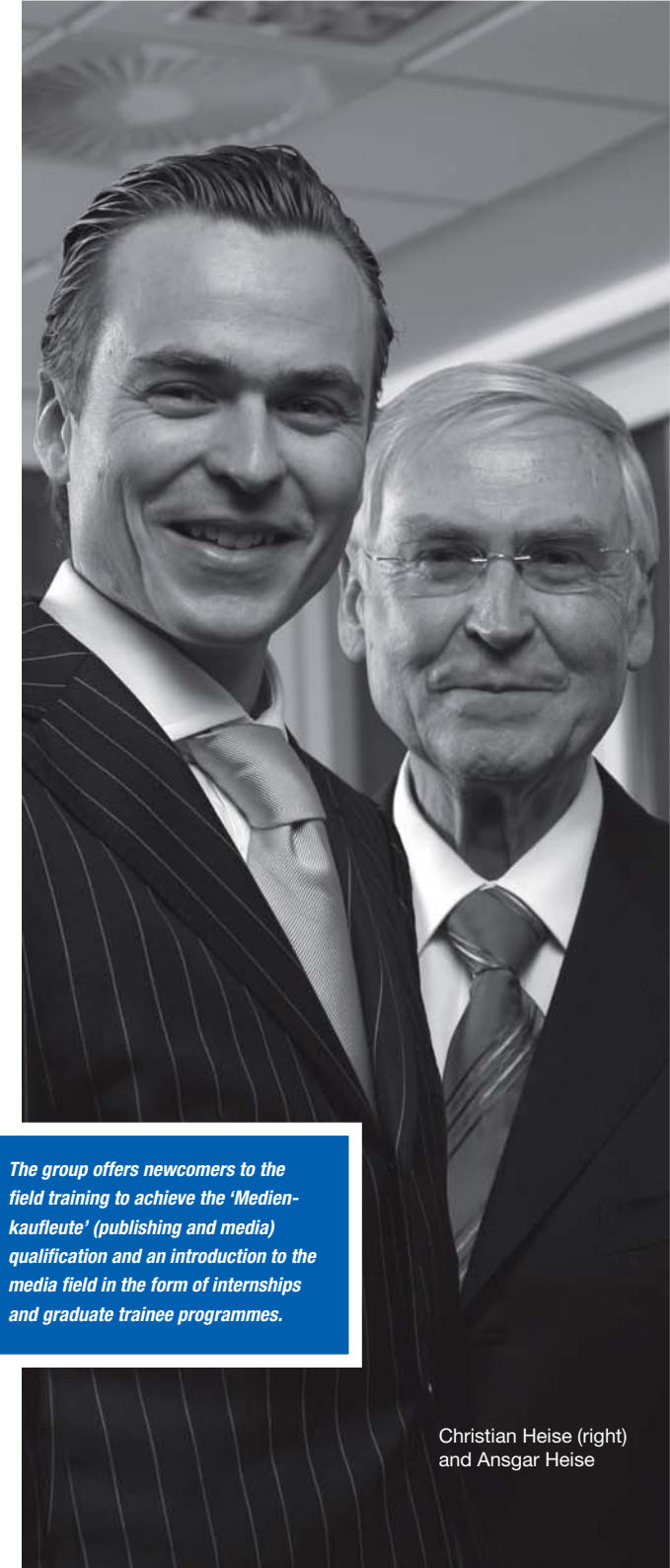
The potential offered by new business fields was recognised and exploited from the company's early days. The company went online with www.ix.de as early as 1994, with one of the first thousand servers in the world. Today, www.heise.de is one of the most visited German-language sites on the web. The telephone directory can be accessed online at www.dastelefonbuch.de and www.dasoertliche.de. To safeguard the expertise required for development in this critical growth area, Verlag Heinz Heise operates one of four data centres via which the DasTelefonbuch and DasÖrtliche product lines are made available throughout Germany and from which further development is carried out.

Tradition, future, clear objectives

Today, more than 50 years after it was founded, the Heise Medien Gruppe remains a family business. Since 1999, the company has been run by Ansgar Heise, representing the third generation to hold the post.

The company offers a huge range of different products – from public authority handbooks and computer magazines, picture books and internet information services. What all of Heise's products and services have in common is the attention to detail with which they are produced, their high quality and their focus on the needs of the user. The paramount objective is the optimal dissemination of the highest standard of up-to-date information. Using fastidious in-house research, the editorial teams achieve the highest journalistic standards based on editorial independence. This commitment is backed up by the knowledge, expertise and engagement of the group's staff of roughly 600. The rapid and effective decision-making process, the sense of autonomy and responsibility fostered by the management team, and a great working environment all contribute to the staff's strong sense of identity with the company and its products.

Many employees can look back on long years of service with the company, but few have achieved the 50 years clocked up by one staff member shortly before his retirement in 2005. A good mix of youth and experience is essential for ensuring business success, which is why the Heise Medien Gruppe has a strong commitment to training, an area in which our goal remains that of fostering the liberal framework for an independent and meaningful commitment to the specialist work of younger staff.



The group offers newcomers to the field training to achieve the 'Medienkauffleute' (publishing and media) qualification and an introduction to the media field in the form of internships and graduate trainee programmes.

Christian Heise (right) and Ansgar Heise

1983

c't – magazin für computertechnik launched.

1988

iX – Magazin für professionelle Informationstechnik first hits the shelves.

Our DIRECTORY



DasÖrtliche and DasTelefonbuch Multimedia sites and services

When Heinz Heise made the decision to publish telephone directories in 1949, he laid the foundations of the business with four local telephone directories. His idea proved a success. With their comprehensive information content and topicality, the telephone directories made an important contribution to improving infrastructure in the early years of the economic revival. By 1955 his publishing programme comprised 96 editions of 'DasÖrtliche'.

99 editions of 'DasÖrtliche' are now published by publishing houses within the Heise Medien Gruppe: 87 by Verlag Heinz Heise, nine by Verlag für Telekommunikation Nord and three by Verlag August Thuhoff. Since 1982, the programme has also included eight regional directories – [DasTelefonbuch](#).

All directories are published in association with Deutsche Telekom Medien GmbH. This alliance ensures that telephone numbers and addresses are always up-to-date, based on the latest Deutsche Telekom data and independent research, that the directories can be distributed to all subscribers free of charge and that it offers diverse additional information options.

The company was quick to recognise the potential of new media and create a range of products to do justice to this new field. DasÖrtliche and DasTelefonbuch are available in multiple formats, useable as required both as a printed book and online.

www.dasoertliche.de and www.dastelefonbuch.de are two of the most visited websites on the internet.

The sites can also be queried as a mobile PDA version and on mobile phones. Constantly updated information is thus available at any time and is accessible both online and offline.

For business customers, the Heise Medien Gruppe offers additional services such as website design, online video advertisements and a search engine presence which guarantees that a customer's website will be found rapidly. The telecommunications directory thus offers a wide range of options for successful, high contact, interactive advertising, whether in book form or on the web.



In 1949, the first three field sales staff visited customers by bicycle. The company quickly procured mopeds for longer rides through the countryside. 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 are opened.

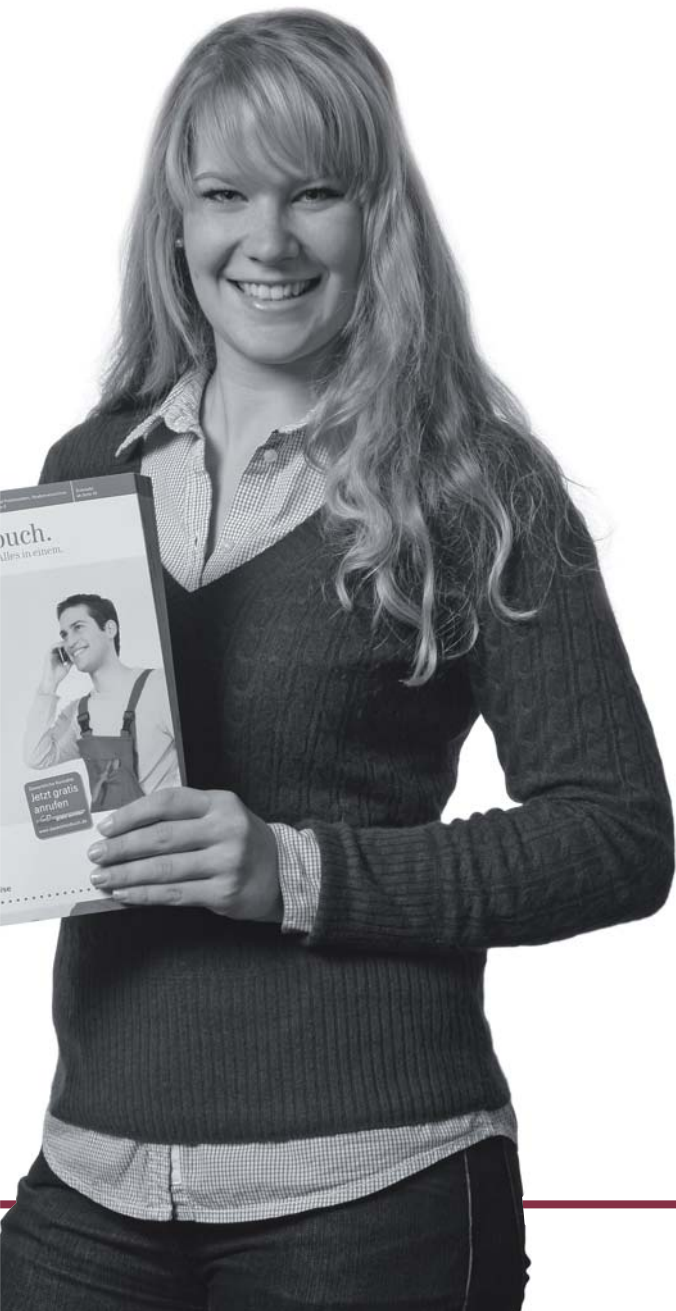
1992

Takeover of Hinstorff Verlag in Rostock, expansion into Latvia.

1993

The Munich office is opened.

MEDIA



IT solutions for telephone directories

The publishing houses use the latest software throughout the entire production process, from sales to advertisement management to invoicing. Heise became a reference customer for SAP with the world's first deployment of a custom solution for telephone book production in 1999. Hanover-based Heise IT GmbH & Co. KG offers IT solutions for the SAP environment. Other publishing houses utilise these IT solutions, have their books manufactured or attend training sessions for SAP end users, administrators and developers.

Expansion to Riga and Eastern Europe

Since 1992, Heise has been expanding its activities to Riga and into Eastern Europe. Heise's Eastern European operations have started out by publishing a full range of directories, implemented using local workers.

Address directories

Address directories contain concentrated information on organisations such as businesses, institutions, town and city councils or public authorities.

Heise Adressbuch Verlag in Erfurt today publishes residential address directories for around 50 towns and cities, primarily in Lower Saxony, Thuringia, Saxony-Anhalt and Mecklenburg-Western Pomerania. These are also accessible online at www.informiert.de. 18 to 20 of these are reprinted each year. This is complemented by handbooks and telephone directories for 12 town councils in Lower Saxony and Thuringia as well as numerous brochures.

The first telephone directory from Verlag Heinz Heise, the local directory for the town of Einbeck, was, with its red cover, unmistakable. Today 93 percent of Germans over the age of 14 are familiar with DasÖrtliche and 83 percent use it at least once a year. The directory sits next to the telephone in its blue and white cover, because, as the advertising slogan has it, "Without the phone directory, you're missing out!"

1994

heise online is founded at www.ix.de

1996

Telepolis – Magazin der Netzkultur is published 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 the postman's least favourite magazine. The monthly magazine had 614 pages, weighed more than a kilogramme and could no longer fit in most letter boxes. c't had a problem, albeit a nice problem to have – there were too many advertisers and not enough space in the magazine.

The result is that since September 1997 c't has been published fortnightly – a challenge for all departments and an end to the nickname, "Germany's fattest men's magazine".

The Flagship

When, in the late autumn of 1983, the first edition of c't was published, no one suspected that the magazine, subtitled 'Magazin für Computertechnik' ([magazine for computing technology](#)) would become the IT magazine with the most subscriptions in Europe. From the outset, c't stood out for the diversity of topics addressed, its well-founded expertise and its editorial independence. Both editors-in-chief are still on board, Christian Persson as co-publisher.

The motto of the editorial team remains, "We take our readers seriously and never underestimate them." Journalistic independence, objective analysis and conscientious, impartial reporting on products and services supplied by the computer industry are consequently the primary imperative. Today there are more than 80 experts checking out the latest hardware and software in the c't test laboratory and reporting on recent developments in the IT field. hessen fernsehen has, since 2003, also produced a weekly TV programme, 'c't magazin', in collaboration with Heise Zeitschriften Verlag. The programme is also carried by other public broadcasting networks.

Compulsory reading for IT users

Since its launch in 1988, iX, [Magazin für professionelle Informationstechnik](#) has established itself as compulsory reading for the professional IT user.

The editorial team carefully researches the full range of topics relating to the internet and intranets, networks, operating systems and software development. iX is oriented towards practical, future-proof solutions. The reporting is underpinned by extensive vendor-independent tests. iX is aimed at a specialist audience, and its readership plays a major role in IT decision-making.

Knowledge creates opportunity

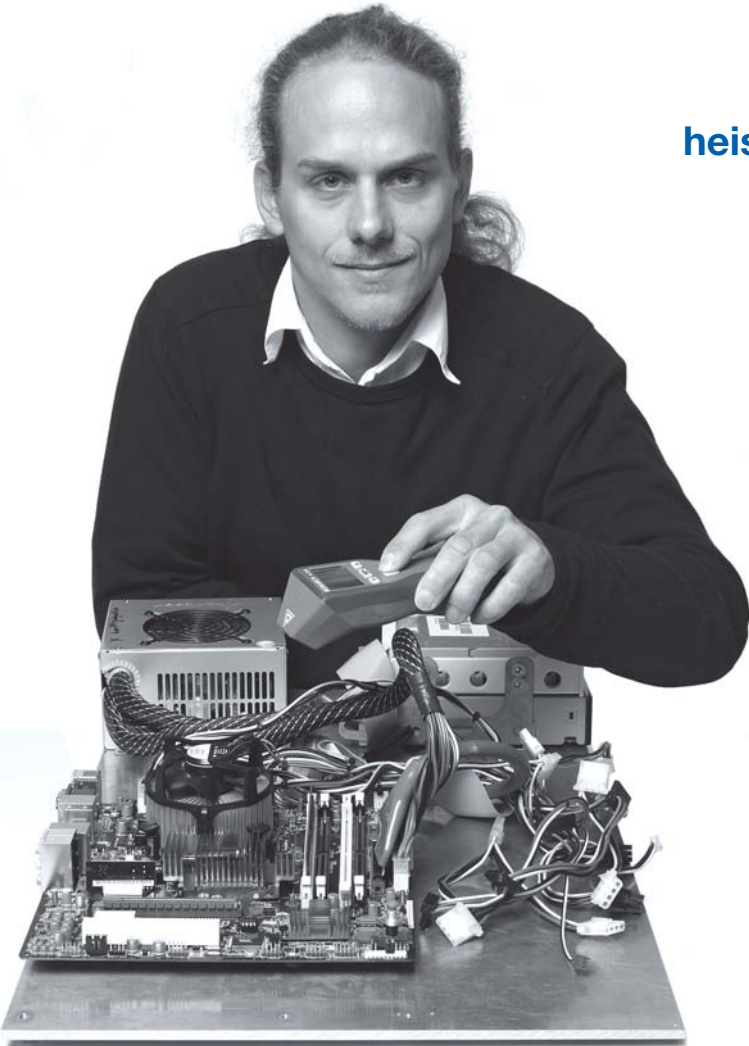
[Technology Review](#) has been published by Heise Zeitschriften Verlag since August 2003. Under license from the renowned US magazine but with a large proportion of independent content, it reports on future technologies which will change the way we live. Technology Review sniffs out technological trends and explains their background, from initial experiments to the marketable product. What the magazine illustrates is not abstract technology, but products with potential for economic growth.



The first edition of technology magazine
Technology Review hits the shelves in August.



The editorial teams begin to organise conferences and workshops
under the Heise Events umbrella.



heise online and channels

Heise became one of the first German language publishers to have an internet presence in 1994. Since 1996, the heise online site at www.heise.de has, according to the IVW, become one of the most widely-used IT news services in Germany. The editorial team's expertise ensures the highest standard of journalism and a high degree of seriousness even for online rolling news reporting.

Technical IT topics explained comprehensibly: that's why Heise editors can often be seen and heard sharing their computing expertise on radio and television. Specialised channels consolidate selected subject areas: heise Security, heise mobil, heise Netze, heise re-sale, heise Autos, heise Foto and heise Developer. heise online is now available in English at www.h-online.com and in Polish at www.heise-online.pl.

[Telepolis – Magazin der Netzkultur](#), which has been published exclusively online since 1996, reports on social, political, scientific and cultural aspects of the digital age.

The multiple award-winning online magazine is compulsory reading for more than just politicians, academics and journalists. Telepolis has long been the first port of call on the web for many critical internet personalities.

Wikipedia definition of the German verb "heisen" or "the Heise effect": "The temporary unavailability of a website as a result of the number of web users coming from Heise to an externally linked website is known as the Heise effect (cf. Slashdot effect)."

2006

The security portal heise Security extends its reporting in English to the British market.

2007

heise Autos and Polish language versions of heise online and heise Security go online.

2008

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





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- ▶ Founded as Verlag Heinz Heise GmbH & Co. KG on 19th June 1949
 - ▶ Heise Medien Gruppe GmbH & Co. KG since 1st January 2002
 - ▶ Number of employees within the group: 607
 - ▶ Group turnover 2007: 109.29 million euros
- As at: February 2009

