



# NEWSLETTER BY IQ DIGITAL

Relevant communication solutions  
for your message in the newsletters of our quality  
media

V2505

iq digital



# AGENDA

- |    |                            |
|----|----------------------------|
| 01 | Portfolio                  |
| 02 | Advertising material       |
| 03 | Individual booking options |
| 04 | Newsletter Roadblocks      |
| 05 | Newsletter Brand           |
| 06 | Newsletter Channel         |
| 07 | Newsletter Network         |
| 08 | Newsletter issue           |





01

# PORTFOLIO

Large variety of excellent newsletters in the iq digital portfolio

Large variety of excellent newsletters in the iq digital portfolio



# LandLust

**manager magazin**

# METAL HAMMER

## morningcrunch

**musikexpress.**

# RollingStone

Spektrum.de

**DER SPIEGEL**

TAGESSPIEGEL

**Wirtschafts  
Woche**ZEIT  ONLINE

## 13 MEDIA BRANDS

**70+**  
NEWSLETTER

## 5 THEMATIC TOPICS

manager magazin

Freitag, 1. September 2023

**Der Tag**

Das Wichtigste aus der Wirtschaft

 **Christoph Rottlaim**  
Kolumnist von manager magazin

**TAGESPIEGEL  
BACKGROUND**

Gesundheit & E-Health

*Der politische Warenausparnung für den Gesundheitsmarkt, 26.05.2024*

### Guten Tag! digital Newsletterteam.

in vier sehr guten Tag! Ihr Bundesgesundheitsminister Karl Lauterbach (SPD). Am Freitag gingen gleich zwei seiner Gesetze durch den Bundestag, eines davon – das Krankenhausreformgesetz – könnte den Weg zu mehr Tempo bei den Krankenhausreformen ebnen. Nach der Runderneuerung des Vermögensgrundsatzes sollen die Abrechnung mehr eine Formalie, mit der letztgenannten der Länder bleibt aber immer Unsicherheit.

Das **Knaußengesetz** hat zwar weniger tatsächliche Auswirkungen auf die Versorgung als das Transparenzgesetz, ist dafür aber deutlich ideologisch aufgeladener, das **Schulamt im Vermögensgrundsatz** die Bundesregierung sowie zusätzlich Gesundheitsminister Karl Lauterbach. Knauß Gesetz bezieht in ihrem Artikel vom wirtschaftlichen Theoretiker und überlegend vortretenden Nützlichkeit im Bundesrat. Das

ER

...sich nicht mehr vor WirtschaftsWoche können. Adresse: 01-108 108

**WirtschaftsWoche**

EDITOR'S PICK



Donnerstag, 11.14.2008


**Sehr geehrte Damen und Herren,**

hier kommen Ihre täglichen Lesensfehlungen aus der Wirtso-Redaktion:



*(Bild: iStockphoto)*

ZEIT ONLINE | 10.000.000.000



**Was jetzt?**

Der Morgenberblick am Dienstag, 26. März

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 von **Sasan Abdi-Herrie**  
Redaktionsleiter ZEIT ONLINE

Guten Morgen! An einer Entscheidung des UN-Sicherheitsrates zieht sich der Eruch zwischen Israel und den USA, ein Geischt hat Donald Trumps Kaution gekürt, und der Tarifstet bei der Bahn ist befolg.

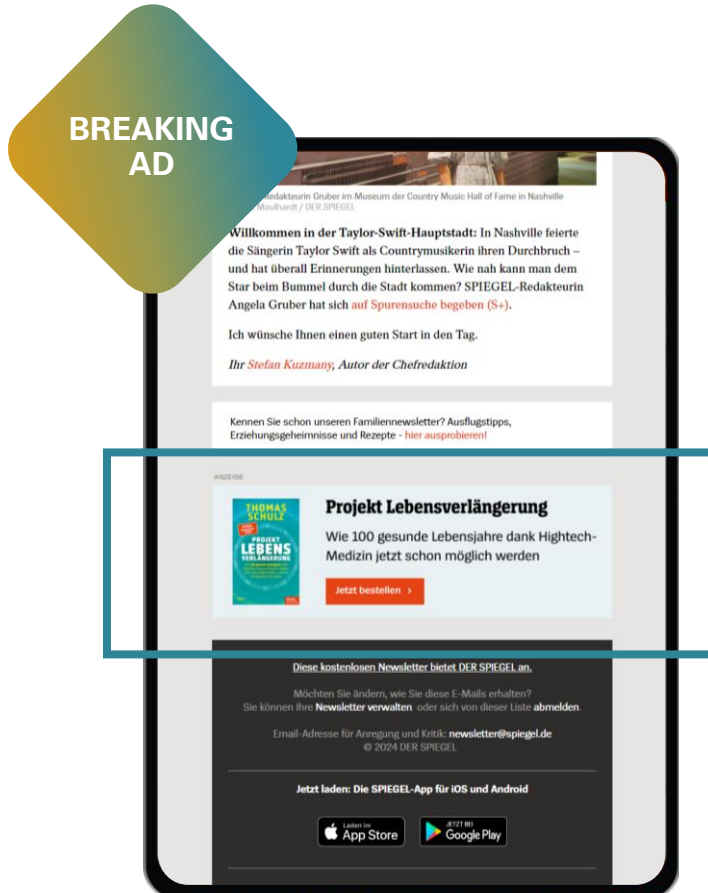


# 02

## **ADVERTISING MATERIAL**

# ADVERTISING MATERIAL

## Newsletter Ads



(Example in the SPIEGEL newsletter "Die Lage am Morgen")  
600×200px



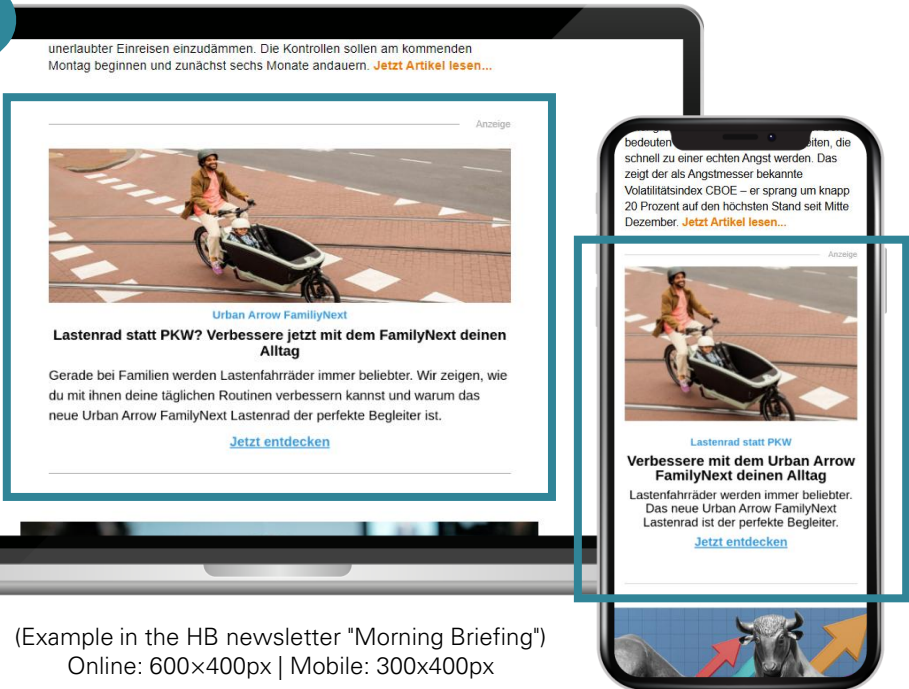
(Example in the Morningcrunch newsletter „Markets Crunch“)  
600×400px



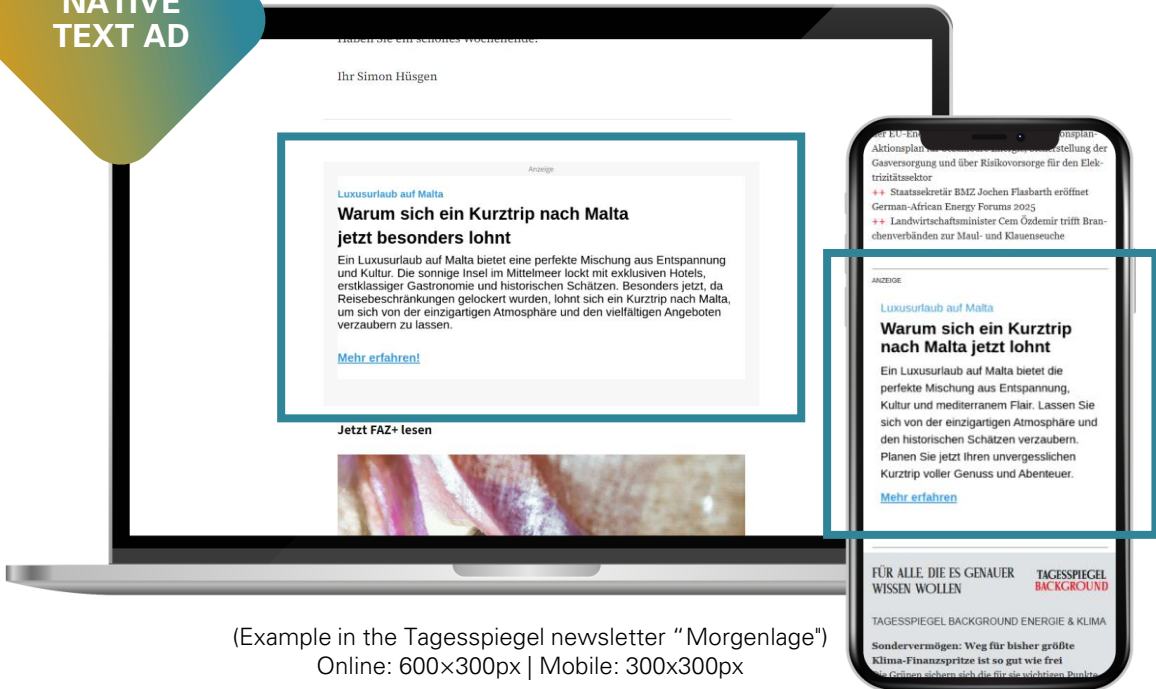
# ADVERTISING MATERIAL

## Native Ads

### NATIVE IMPACT AD



### NATIVE TEXT AD



# ADVERTISING MATERIAL

## Display Ads

### BILLBOARD

Deutschland spielt.

Der Abend in Leipzig war aus einem anderen Grund Sinnbild: Porsche ist als Luxushersteller nicht der Relevanteste für diese Transformation. Man werde die Welt nicht retten können, sagte Blume an dem Abend. Dazu sei man zu klein. „Aber wir haben eine Strahlkraft.“



Es war eine Zeit, in der die Branche, die Hersteller und die Zulieferer, Milliarden in die Hand nahmen und in die grüne Zukunft, die E-Mobilität, investierten. Mehr noch als Getriebene, durch die Vorgaben der Politik, hier und da schon als Gestalter.

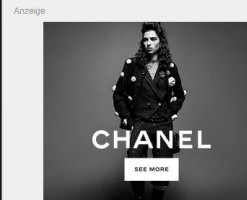
Inzwischen hat nicht nur Porsche seine Strategie angepasst. „Der Wechsel zum E-Auto dauert länger, als wir das vor fünf Jahren unterstellt haben“, sagt Blume heute, in seiner (Doppel-)Rolle als Porsche-Chef. „Diese Transformation wird noch Jahre andauern.“ China. USA. Europa. die Märkte entwickelten sich

(Example in the WIWO newsletter "Weekender")  
800x250px scaled to 600x188px in the newsletter

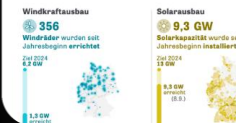
### MOBILE MEDIUM RECTANGLE

5

In den Umfragen liegen Kamala Harris und Donald Trump inzwischen fast gleichauf. In den Umfragen stehen sich die Präsidentschaftskandidaten zu ersten und vielleicht einzigen Mal in einem TV-Duell gegenüber.



Der Energiemonitor



(Example in the ZEIT newsletter "Was jetzt?")  
300x250px

## DESKTOP FORMATS:

Billboard  
Banner 2:1  
Banner 3:1  
Banner 4:1

## MOBILE FORMATS:

Mobile Medium Rectangle  
Mobile Content Ad 1:1  
Mobile Interscroller  
Mobile Halfpage Ad

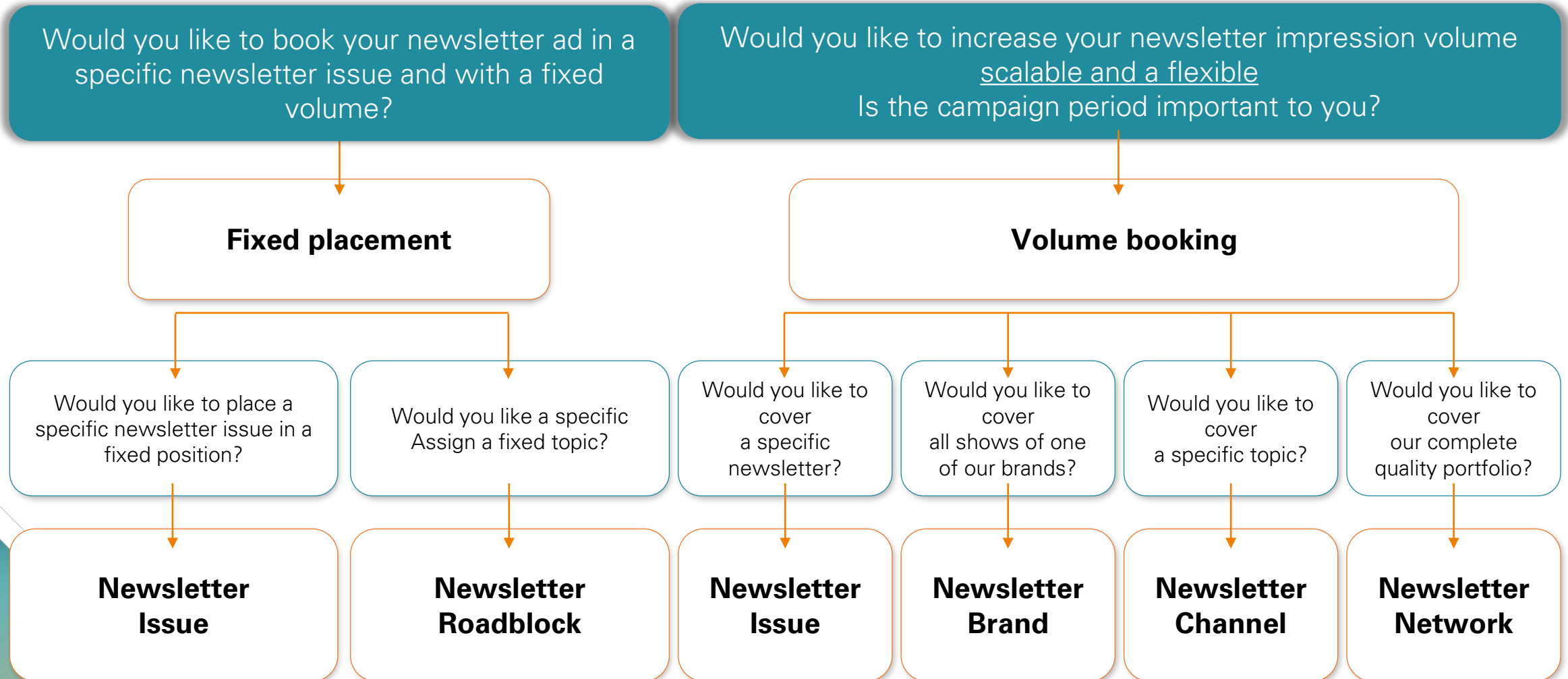


03

# INDIVIDUAL BOOKING OPTIONS

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



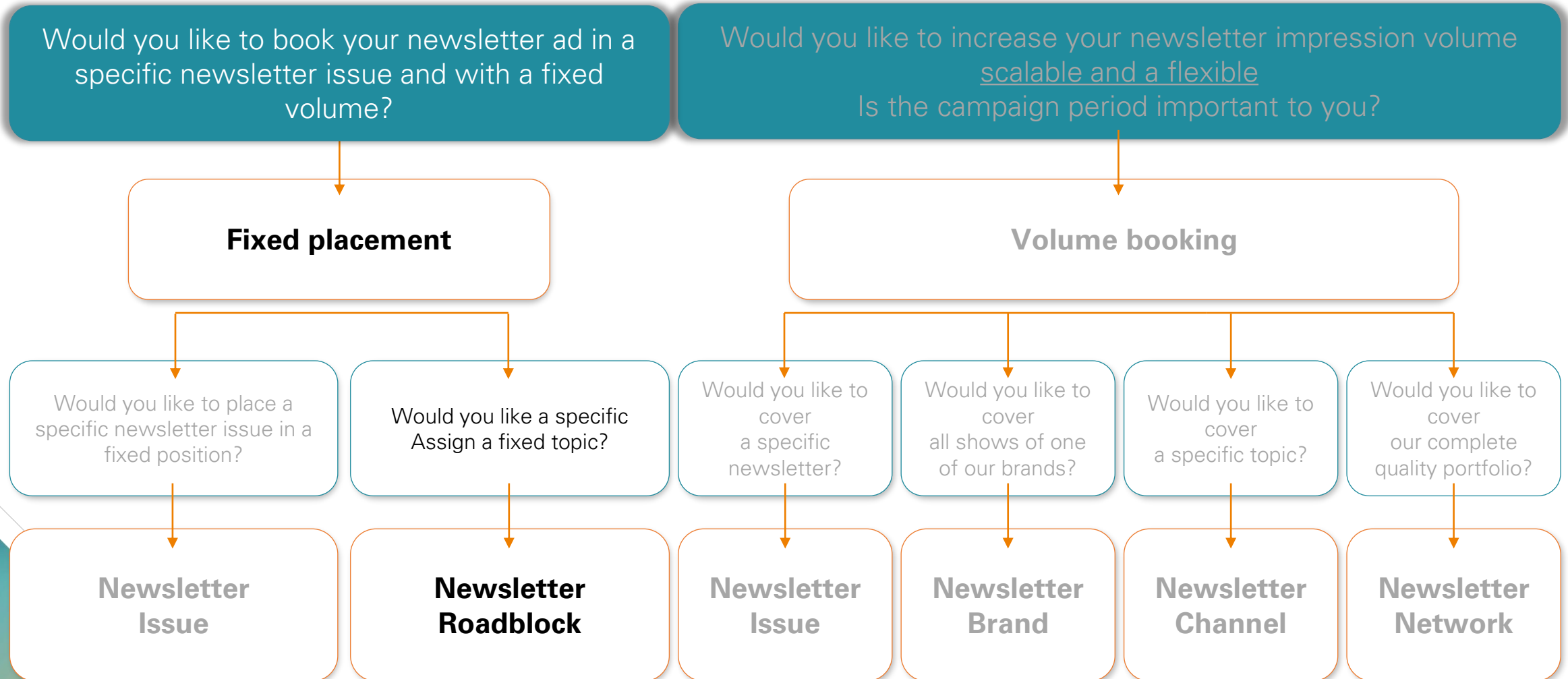


04

## **NEWSLETTER ROADBLOCKS**

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

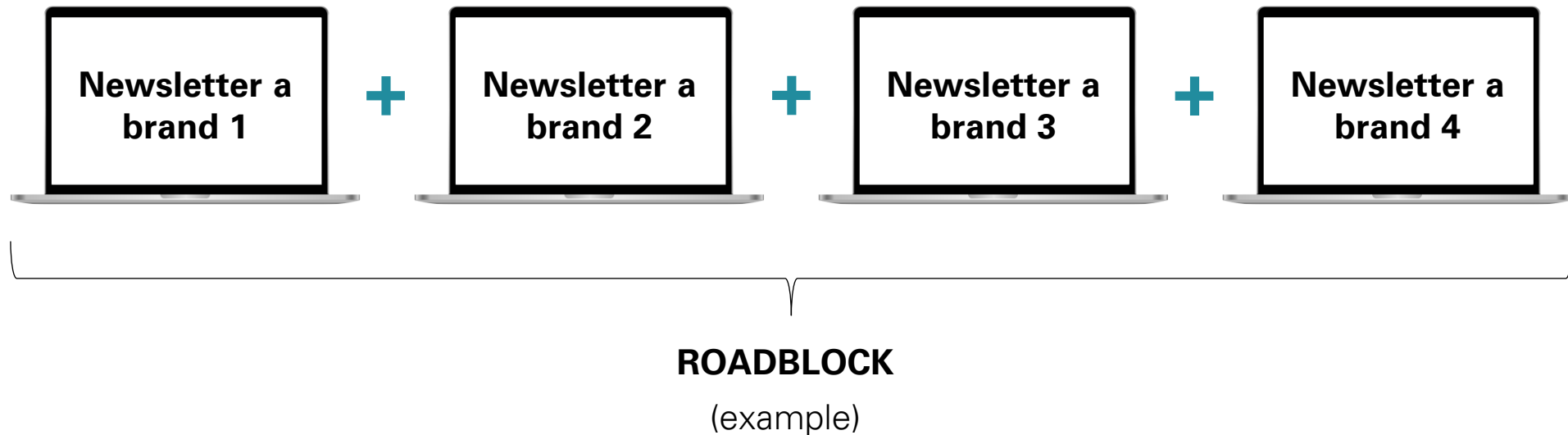




# NEWSLETTER ROADBLOCKS BY IQ DIGITAL

How the Roadblock principle works with a price advantage

A roadblock is a bundle of newsletters from at least 2 different media brands.




You can also benefit from a price advantage compared to individual subscriptions to the included newsletters.

# NEWSLETTER ROADBLOCK "FINANCE"

Fixed placement in 3 newsletters with just one booking

Handelsblatt


Finance Briefing



+

WirtschaftsWoche

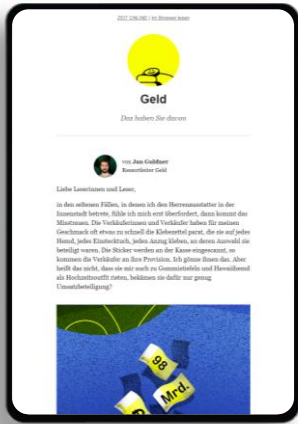
BörsenWoche



+

ZEITUNG ONLINE

Geld



7  
Issues

408,500  
Ad impression per booking

With the iq digital newsletter roadblocks you benefit from a price advantage compared to individual bookings.

# NEWSLETTER ROADBLOCK "B2B BACKGROUND"

Fixed placement in 8 newsletters with just one booking

TAGESSPIEGEL

Background  
Agrar & Ernährung

TAGESSPIEGEL

Background  
Cybersecurity

TAGESSPIEGEL

Background  
Digitalisierung & KI

TAGESSPIEGEL

Background  
Energie & Klima

TAGESSPIEGEL

Background  
Gesundheit & Health

TAGESSPIEGEL

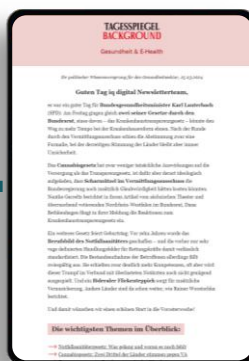
Background  
Smart City

TAGESSPIEGEL

Background  
Sustainable Finance

TAGESSPIEGEL

Background  
Verkehr & Smart Mobility



29

Issues

262,735

Ad impression per booking

With the iq digital newsletter roadblocks you benefit from a price advantage compared to individual bookings.

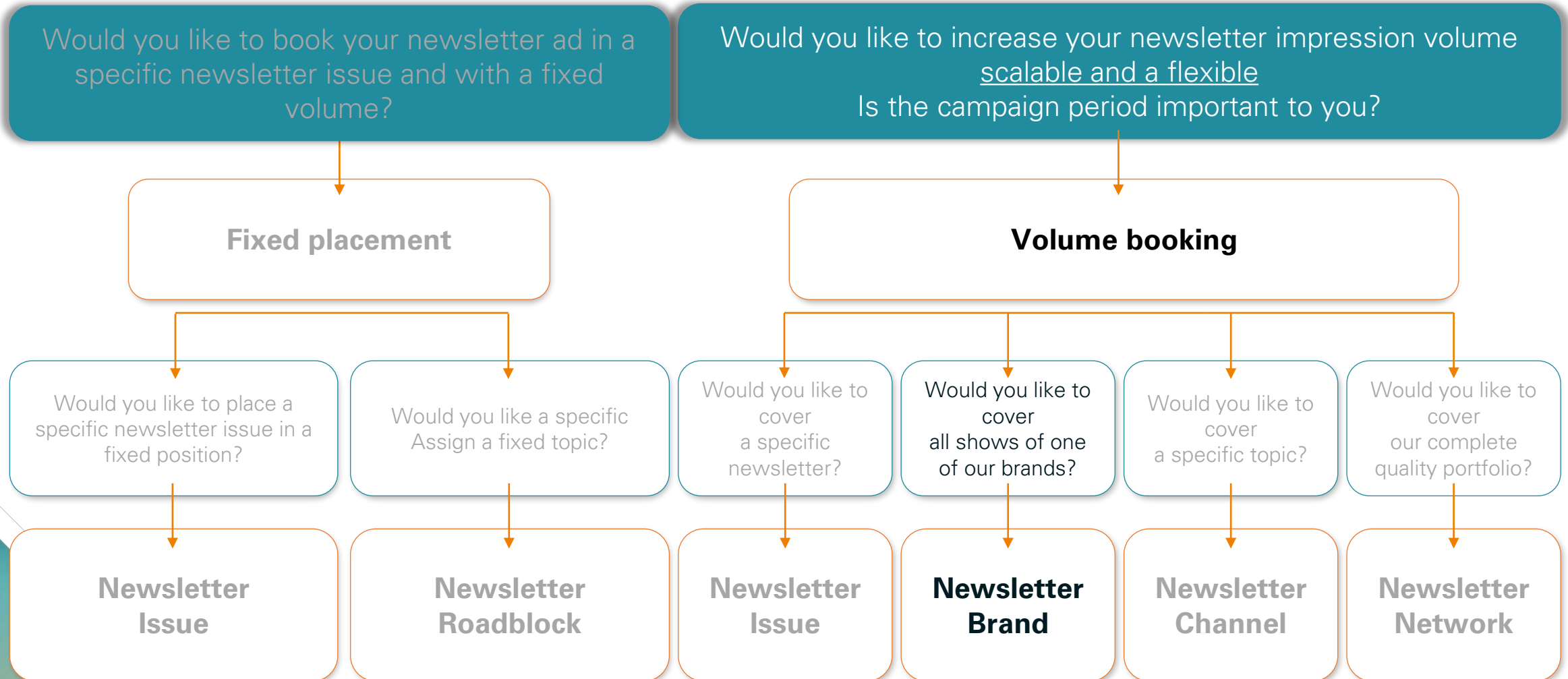


05

## **NEWSLETTER BRAND**

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



# NEWSLETTER BRAND

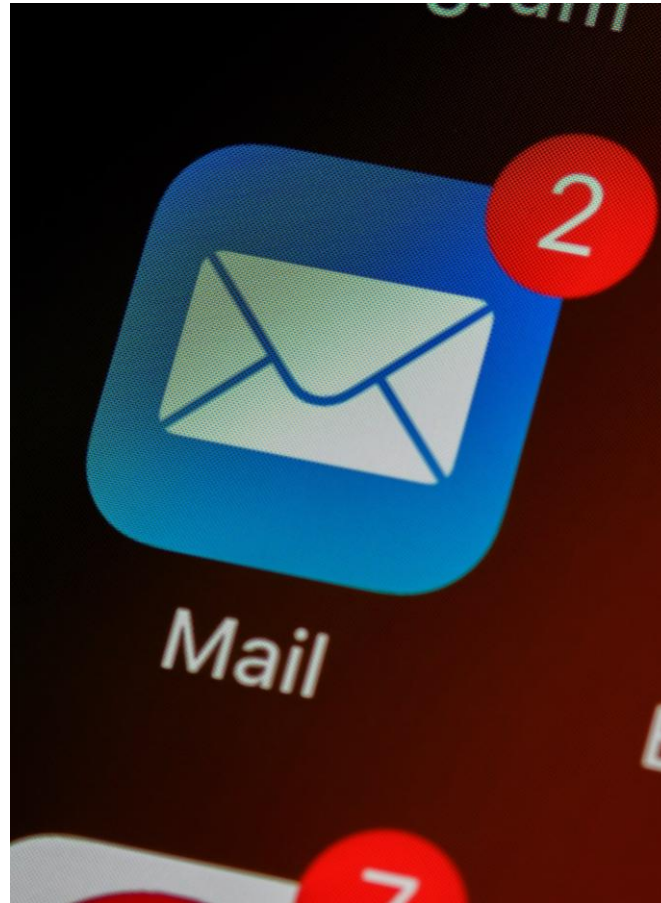
All newsletter issues of one of our media brands bundled for you

**Handelsblatt**

**DER SPIEGEL**

ZEIT  ONLINE

**morningcrunch**



**manager magazin**

Harvard Business manager

Wirtschafts  
Woche

Landlust

RollingStone  
musikexpress.

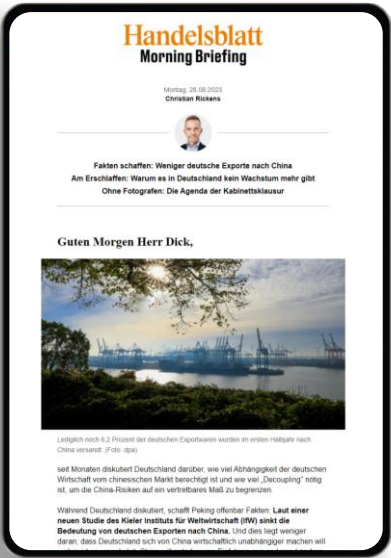
METAL  
HAMMER

# NEWSLETTER BRAND "HANDELSBLATT"

Place yourself in all Handelsblatt newsletters with just one booking

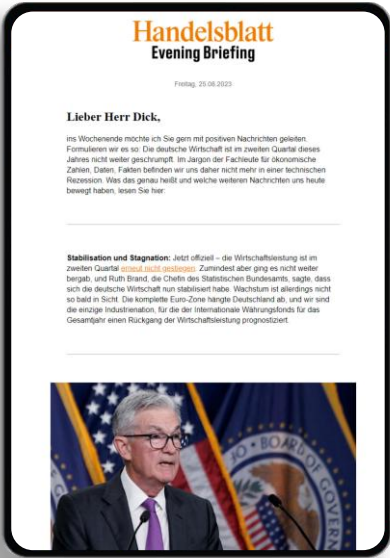
## Handelsblatt

Morning Briefing



## Handelsblatt

Evening Briefing



Handelsblatt Branchen: Automobil- industrie	Handelsblatt Branchen: Banken	Handelsblatt Branchen: Handel	Handelsblatt Branchen: IT	Handelsblatt Defense Briefing
Handelsblatt Energie Briefing	Handelsblatt Finance Briefing	Handelsblatt Geld- anlage	Handelsblatt Inside Digital Health	Handelsblatt Inside Energie & Immobilien
Handelsblatt Karriere	Handelsblatt Morning Briefing Plus	Handelsblatt Wochen- ende		

15

Newsletter

3 m

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request

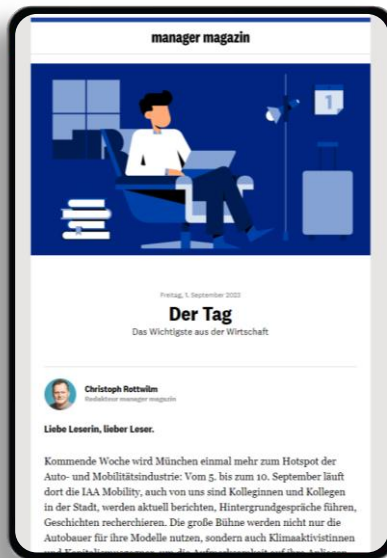


# NEWSLETTER BRAND "MANAGER MAGAZIN & HARVARD BUSINESS MANAGER"

Place yourself in all Manager Magazin and Harvard Business Manager newsletters with just one booking

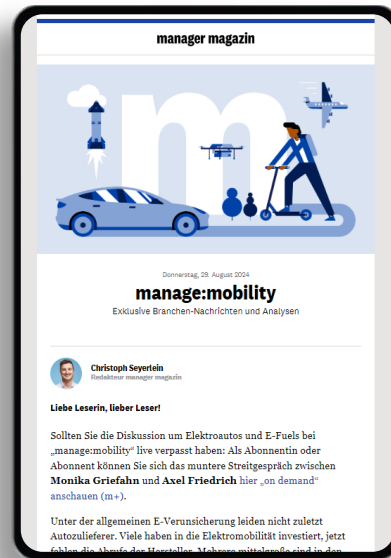
**manager magazin**

Der Tag



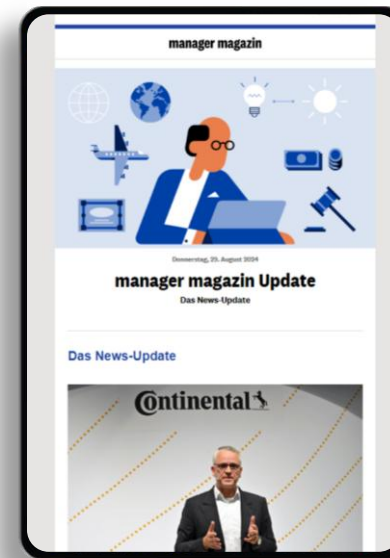
**manager magazin**

Update



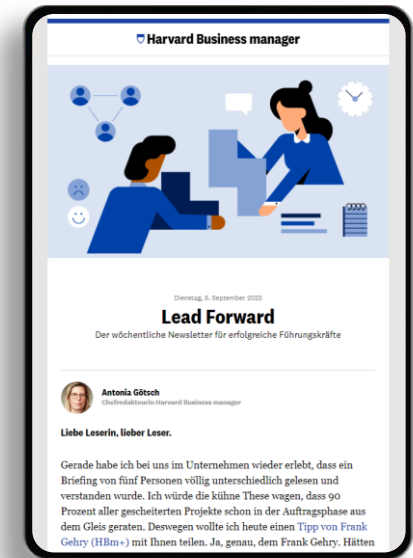
**manager magazin**

manage:mobility



**Harvard Business manager**

Lead Forward



4

Newsletter

309,000

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request

# NEWSLETTER BRAND "SPIEGEL"

Place yourself in all Spiegel newsletters with just one booking

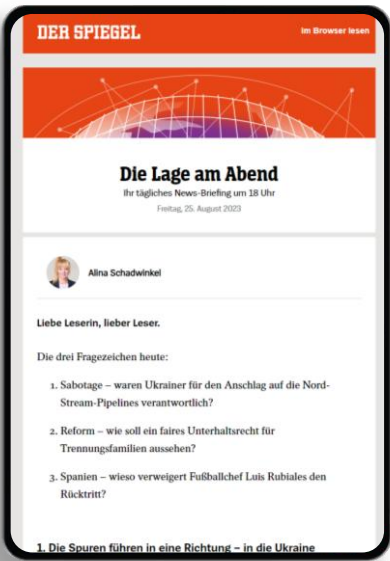
## DER SPIEGEL

Die Lage am Morgen



## DER SPIEGEL

Die Lage am Abend



DER SPIEGEL Alles Gute	DER SPIEGEL Bücher	DER SPIEGEL Coaching	DER SPIEGEL Der Tag
DER SPIEGEL Die Lage am Sonntag	DER SPIEGEL Elementar-teilchen	DER SPIEGEL Internatio-nal	DER SPIEGEL Klima-bericht
DER SPIEGEL Gute Reise	DER SPIEGEL Karriere	DER SPIEGEL Neue Filme & Serien	DER SPIEGEL Start-menü

14

Newsletter

2 m

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request

# NEWSLETTER BRAND "WIRTSCHAFTSWOCHES"

Place yourself in all WirtschaftsWoche newsletters with just one booking

■ WirtschaftsWoche

BörsenWoche

+

■ WirtschaftsWoche

Coach

+

■ WirtschaftsWoche

Das Beste für Ihr Geld

+

■ WirtschaftsWoche

Daily Punch

+

■ WirtschaftsWoche

Editor's Pick

+

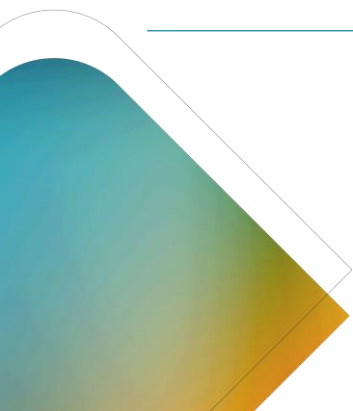
■ WirtschaftsWoche

Weekender

+

■ WirtschaftsWoche

Weltmarktführer



7  
Newsletter

623,000  
Ad Impressions per week

Breaking Ad\*  
Advertising format

\*Other advertising formats available on request

# NEWSLETTER BRAND "ZEIT ONLINE"

Place yourself in all ZEIT ONLINE newsletters with just one booking

ZEIT ONLINE

ZEIT am Wochenende



+

ZEIT ONLINE

Das tut mir gut



+

ZEIT ONLINE

Geld



+

ZEIT ONLINE

Natürlich Intelligent



+

ZEIT ONLINE

ZEITmagazin – Was für ein Tag



+

ZEIT ONLINE

Was jetzt?



+

ZEIT ONLINE

Was jetzt, America?





7

Newsletter

973,000

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request

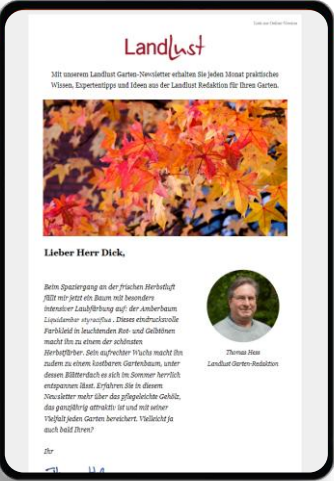


# NEWSLETTER BRAND „LANDLUST“

Place yourself in all Landlust newsletters with just one booking

Landlust

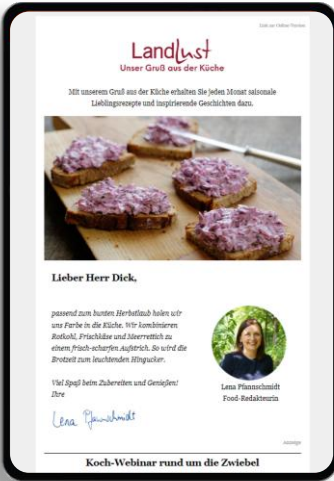
Garten



+

Landlust

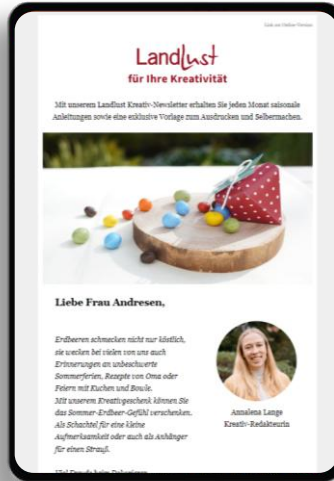
Küchen



+

Landlust

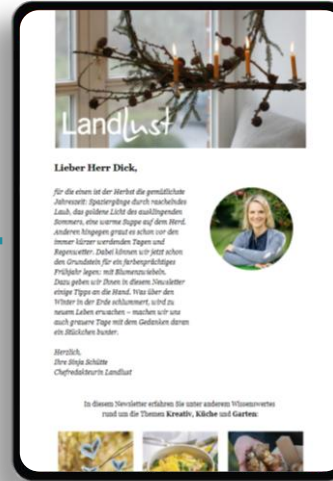
Kreativ



+

Landlust

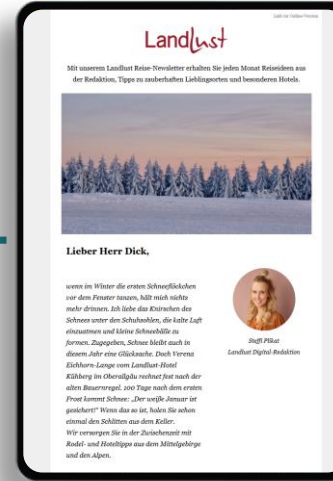
Newsletter



+

Landlust

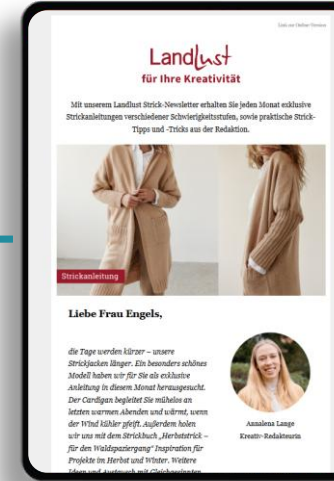
Reise



+

Landlust

Strick



6

Newsletter

268,000

Ad Impressions per week

Breaking Ad\*

Advertising format

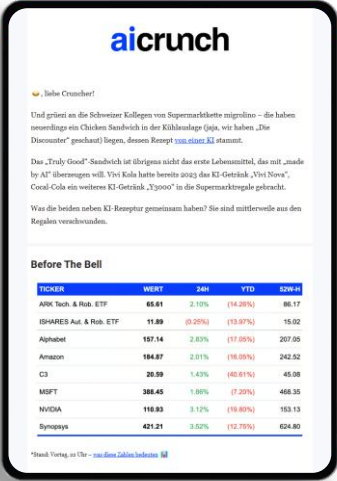
\*Other advertising formats available on request

# NEWSLETTER BRAND "MORNINGCRUNCH"

Place yourself in all Morningcrunch newsletters with just one booking

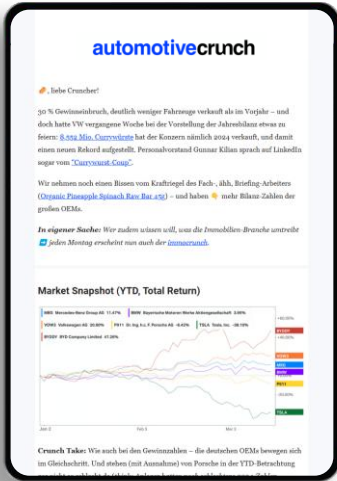
morningcrunch

AI Crunch



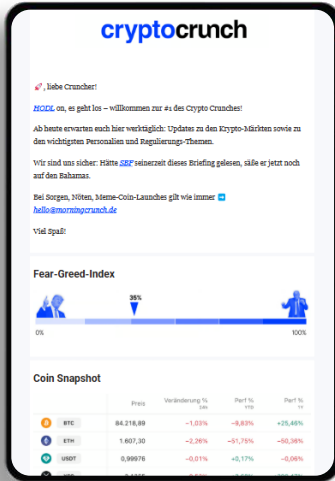
morningcrunch

Automotive Crunch



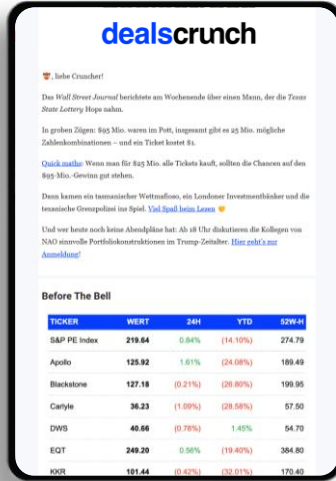
morningcrunch

Crypto Crunch



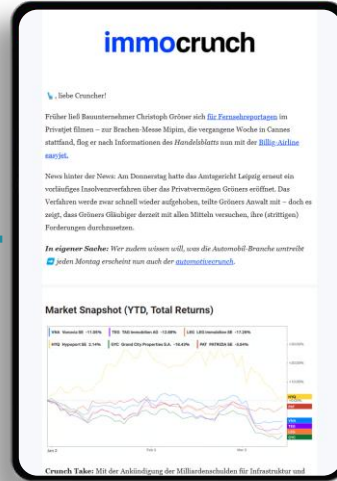
morningcrunch

Deals Crunch



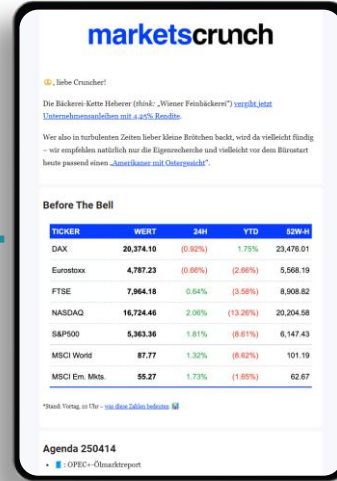
morningcrunch

Immo Crunch



morningcrunch

Markets Crunch



6

Newsletter

192,000

Ad Impressions per week

Breaking Ad\*

Advertising format

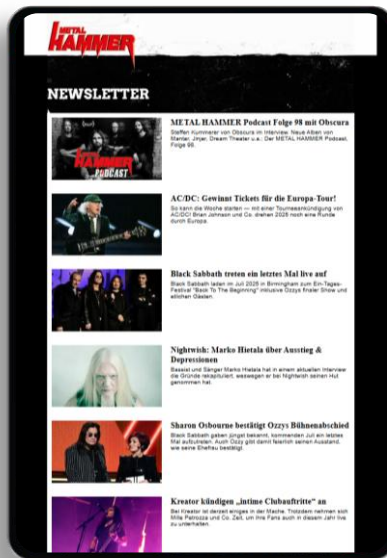
\*Other advertising formats available on request

# NEWSLETTER BRAND „METAL HAMMER & MUSIKEXPRESS & ROLLING STONE“

Place yourself in all Metal Hammer, musikexpress & Rolling Stone newsletters with just one booking

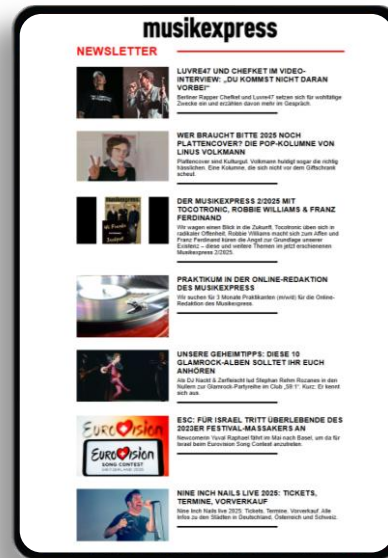


Newsletter



musikexpress.

Newsletter



RollingStone

Newsletter



RollingStone

Wohnzimmer



4

Newsletter

13,000

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request



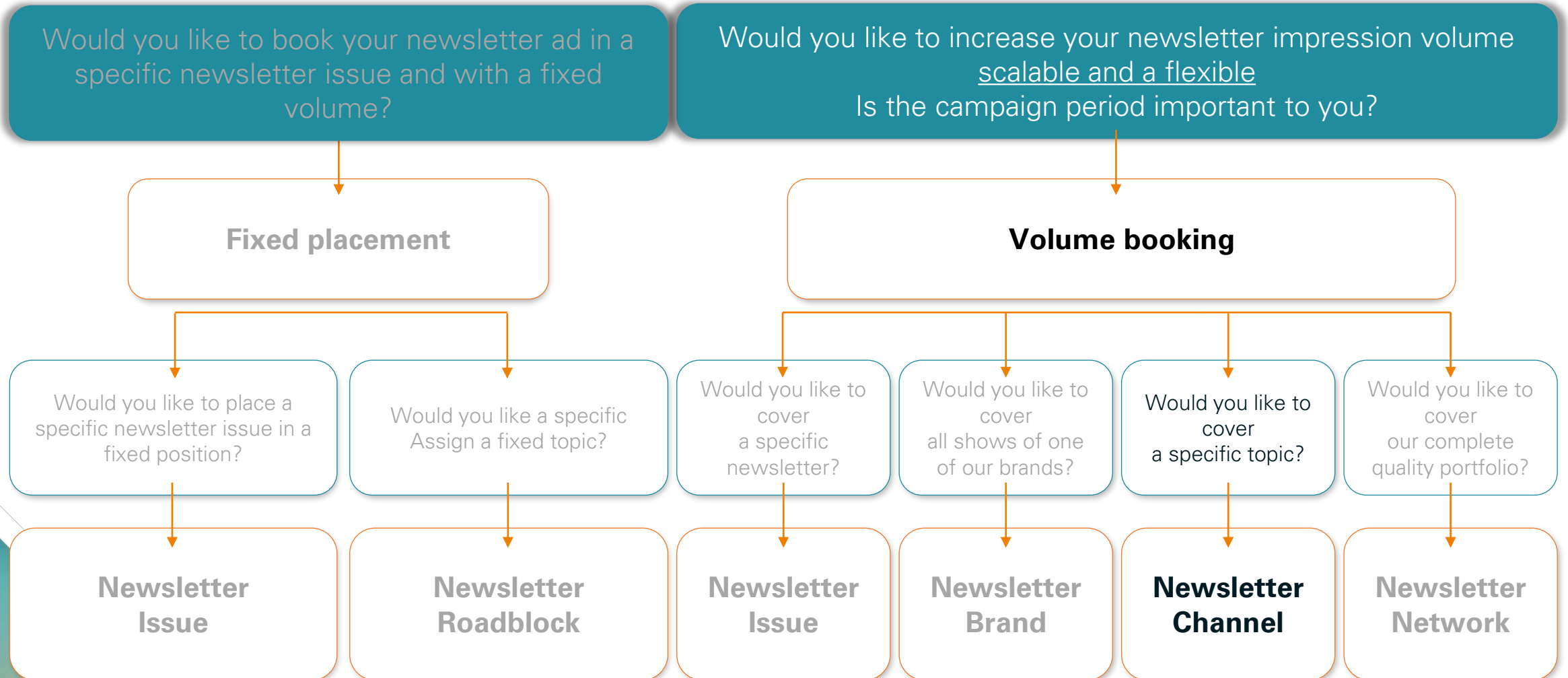
06

## **NEWSLETTER CHANNEL**



# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



# NEWSLETTER CHANNEL

The most exciting newsletter issues bundled by topic for you

QUALITY  
MEDIA



ECONOMY



FINANCES



LIFESTYLE



SUSTAINABILITY



# NEWSLETTER CHANNEL „QUALITY MEDIA“

Place yourself in all news newsletters with just one booking



11

Newsletter

5,7 m

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "ECONOMY"

Place yourself in all business newsletters with just one booking

<b>Handelsblatt</b> Branchen: Automobil- industrie	<b>Handelsblatt</b> Branchen: Banken	<b>Handelsblatt</b> Branchen: Handel	<b>Handelsblatt</b> Branchen: IT	 <b>Harvard Business manager</b> Lead Forward	<b>manager magazin</b> Der Tag	<b>manager magazin</b> manage: mobility	<b>morningcrunch</b> AI Crunch	<b>morningcrunch</b> Automotive Crunch
<b>morningcrunch</b> Crypto Crunch	<b>morningcrunch</b> Deals Crunch	<b>morningcrunch</b> Immo Crunch	<b>morningcrunch</b> Markets Crunch	<b>TAGESSPIEGEL</b> Background Agrar & Ernährung	<b>TAGESSPIEGEL</b> Background Cybersecurity	<b>TAGESSPIEGEL</b> Background Digitalisierung & KI	<b>TAGESSPIEGEL</b> Background Energie & Klima	<b>TAGESSPIEGEL</b> Background Gesundheit & Health
<b>TAGESSPIEGEL</b> Background Smart City	<b>TAGESSPIEGEL</b> Background Sustainable Finance	<b>TAGESSPIEGEL</b> Background Verkehr & Smart Mobility	 <b>Wirtschafts Woche</b> Coach	 <b>Wirtschafts Woche</b> Editor's Pick	 <b>Wirtschafts Woche</b> Weekender	 <b>Wirtschafts Woche</b> Weltmarkt- führer		

**25**

Newsletter

**1,1 m**

Ad Impressions per week

**Breaking Ad\***

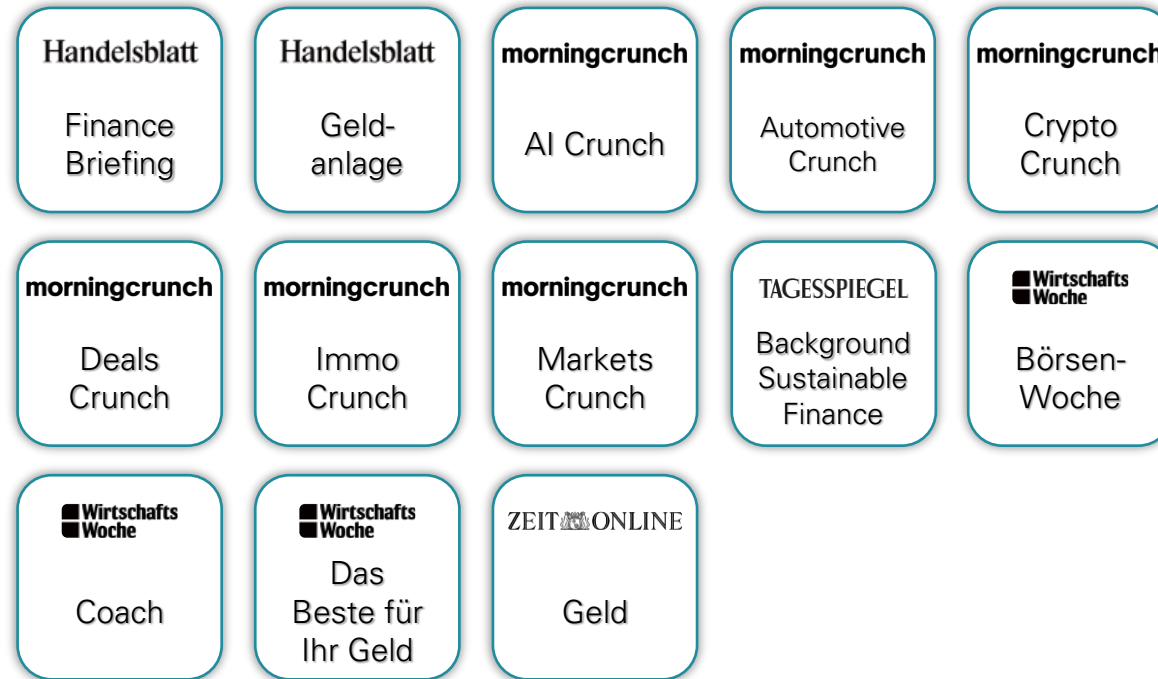
Advertising format

\*Other advertising formats available on request



# NEWSLETTER CHANNEL "FINANCE"

Place yourself in all financial newsletters with just one booking



**13**

Newsletter

**828,000**

Ad Impressions per week

**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL „LIFESTYLE“

Place yourself in all lifestyle newsletters with just one booking



**10**

Newsletter

**537,000**

Ad Impressions per week

**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "SUSTAINABILITY"

Place yourself in all sustainability newsletters with just one booking

**Handelsblatt**

Energie Briefing

**Spektrum.de**

Newsletter

**DER SPIEGEL**

Klimabericht

**TAGESSPIEGEL**

Background  
Energie & Klima

**TAGESSPIEGEL**

Background  
Sustainable  
Finance

**5**

Newsletter

**246,000**

Ad Impressions per week

**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

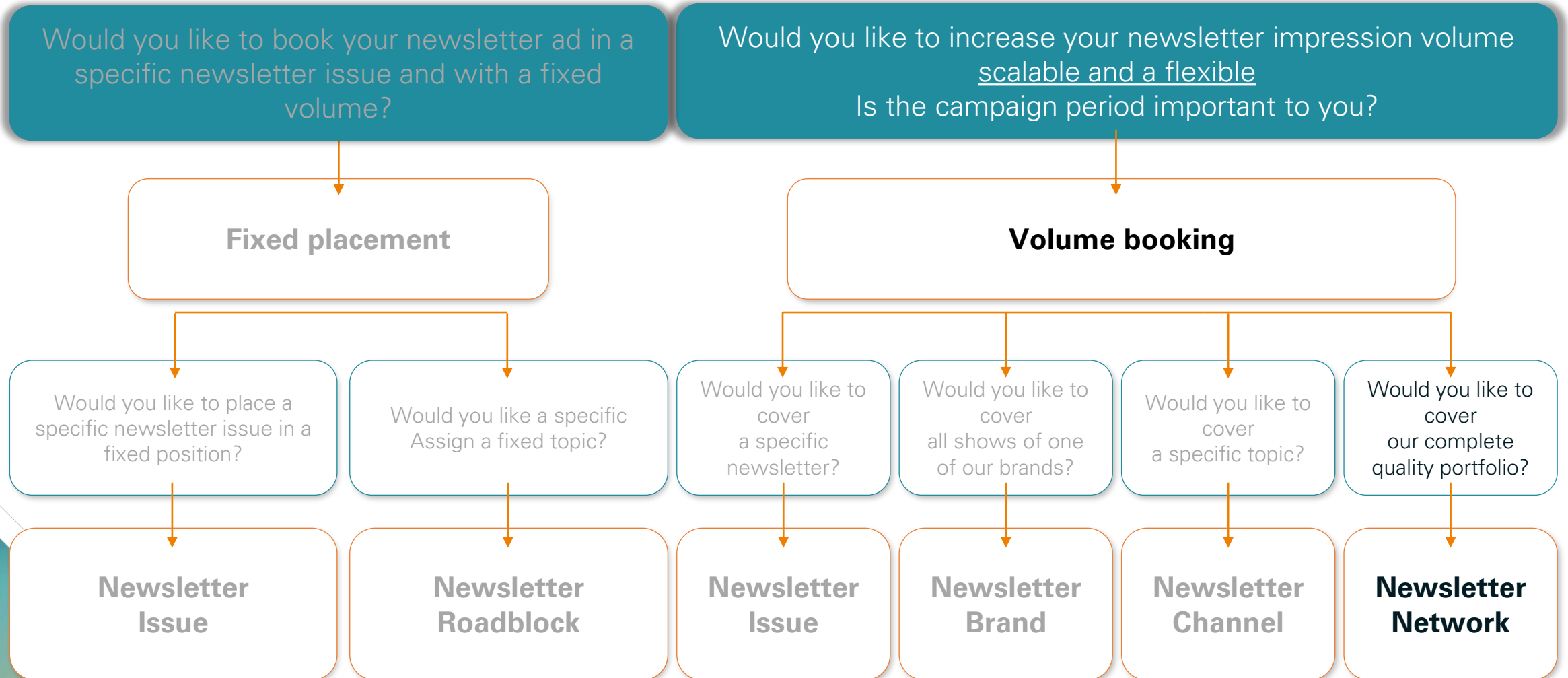


07

# **NEWSLETTER NETWORK**

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes





# NEWSLETTER NETWORK

All media brands & all topics in just one booking

## Handelsblatt

Harvard Business manager

Landlust

manager magazin

METAL  
HAMMER

morningcrunch

musikexpress.

RollingStone

Spektrum.de

DER SPIEGEL

TAGESSPIEGEL

Wirtschafts  
Woche

ZEITUNG ONLINE

13

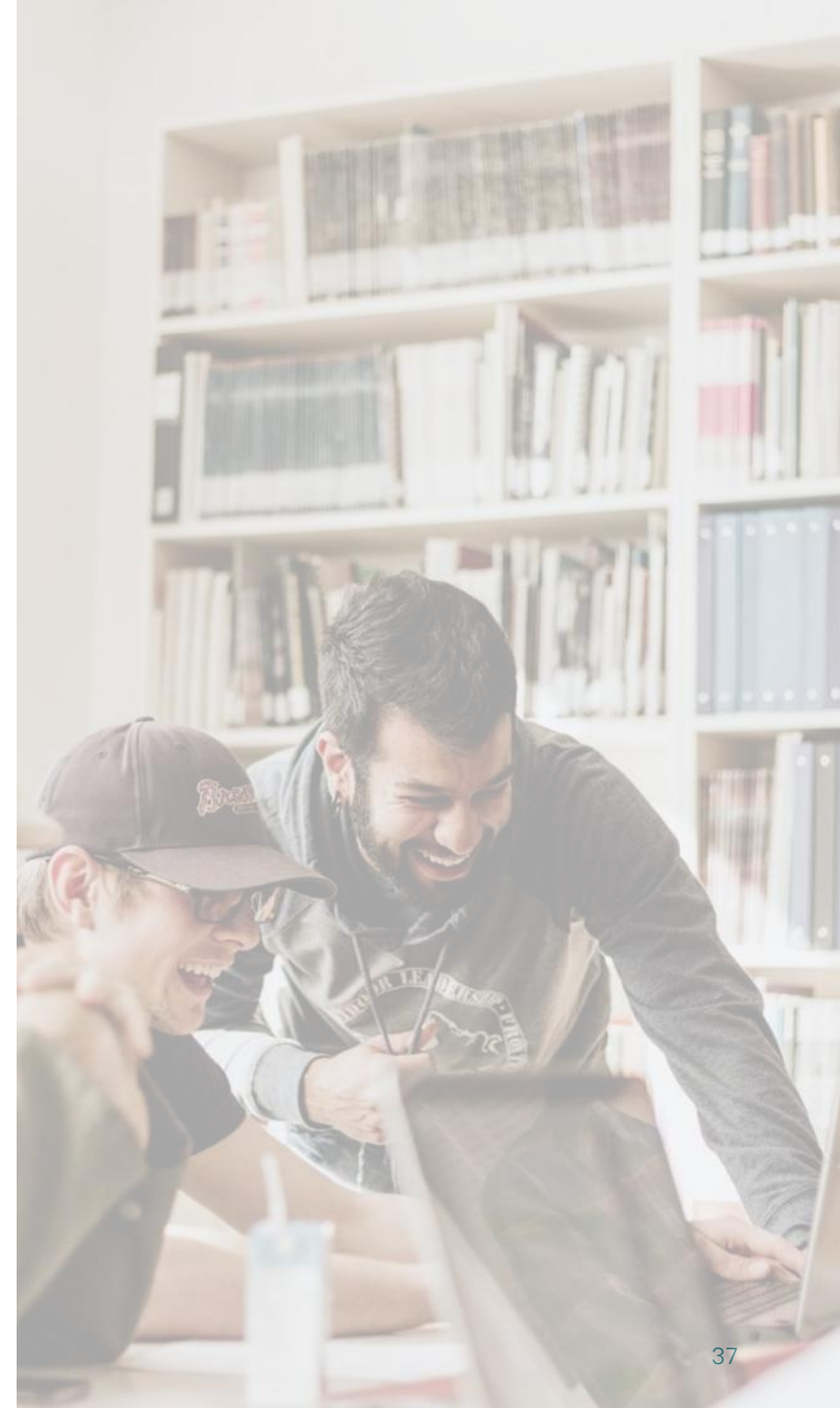
Media brands

62

Newsletter

8 m

Ad Impressions per week



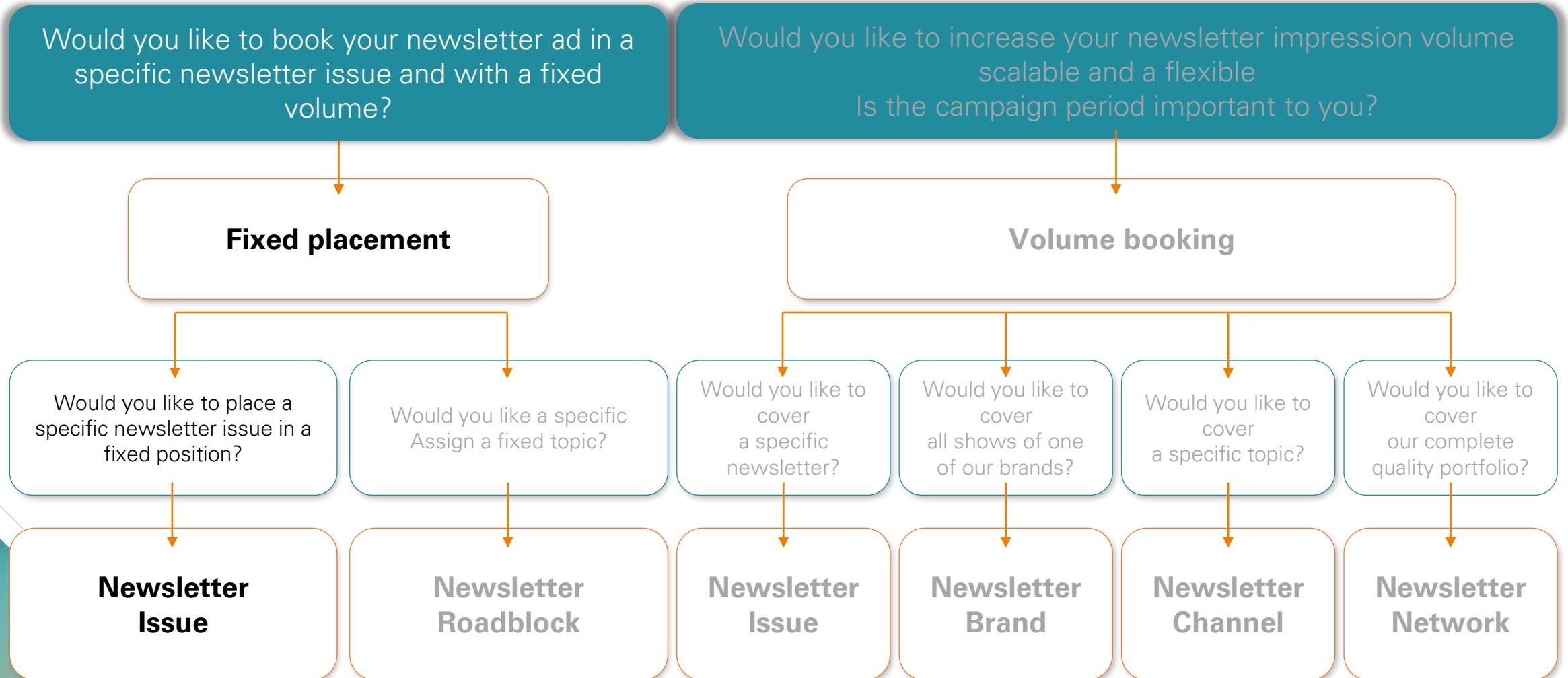


08

# NEWSLETTER ISSUE

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes





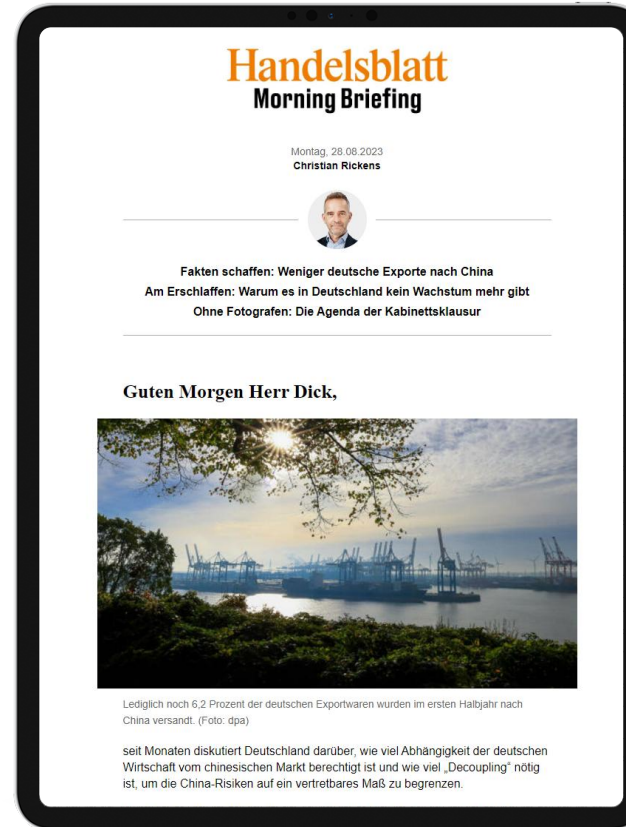
# QUALITY MEDIA

# MORNING BRIEFING

Handelsblatt

## DESCRIPTION OF THE

Every morning, the Handelsblatt editorial team summarises the latest economic and political events from around the world and provides an outlook on the most important events of the day.



## RANGE PER BOOKING

Ø 1,1500,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)



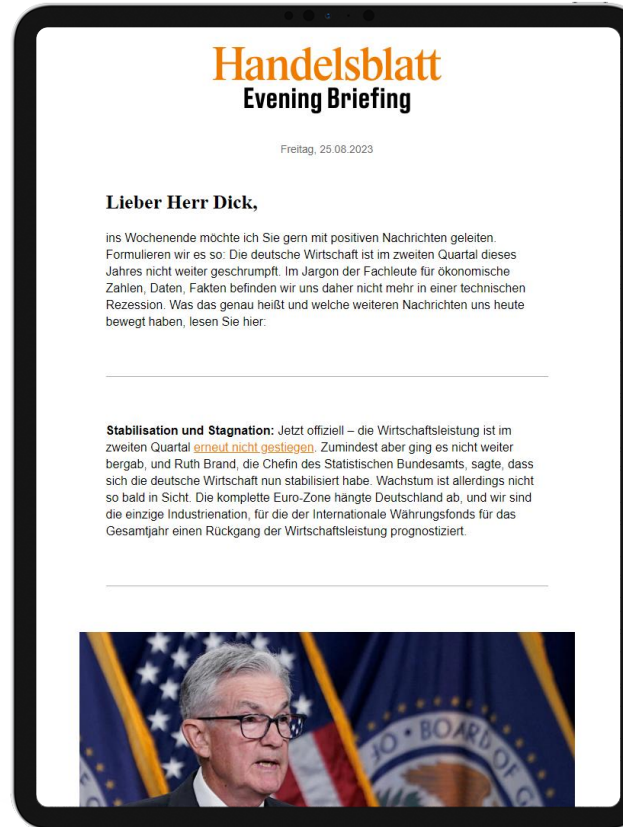
# EVENING BRIEFING

Handelsblatt

## DESCRIPTION OF THE

In the evening, the most important news of the day, short and compact, directly from the Handelsblatt newsroom.

The Evening Briefing informs you every trading day at 6 p.m. about the key news from the worlds of business, politics and finance.



## RANGE PER BOOKING

Ø 1,060,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

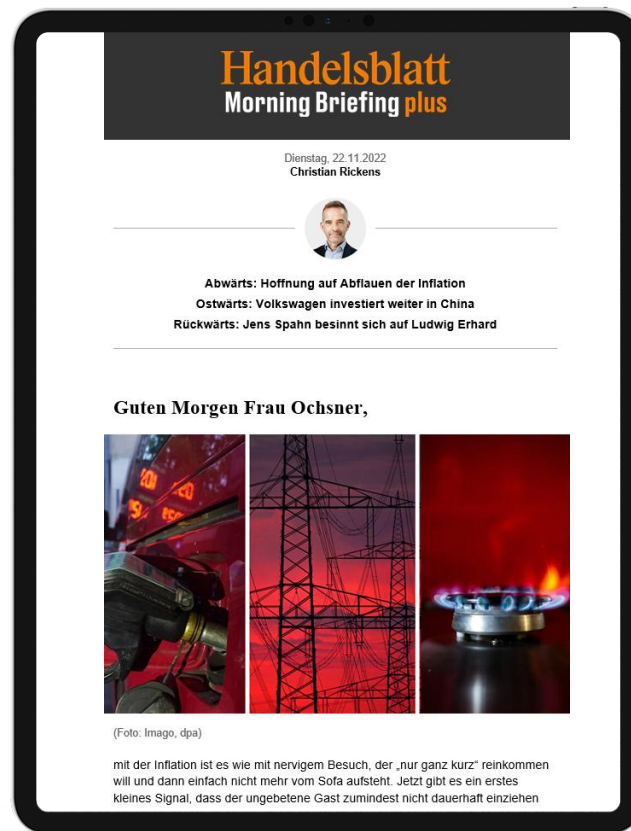
Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# MORNING BRIEFING PLUS

Handelsblatt

## DESCRIPTION OF THE

The Handelsblatt Morning Briefing Plus offers the perfect start to the day before 6 a.m. every trading day with all the relevant news from business, politics and finance plus access to Plus content.  
Exclusive: The Saturday edition by editor-in-chief Sebastian Matthes.



## RANGE PER BOOKING

Ø 300,000 Ad Impressions

## PUBLICATION DATE

Monday - Saturday

## MINIMUM BOOKING FREQUENCY

1 week = 6 issues

## BOOKING OPTION

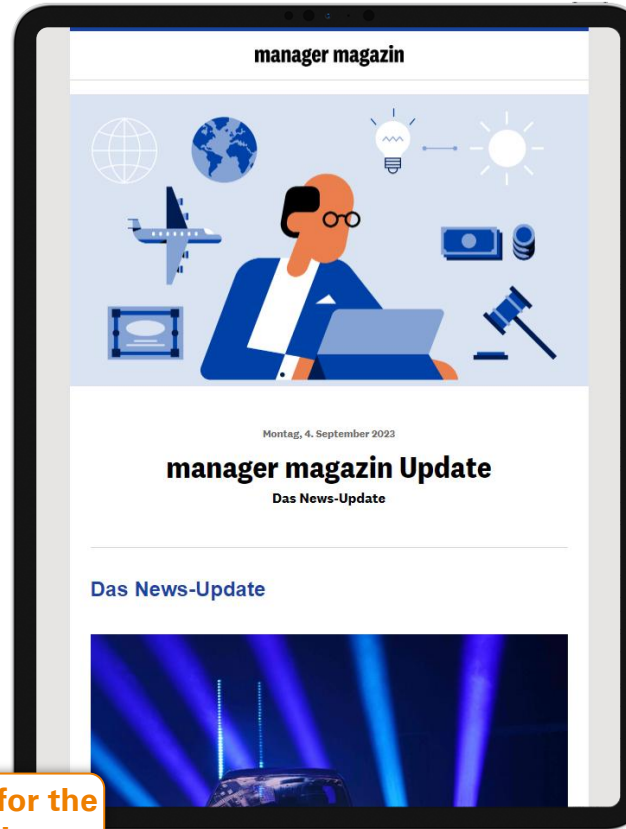
Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# UPDATE

Manager Magazin

## DESCRIPTION OF THE

We keep you up to date every day:  
The news update from the manager-  
magazin editorial team.



[Click here for the  
online view](#)

## RANGE PER BOOKING

Ø 50,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday (4x daily)

## MINIMUM BOOKING FREQUENCY

1 week = 20 issues

## BOOKING OPTION

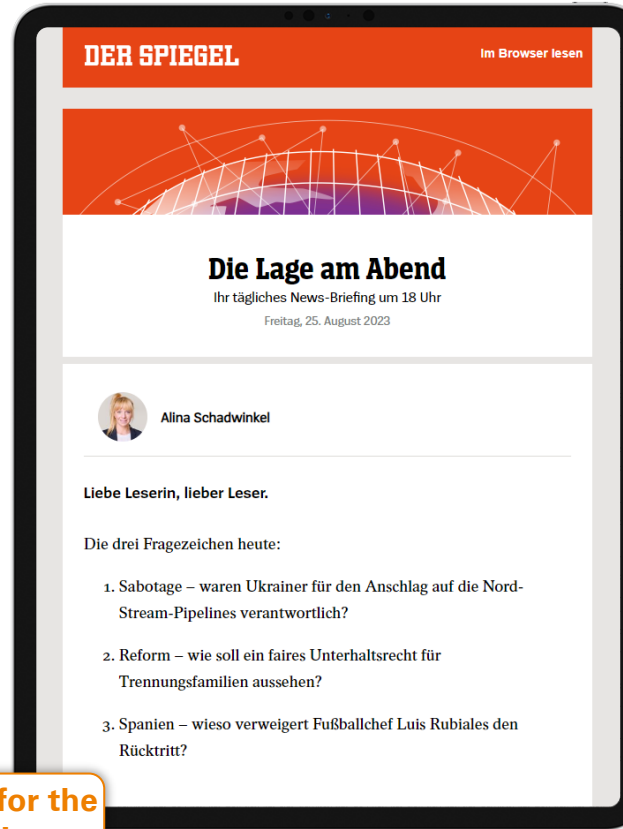
Newsletter Ads, Native Ads & Display Ads

# DIE LAGE AM ABEND

SPIEGEL

## DESCRIPTION OF THE

Your current news update at 6 pm:  
What's really important today - and  
what it means. Pointed, personal,  
compact.



[Click here for the  
online view](#)

## RANGE PER BOOKING

Ø 570,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

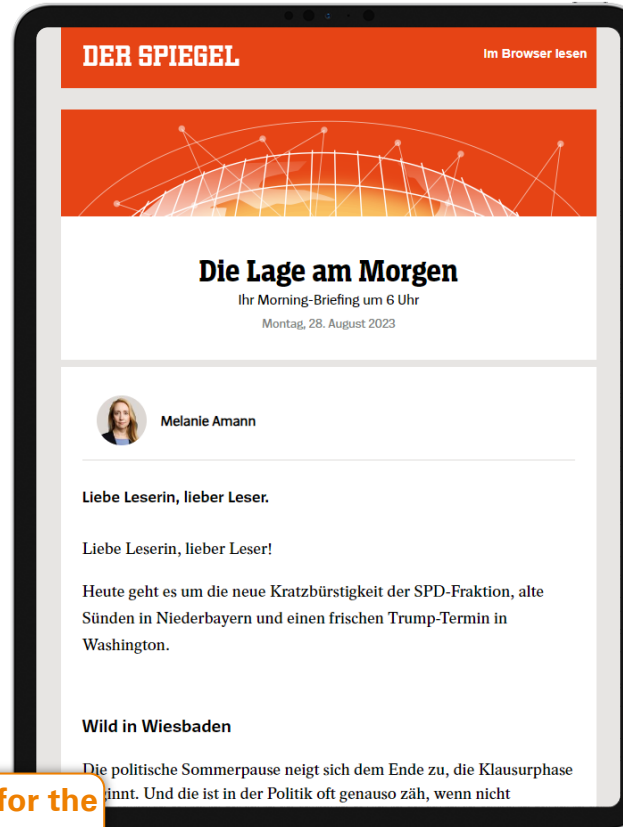
Newsletter Ads, Native Ads & Display Ads

# DIE LAGE AM MORGEN

SPIEGEL

## DESCRIPTION OF THE

Your opinionated news briefing at 6 a.m.: What's important today - and what to make of it. Political, analytical, up-to-date.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 820,000 Ad Impressions

## PUBLICATION DATE

Monday - Saturday

## MINIMUM BOOKING FREQUENCY

1 week = 6 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

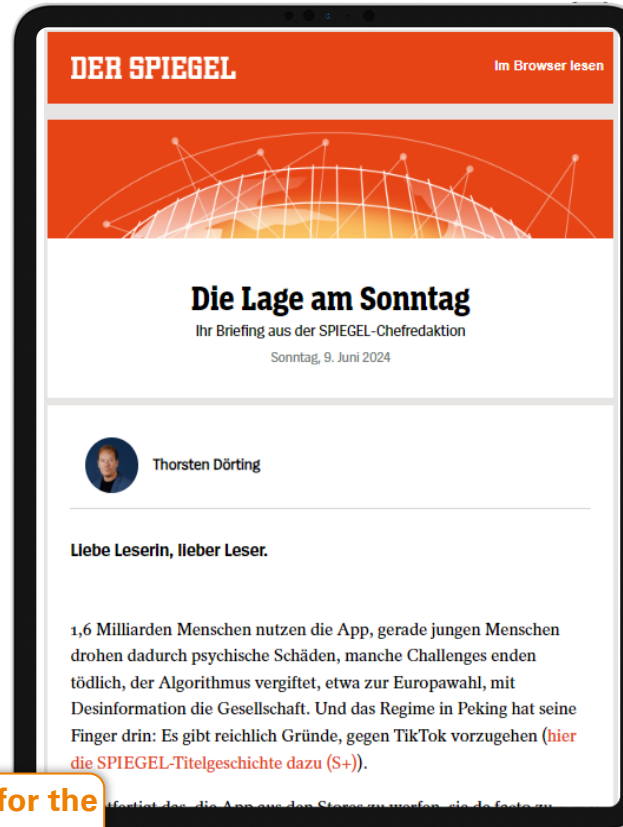


# DIE LAGE AM SONNTAG

SPIEGEL

## DESCRIPTION OF THE

Your briefing from the SPIEGEL editorial team on the seventh day of the week: the most important news and debates, the best stories. Personal, political, to the point



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 210,000 Ad Impressions

## PUBLICATION DATE

Sunday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

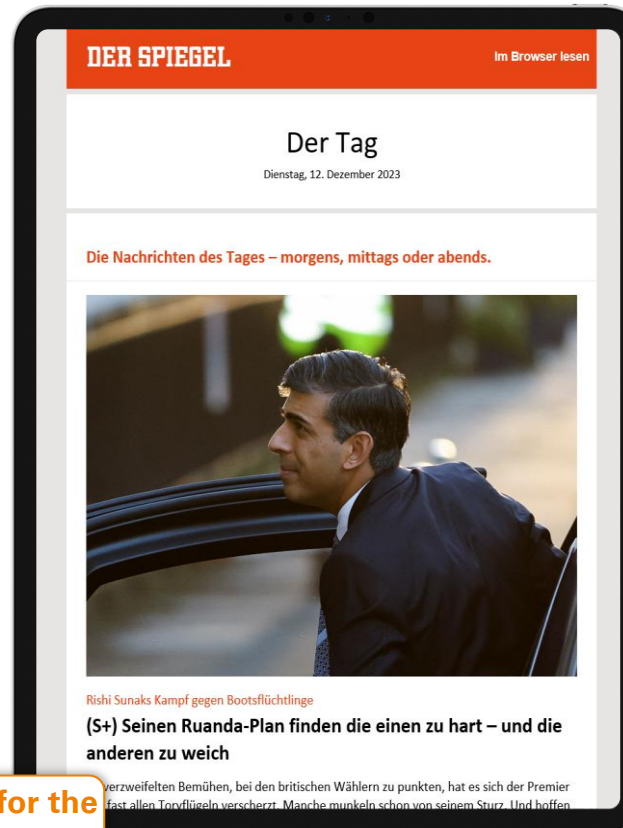
Newsletter Ads, Native Ads & Display Ads

# DER TAG

SPIEGEL

## DESCRIPTION OF THE

The news of the day - morning, noon or evening.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 190,000 Ad Impressions

## PUBLICATION DATE

Monday - Sunday

## MINIMUM BOOKING FREQUENCY

1 week = 7 issues

## BOOKING OPTION

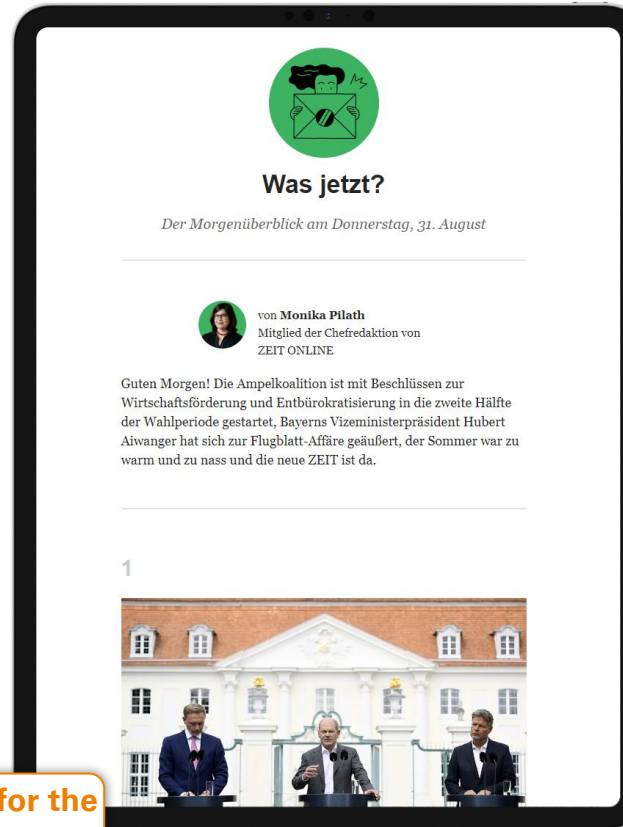
Newsletter Ads, Native Ads & Display Ads

# WAS JETZT?

ZEIT ONLINE

## DESCRIPTION OF THE

In the "Was Jetzt?" newsletter, we briefly inform you every morning about what has happened in the past 24 hours. The authors of the newsletter alternate between the ZEIT ONLINE chiefs on duty and occasionally the editor-in-chief.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 490,000 Ad Impressions

## PUBLICATION DATE

Monday - Sunday (Saturday: Good News)

## MINIMUM BOOKING FREQUENCY

1 week = 7 issues

## BOOKING OPTION

Newsletter Ads & Display Ads



# ECONOMY

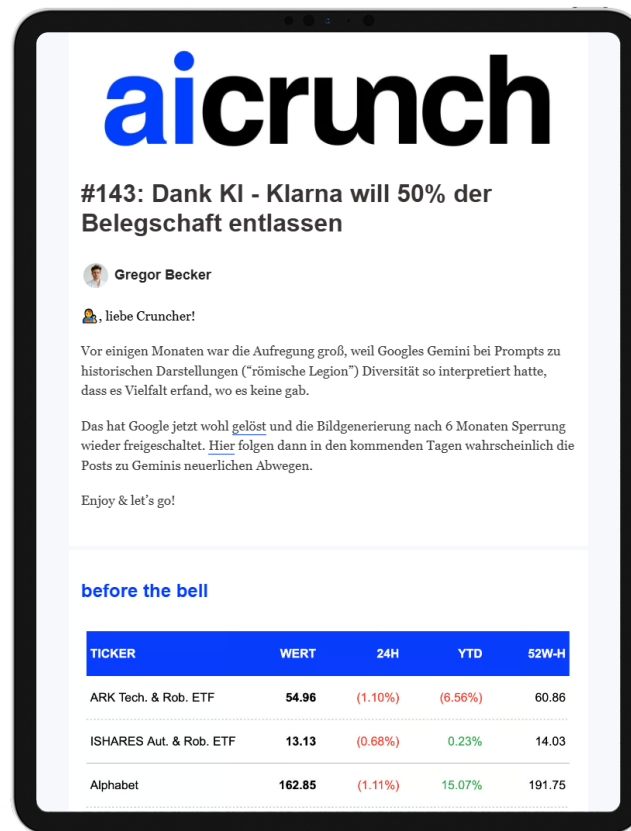
# AI CRUNCH

Morningcrunch

## DESCRIPTION OF THE

The Next Big Thing?

Daily insights into the sector that is currently attracting the most VC money.



## RANGE PER BOOKING

Ø 40,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads



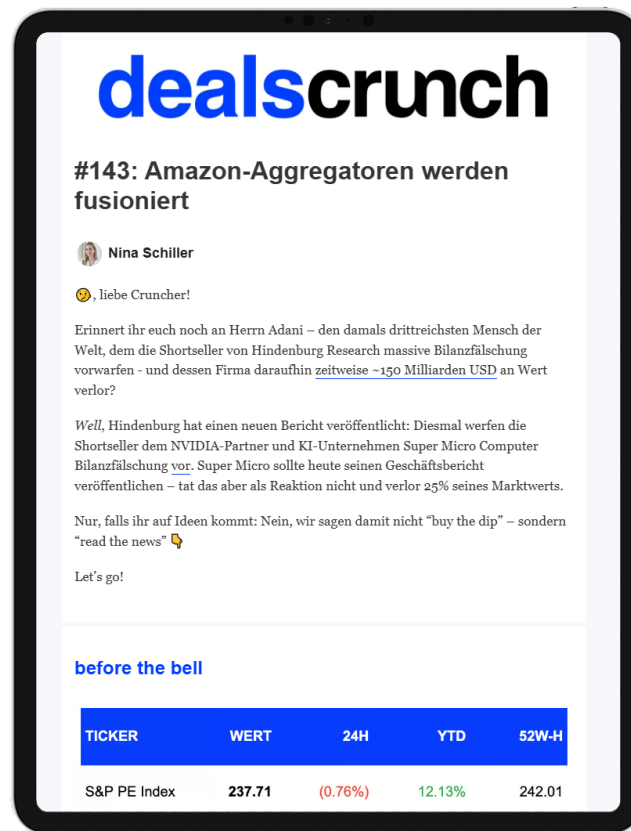
# DEALS CRUNCH

Morningcrunch

## DESCRIPTION OF THE

What motivates investors in venture capital, private equity and M&A?

Updates from the world of dealmakers.



## RANGE PER BOOKING

Ø 50,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

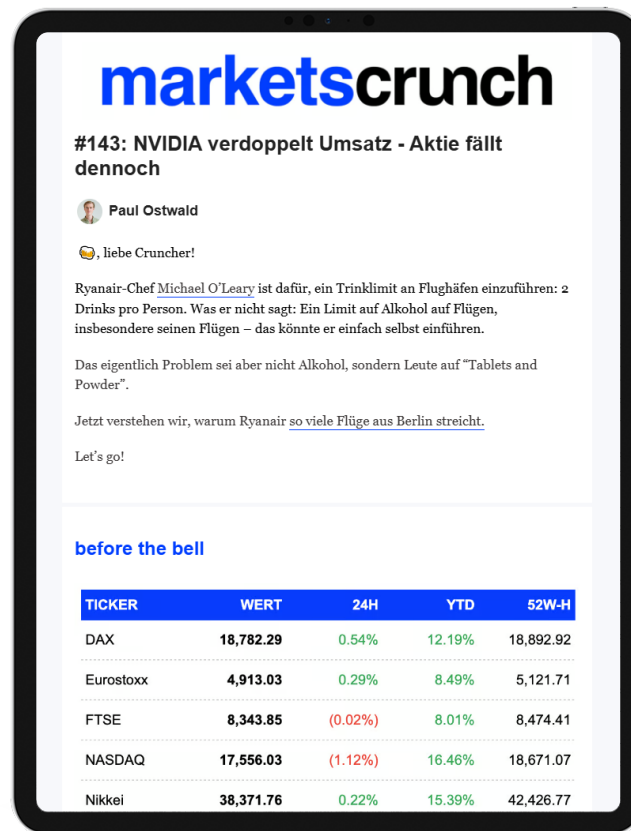
Newsletter Ads, Native Ads & Display Ads

# MARKETS CRUNCH

Morningcrunch

## DESCRIPTION OF THE

Everything that pays and counts today in Frankfurt, London and New York - your compact stock market overview.



The screenshot shows the MarketsCrunch newsletter interface. At the top is the logo 'marketscrunch'. Below it is a headline: '#143: NVIDIA verdoppelt Umsatz - Aktie fällt dennoch'. The author is 'Paul Ostwald'. A greeting says 'liebe Cruncher!'. The main text discusses Ryanair's new alcohol limit on flights, mentioning CEO Michael O'Leary. It notes that while alcohol is limited, the real issue is passengers using tablets and powder. A link is provided for more information: 'Jetzt verstehen wir, warum Ryanair so viele Flüge aus Berlin streicht.' The newsletter concludes with 'Let's go!'. Below the text is a table titled 'before the bell' showing market indices.

TICKER	WERT	24H	YTD	52W-H
DAX	18,782.29	0.54%	12.19%	18,892.92
Eurostoxx	4,913.03	0.29%	8.49%	5,121.71
FTSE	8,343.85	(0.02%)	8.01%	8,474.41
NASDAQ	17,556.03	(1.12%)	16.46%	18,671.07
Nikkei	38,371.76	0.22%	15.39%	42,426.77

## RANGE PER BOOKING

Ø 80,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

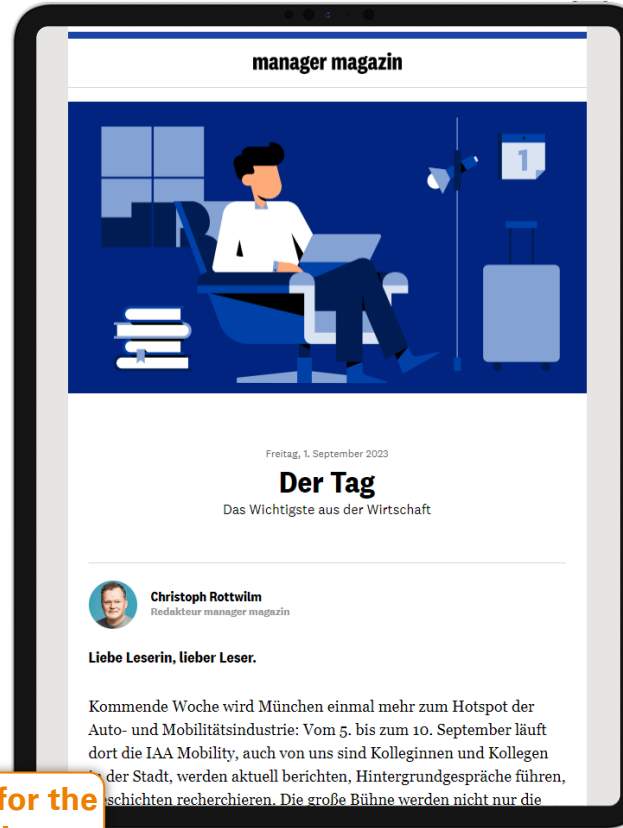
Newsletter Ads, Native Ads & Display Ads

# DER TAG

Manager Magazin

## DESCRIPTION OF THE

manager magazin summarises the day for you: The most important business news!



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 240,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

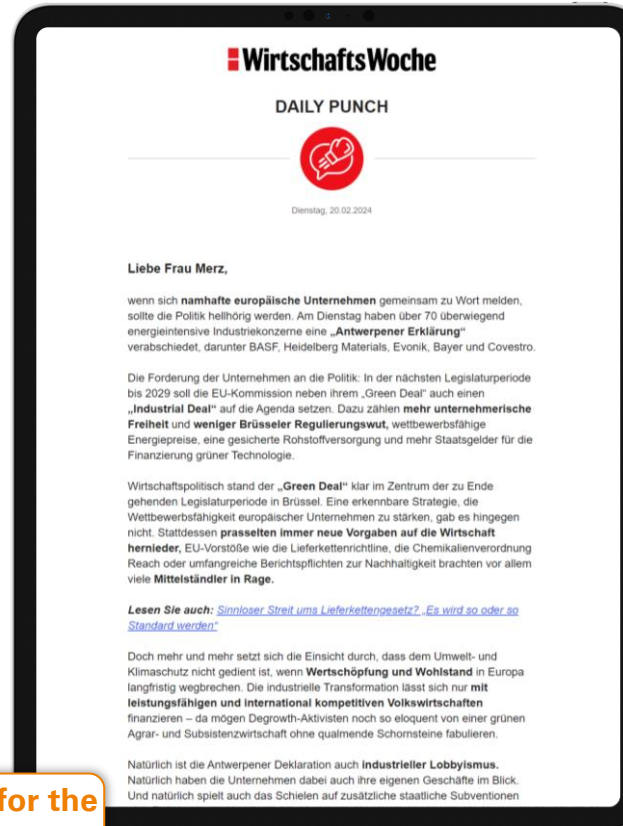
# DAILY PUNCH

WirtschaftsWoche

## DESCRIPTION OF THE

Whether it's a stock market boom, an interest rate decision or new laws: There is an abundance of news. Politicians and managers make decisions every day that affect us all - but are they right? Or are they completely wrong? The Daily Punch provides you with the daily commentary from the WiWo editorial team. Always to the point, always with punch.

[Click here for the online view](#)



## RANGE PER BOOKING

Ø 45,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# EDITOR'S PICK

WirtschaftsWoche

## DESCRIPTION OF THE

You shouldn't miss these articles today: With our free newsletter "Editor's Pick" you will receive daily reading recommendations directly from the WiWo editorial team.



## RANGE PER BOOKING

Ø 210,000 Ad Impressions

## PUBLICATION DATE

Monday - Sunday

## MINIMUM BOOKING FREQUENCY

1 week = 7 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

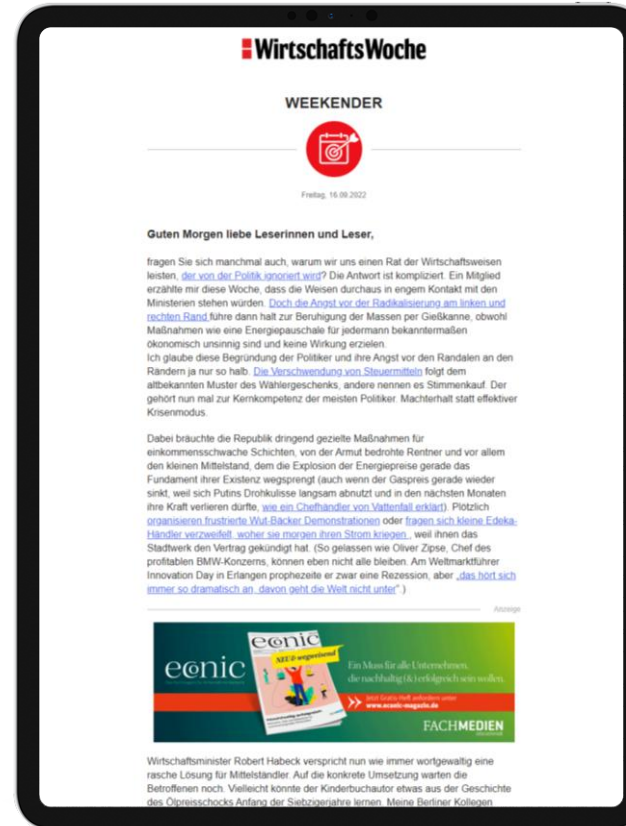


# WEEKENDER

WirtschaftsWoche

## DESCRIPTION OF THE

Every Friday, the WiWo editorial team provides an overview of the most exciting topics in the new issue - and a personal outlook on what will be important in the economy.



## RANGE PER BOOKING

Ø 90,000 Ad Impressions

## PUBLICATION DATE

Friday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)



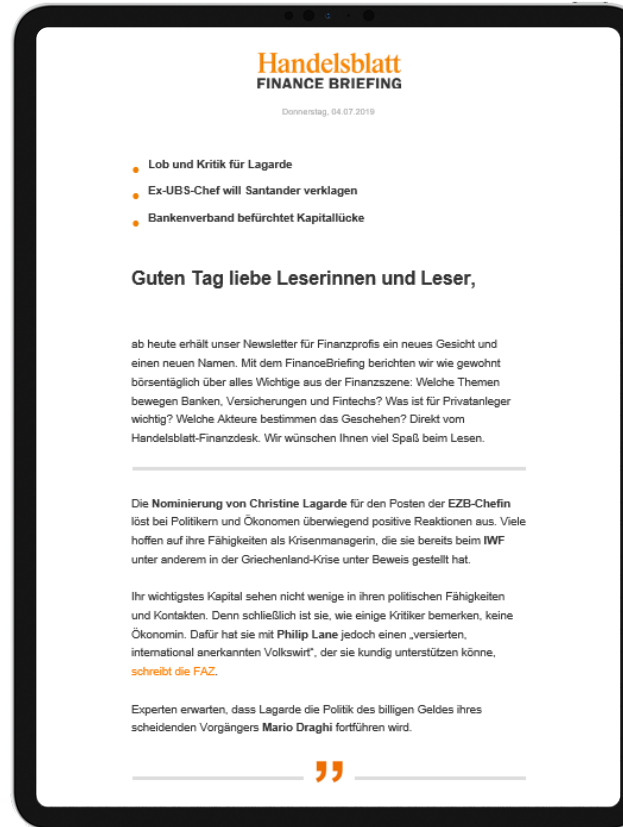
# FINANCES

# FINANCE BRIEFING

Handelsblatt

## DESCRIPTION OF THE

The "Finance Briefing" informs financial professionals about relevant daily stock market news in the industry and what key industry protagonists think about it.



## RANGE PER BOOKING

Ø 300,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# GELDANLAGE

Handelsblatt

## DESCRIPTION OF THE

With Geldanlage, readers receive exclusive content and the best articles from Handelsblatt once a week to help them make informed financial decisions. The newsletter is exclusively for Handelsblatt Premium subscribers.



## RANGE PER BOOKING

Ø 50,000 Ad Impressions

## PUBLICATION DATE

Thursday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

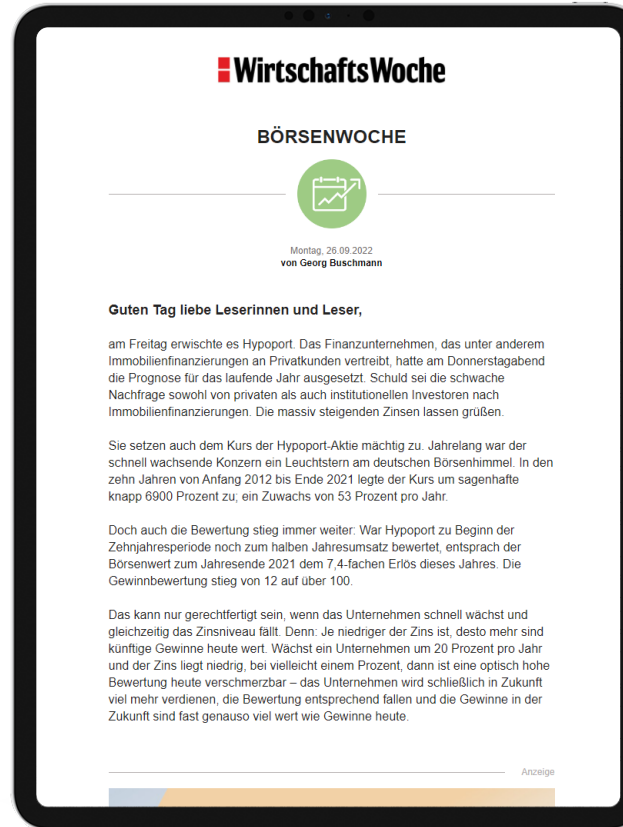
Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# BÖRSENWOCHE

WirtschaftsWoche

## DESCRIPTION OF THE

Once a week, the editorial team of WirtschaftsWoche provides an overview of what is happening on the stock markets.



## RANGE PER BOOKING

Ø 95,000 Ad Impressions

## PUBLICATION DATE

Montag

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

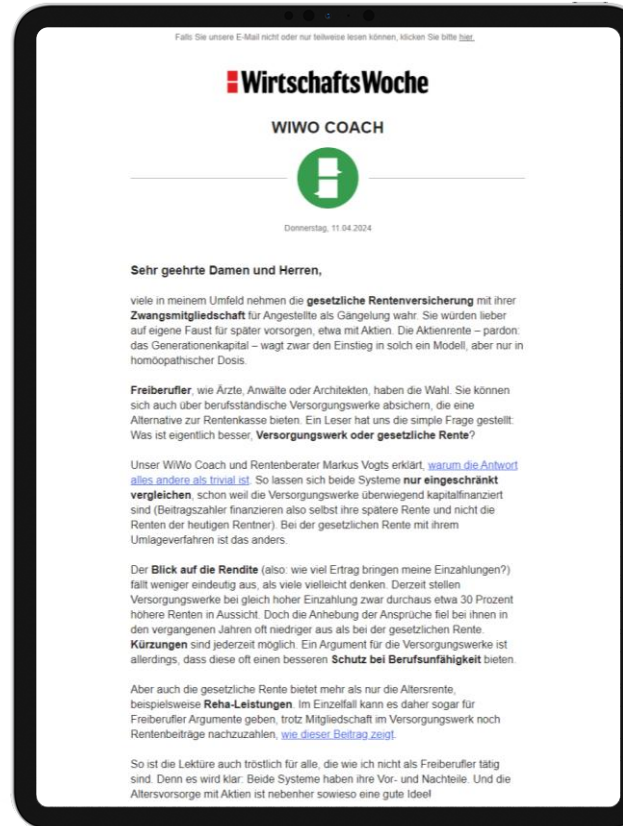
Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# COACH

WirtschaftsWoche

## DESCRIPTION OF THE

In this exclusive guide, top experts answer your questions about investments, pensions, taxes, law and careers. Knowledge that pays off!



## RANGE PER BOOKING

Ø 90,000 Ad Impressions

## PUBLICATION DATE

Thursday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)



# DAS BESTE FÜR IHR GELD

WirtschaftsWoche

## DESCRIPTION OF THE

How do I structure my investments and pension provision correctly? What do I need to consider when buying real estate? How can I save on taxes? In this newsletter, Maja Brankovic, Deputy Editor-in-Chief and Head of Finance, provides an impulse every Sunday and compiles current articles on the topics. Competent and personal, for everyone who wants to make more of their money.



## RANGE PER BOOKING

Ø 80,000 Ad Impressions

## PUBLICATION DATE

Sunday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)



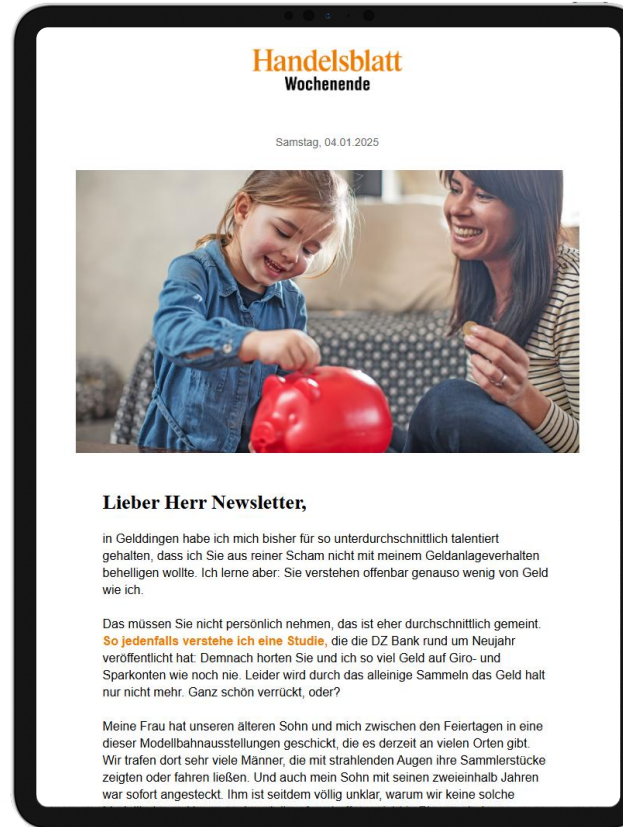
# LIFESTYLE

# WOCHENENDE

Handelsblatt

## DESCRIPTION OF THE

Profound, inspiring, useful. At the weekend you can read the Handelsblatt in a new dimension. Additional topics, lightness, in-depth research and the most important trends and topics from economics, entrepreneurship, psychology and lifestyle for your life after the office.



## RANGE PER BOOKING

Ø 20,000 Ad Impressions

## PUBLICATION DATE

Saturday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# NOCH MEHR LANDLUST

Landlust

## DESCRIPTION OF THE

Tailored precisely to your interests: From a greeting from the kitchen to gardening tips and creative crafting instructions. The newsletter, written by experienced Landlust editors, offers its readers creative and useful content on various topics every week.



## RANGE PER BOOKING

Ø 224,000 Ad Impressions

## PUBLICATION DATE

Tuesday or Thursday  
(depending on issue)

## MINIMUM BOOKING FREQUENCY

4 weeks = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

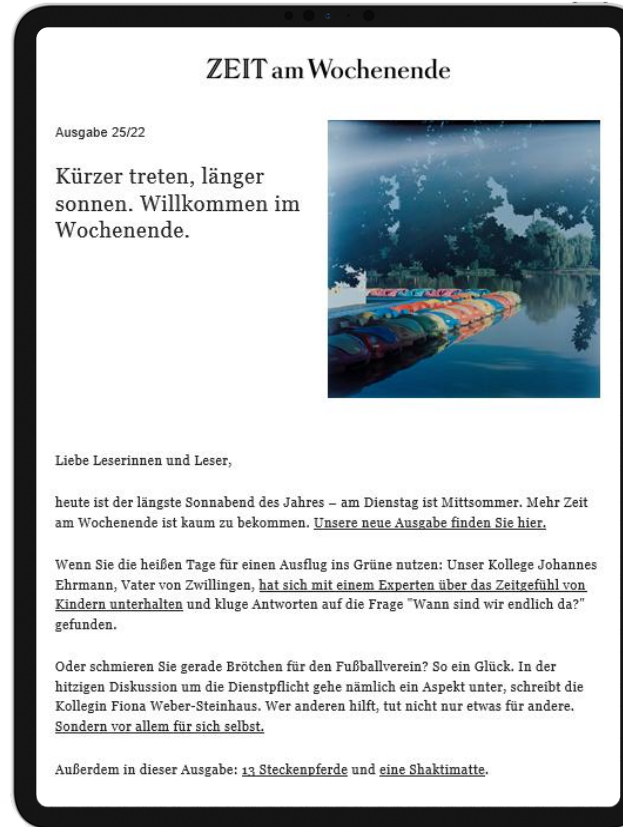


# ZEIT AM WOCHENENDE

ZEIT ONLINE

## DESCRIPTION OF THE

ZEIT am Wochenende is the relaxed digital magazine for those idle hours between Saturday morning and Sunday evening. Space for touching, great stories and the little good things.



## RANGE PER BOOKING

Ø 80,000 Ad Impressions

## PUBLICATION DATE

Friday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

Newsletter Ads & Display Ads

# WAS FÜR EIN TAG

ZEITmagazin

## DESCRIPTION OF THE

The ZEITmagazin newsletter "Was für ein Tag" (What a day) accompanies its readers into the evening every day from Monday to Friday and focuses on personal recommendations that enrich their lives.



## RANGE PER BOOKING

Ø 130,000 ad impressions

## PUBLICATION DATE

Wednesday - Tuesday  
(no issue on Sundays)

## MINIMUM BOOKING FREQUENCY

1 week = 6 issues

## BOOKING OPTION

Newsletter Ads & Display Ads





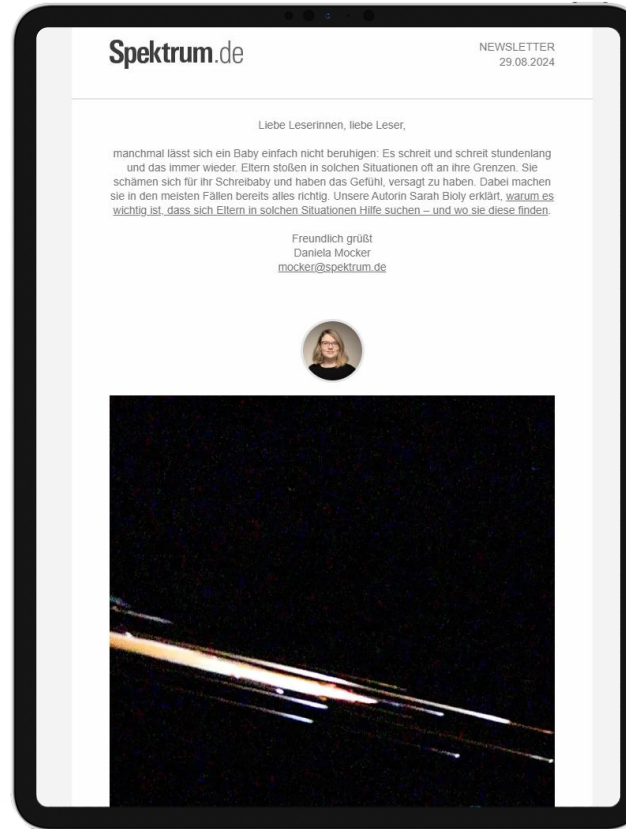
# SUSTAINABILITY

# NEWSLETTER

Spektrum.de

## DESCRIPTION OF THE

Current background articles, news, comments and images from the world of science - Spektrum Newsletter informs you five times a week from Tuesday to Saturday.



## RANGE PER BOOKING

Ø 130,000 Ad Impressions

## PUBLICATION DATE

Tuesday - Saturday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads



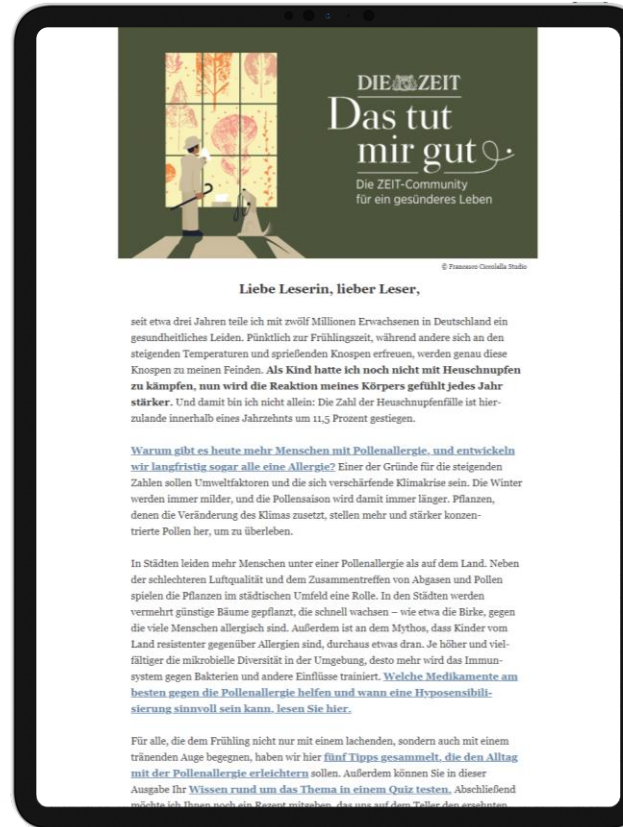
# HEALTH

# DAS TUT MIR GUT

ZEIT ONLINE

## DESCRIPTION OF THE

The weekly “Das tut mir gut” newsletter offers the best health tips - from psychology and medicine to sport and nutrition. Expert knowledge meets the swarm intelligence of our readers: together we discover what is good for body and mind.



## RANGE PER BOOKING

Ø 120.000 Ad Impressions

## PUBLICATION DATE

Friday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

Newsletter Ads & Display Ads



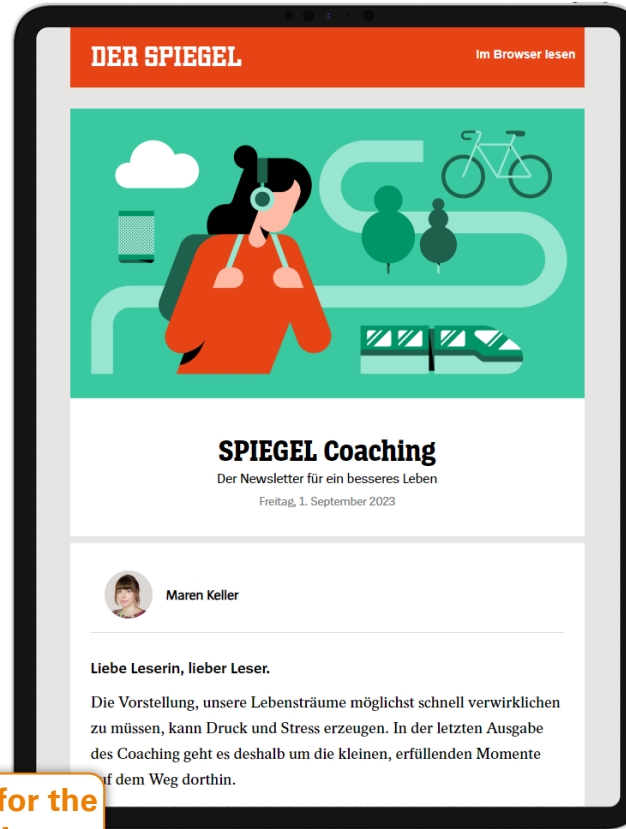
# SOCIETY & CULTURE

# COACHING

SPIEGEL

## DESCRIPTION OF THE

Change, but how? With smart training from SPIEGEL.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 55,000 Ad Impressions

## PUBLICATION DATE

Friday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads





**B2B**

# BACKGROUND AGRAR & ERNÄHRUNG

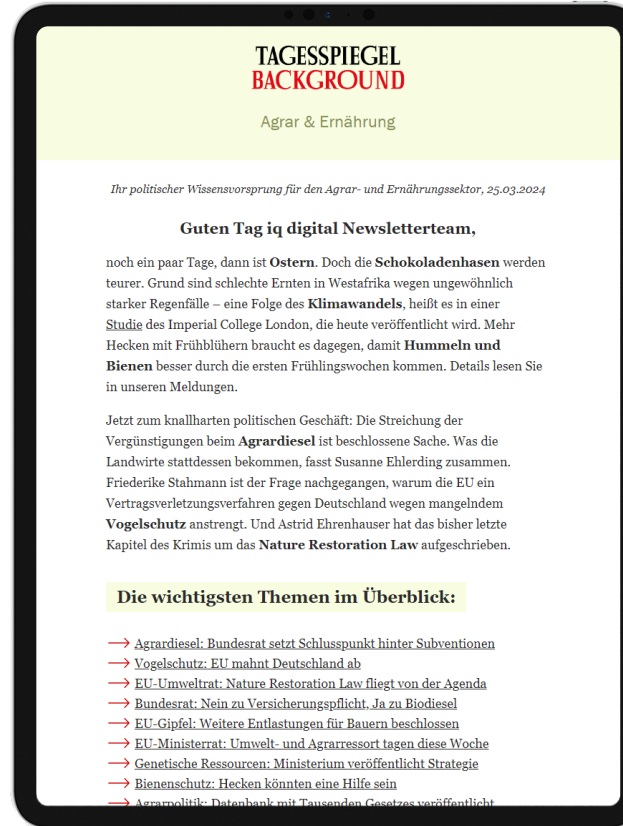
Tagesspiegel

## DESCRIPTION OF THE

The specialised editorial team examines the effects of political decisions at federal, state and EU level. Key topics include smart farming, agri-PV, forest reorganisation, chemicals, genetic engineering and global nutrition strategies.

The relevance of topics relating to agriculture and nutrition is extremely high.

With your message in Background Agriculture & Nutrition, you will reach a highly specialised target group of professionals who use the briefing as a basis for their day-to-day decisions.



## RANGE PER BOOKING

Ø 7,500 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

# BACKGROUND DIGITALISIERUNG & KI

Tagesspiegel

## DESCRIPTION OF THE

Analyses & background information on digital economy and policy, gigabit society, AI and administrative digitalisation.

The most important news on strengthening the digital sovereignty of Germany & Europe as well as on the ongoing digitalisation in public authorities & administrations - innovative solutions are presented at the same time.

You reach a target group of decision-makers who deal with topics relating to digital transformation and artificial intelligence.



## RANGE PER BOOKING

Ø 71,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

# BACKGROUND ENERGIE & KLIMA

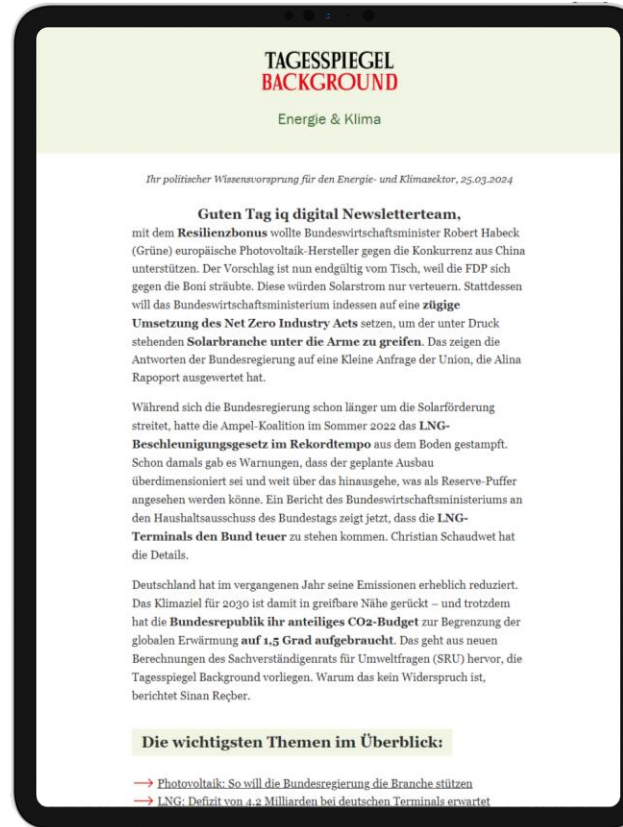
Tagesspiegel

## DESCRIPTION OF THE

Analyses and background information on key topics such as energy policy, the future of energy legislation and climate protection.

In addition to measures to mitigate climate change, it reports on developments in the field of energy supply and the opportunities offered by the use of renewable energies.

Reach a large and highly specialised target group of decision-makers and experts from the energy sector, for whom the specialist briefing serves as a basis for their decisions in their day-to-day work.knowledge that pays off!



## RANGE PER BOOKING

Ø 65,000 Ad Impressions

## PUBLICATION DATE

Monday Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

# BACKGROUND GESUNDHEIT & HEALTH

Tagesspiegel

## DESCRIPTION OF THE

It provides analyses and background information on key topics such as healthcare policy, hospital reforms and SHI finances.

It not only provides information, but also concrete guidance.

Reach a large target group of decision-makers from the health and care sector, such as owners, board members and managing directors.

Subscribers have a high level of expertise & make decisions that directly influence healthcare policy and medical care.



## RANGE PER BOOKING

Ø 42,000 Ad Impressions

## PUBLICATION DATE

Monday Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads



# BACKGROUND VERKEHR & SMART MOBILITY

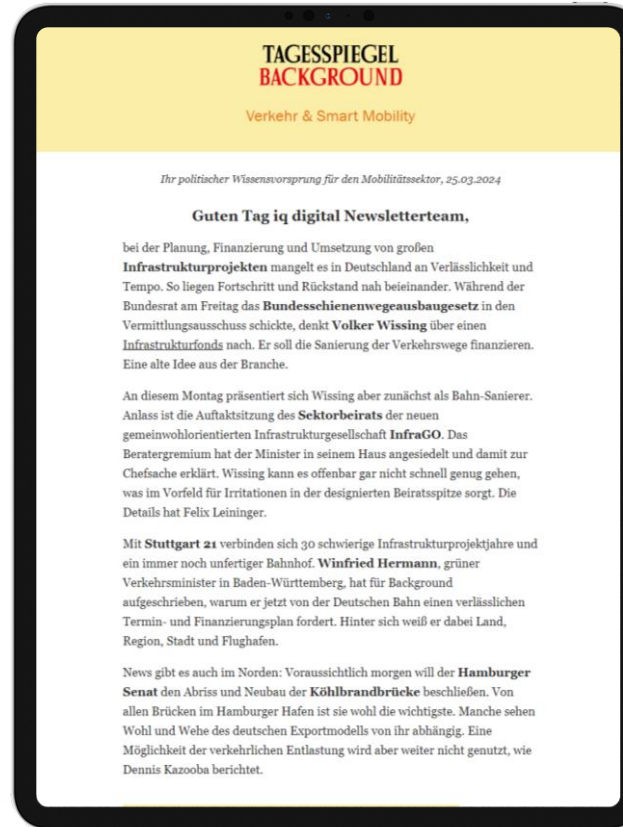
Tagesspiegel

## DESCRIPTION OF THE

Content concept Analyses and background information on innovative technologies, new mobility concepts and political decisions that influence the industry on a daily basis.

E-mobility, autonomous driving and exciting visions of the future will take centre stage.

With an advertising message in Background Transport & Smart Mobility, you can reach a large and highly specialised target group of decision-makers and experts from the transport industry who have a high level of expertise and whose decisions influence the future of mobility.



## RANGE PER BOOKING

Ø 42,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads