



DISPLAY ADVERTISING

Matching ad concepts to meet
your specific requirements

iq digital

AGENDA

Display - We can do that!

01 Display advertising options

02 Section Proposal

03 Newsletters

04 Editorial Topic Specials



01

DISPLAY ADVERTISING OPTIONS

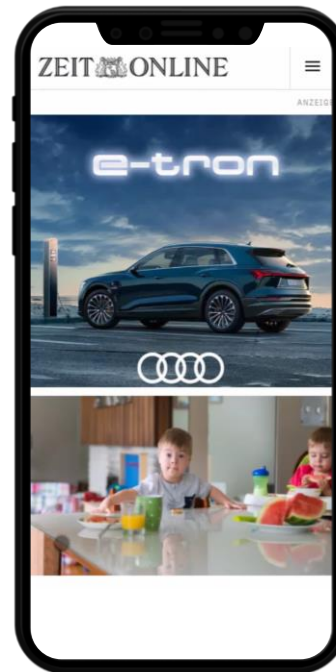
DISPLAY AD FORMATS

We offer more than just standard formats

Alongside the **Standard ad formats**¹ defined by the OVK Online Marketers' Group, we also offer formats that we have developed in-house, such as our

Mobile rollover event

– now with even more space for your brand!



Book a roadblock:

Handelsblatt

ZEIT ONLINE

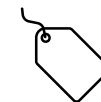
DER SPIEGEL

Wirtschafts
Woche

TAGESSPIEGEL

ARIVA.DE

You can find more information in our rate card.



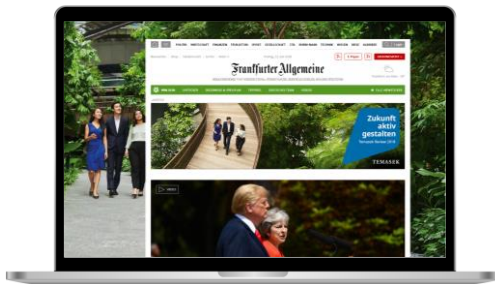
¹ Exception: overlay formats like the interstitial cannot be booked in our portfolio.

STRONG ATTENTION FOR YOUR MESSAGE

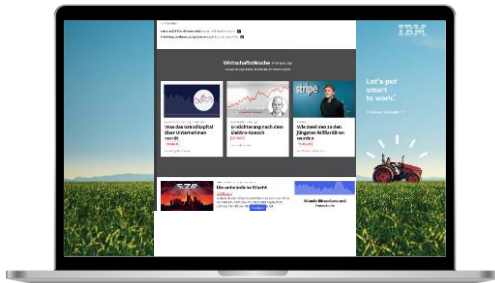
Selection of our homepage advertising material

In addition to the standard advertising formats1 defined by the Online Marketing Group, we offer specially developed formats.

BRAND VALUE AD



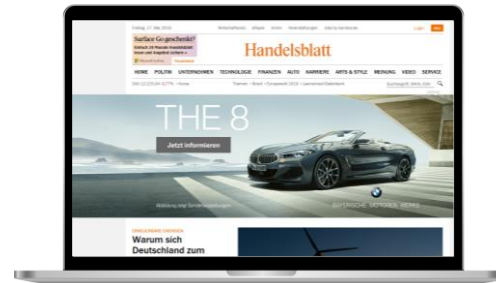
DOUBLE-SITEBAR AD



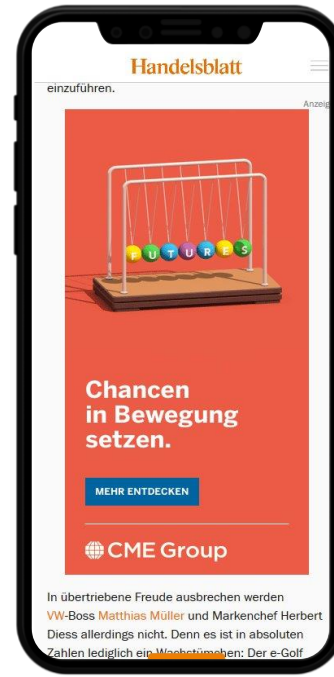
FIREPLACE



AD CINEMA



MOBILE HALFPAGE AD



MOBILE PREMIUM RECTANGLE



MOBILE CONTENT AT 1:1



For further information please do not hesitate to contact us.



Further examples of advertising formats in our showroom.



All forms of advertising shown are customer examples.

CONTENT CARDS


Unsere Highlights

Digital half page ad with slide effect (online and mobile bookable!), portfolio as far as applicable, targeting possible. 6 different basic designs possible (new basic design selectable for each card): intro, text, image, video, choice, quote.



Production via iq digital project management* with a maximum of 5 cards per card stack

- ◆ At least 5 days lead time
- ◆ Production costs: €1,5001
- ◆ Minimum booking volume: € 5,000 n/n

Further examples of advertising formats in our showroom. 

1 When booking content cards outside of content marketing integrations, production is subject to certain requirements. Please get in touch with us.

02

SECTION PROPOSALS

GREATER REACH IN THE MATCHING ENVIRONMENT?

Display volume packages

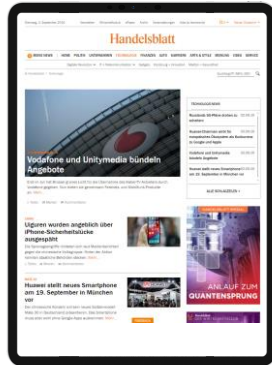
Placement	Impression quantity	Duration	Price advantage
SECTION / HOMEPAGE ROTATION (PC1) PORTAL- / CHANNEL- ROTATION (PC2) NETWORK (PC3)	from 500.000	1 - 6 weeks	20 % (CPM corresponding price category)
	from 1.000.000		30 % (CPM corresponding price category)
	from 2.000.000		40 % (CPM corresponding price category)
	from 5.000.000		50 % (CPM corresponding price category)
	from 7.500.000		60 % (CPM corresponding price category)
	from 12,000,000		70 % (CPM corresponding price category)

*from 7.5 million AI's SPIEGEL always included

SECTION ROADBLOCK

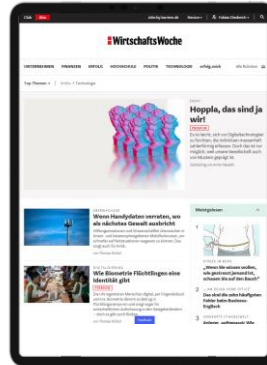
3 matching sections – 3 different websites – 1 package

SECTION "TECHNOLOGY"



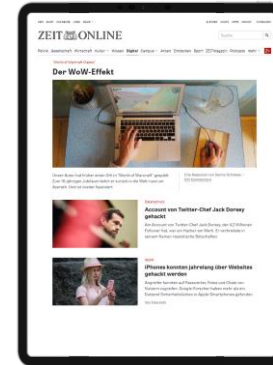
Handelsblatt

SECTION "TECHNOLOGY"



Wirtschafts
Woche

SECTION "DIGITAL"



ZEIT ONLINE

SECTION ROADBLOCK

415,000 Impressions per week









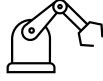




You can find more details on the composition of the packages and information on prices and reach figures in our rate card.



OUR DISPLAY CHANNELS AT A GLANCE

Bundling of thematically similar categories and websites



 Car	 Car-B2B	 B2B	 Consumer Electronics	 E-Mobility	 Film & Entertainment	 Finance	 Funds	 Food
 Women	 Health	 IT	 Lifestyle	 Production & Technology	 Sustainability	 Politics	 Quality Media	 Family
 Career	 Travel	 Sport	 Trader	 SMEs	 Business	 SciTech	 Millennials	 Telecommunication

You can find more details about our channels in our channel presentation.



03

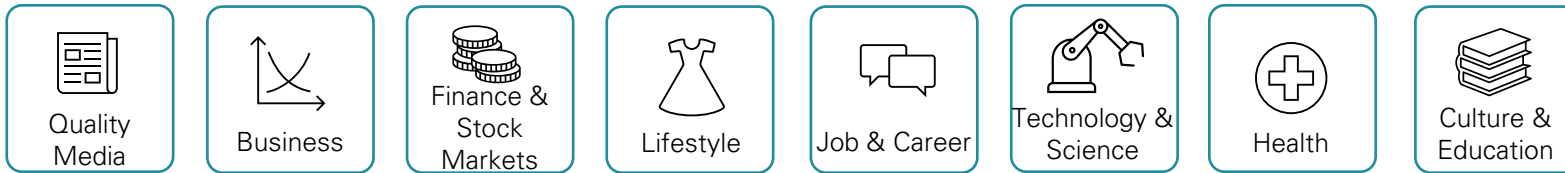
NEWSLETTERS

NEWSLETTER

Your message directly in the mailbox of your target group

You can also profit from our portfolio of editorial newsletters covering a wide range of topics – and achieve your communication goals through direct contact with readers in high-quality editorial environments.

We offer newsletters in the following areas:



You can find more details on the individual newsletters, ad formats, specifications, reach figures and prices in our Newsletter presentation.

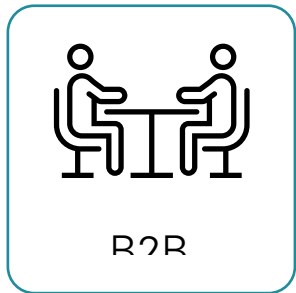


NEWSLETTERS

NEW: Newsletter Roadblock

Now you can also use our well-known and popular **roadblock** principle for your newsletter booking.

Bundle **several newsletters in one booking** and benefit not only from simplified booking and processing, but also from a price advantage compared to single newsletter booking.



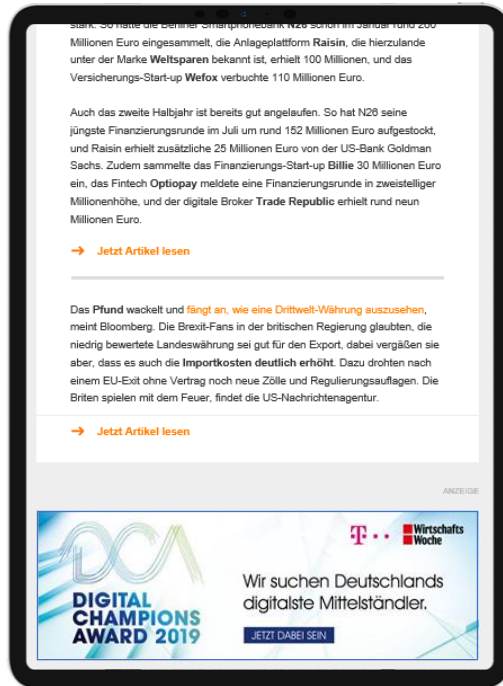
You can find more details on the individual newsletters, ad formats, specifications, reach figures and prices in our Newsletter presentation.



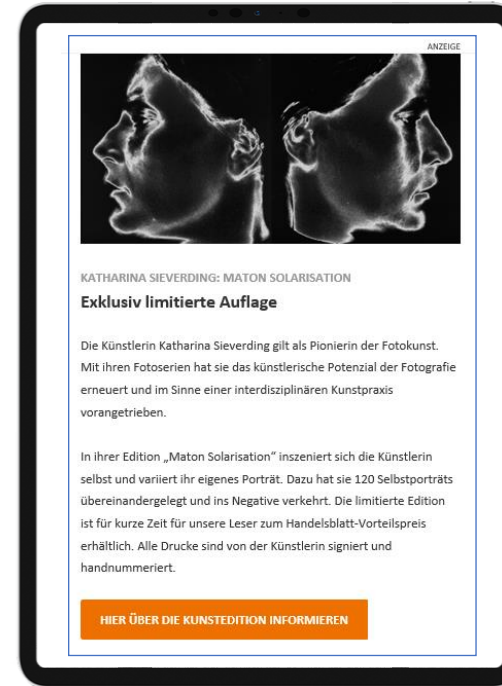
NEWSLETTER

Ad formats

Breaking ad
(using the
example
of the
Handelsblatt
Finance
newsletter)



Advertorial ad
(using the
example
of the
Handelsblatt
Morning
Briefing)



You can find more details on the individual newsletters, ad formats, specifications, reach figures and prices in our Newsletter presentation.



04

EDITORIAL TOPIC SPECIALS

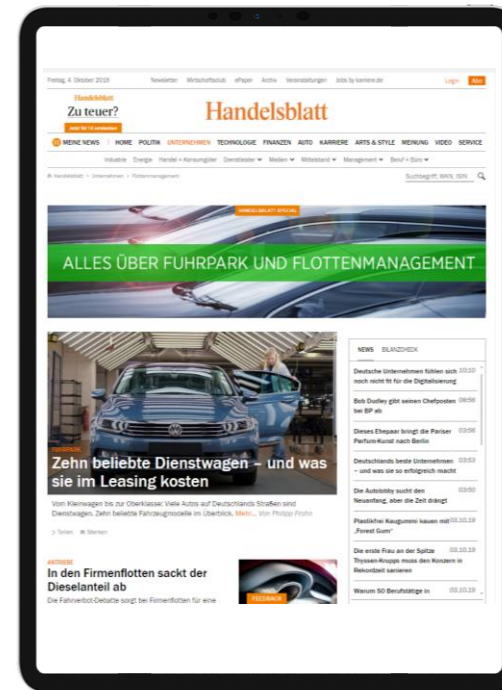
EDITORIAL TOPIC SPECIALS

Systematically connect your brand to a specific topic

Editorial topic specials are special publications put together under the rules of editorial independence which pool content¹ on a core topic

From the IAA Motor Show in Frankfurt, through winter sports, all the way to topics like sustainability or artificial intelligence – take advantage of our wide range of topic specials and position your company directly in a relevant environment by booking an (exclusive²) sponsoring package.

You also benefit from positive image transfer from our trustworthy leading media



Visualisation example of a **start page** of a topic special – with an overview of all featured articles



Visualisation example of an **article** in the topic special

¹ Content may take the form of (e.g.) texts, photos/photo galleries, videos, info graphics. | ² Exclusivity; i.e. exclusion of ads of other advertisers is possible on request for a surcharge.

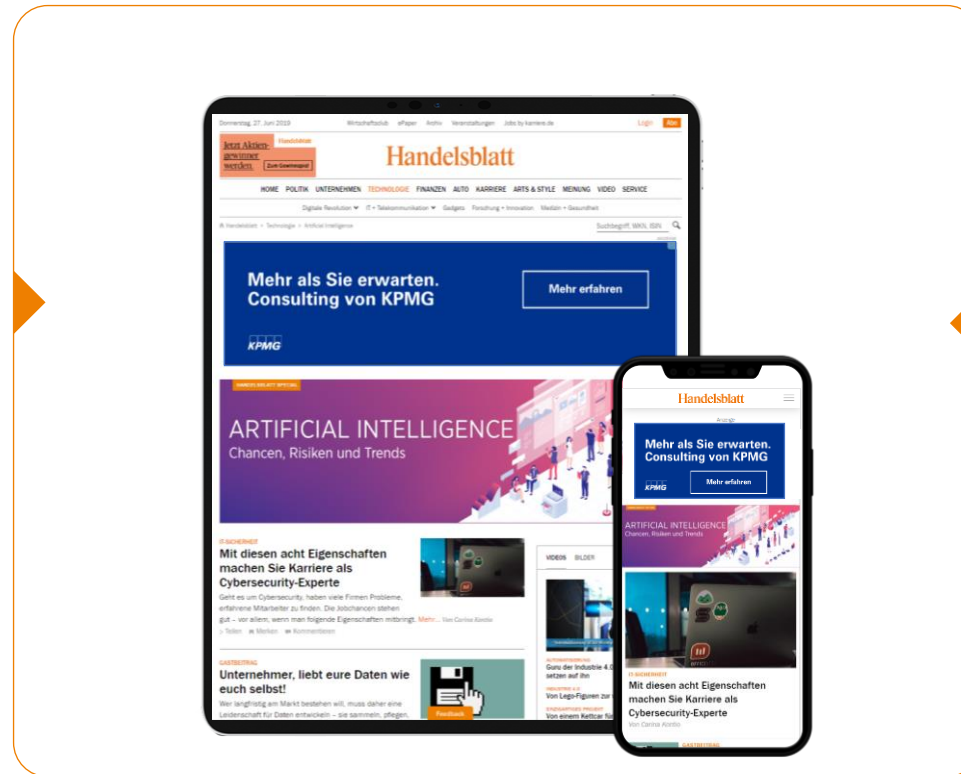
HOW SPONSORING WORKS

An intelligent ad mix guides users to the editorial topic special

Co-branded banners with the logo of the sponsor in website rotation with link to the overview page of the topic special



The **ads of the sponsor** are served on the **overview page** of the topic special as well as on **article level**.



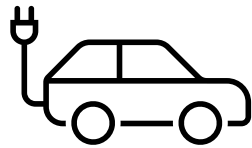
Editorial teasers¹ guide users to the overview page of the topic special or directly to the article page.



All the above visualisations are examples. The editorial team in question is responsible for design/layout. | ¹ The type and scope of editorial measures for traffic driving are subject to editorial control.

FIXED EDITORIAL TOPIC SPECIALS

Available all year round



**The future
of automobility**

Edison

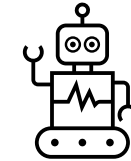
INGENIEUR.de

ZEIT  ONLINE



**The fight against
IT crime**

INGENIEUR.de



**New technologies
on the advance**

Edison

INGENIEUR.de

Spektrum.de

ZEIT  ONLINE

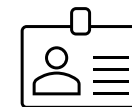


**Thinking about
tomorrow today**

Spektrum.de

ZEIT  ONLINE

Simply contact us for a customised offer. More specials on request.



DAS UMFELD IN A NEW DIMENSION

IF YOU HAVE ANY QUESTIONS, PLEASE DO
NOT HESITATE TO CONTACT US AT ANY TIME.

international@iqdigital.de

HERE YOU WILL FIND FURTHER [CONTACTS](#)

