

A festive background featuring two young women with long hair, smiling joyfully. They are surrounded by a shower of colorful confetti in shades of orange, blue, pink, and white. The background is also decorated with vertical strands of shimmering tinsel in various colors. A large, semi-circular graphic element in shades of teal and yellow is overlaid on the left side of the image.

# NEWSLETTER BY IQ DIGITAL

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

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

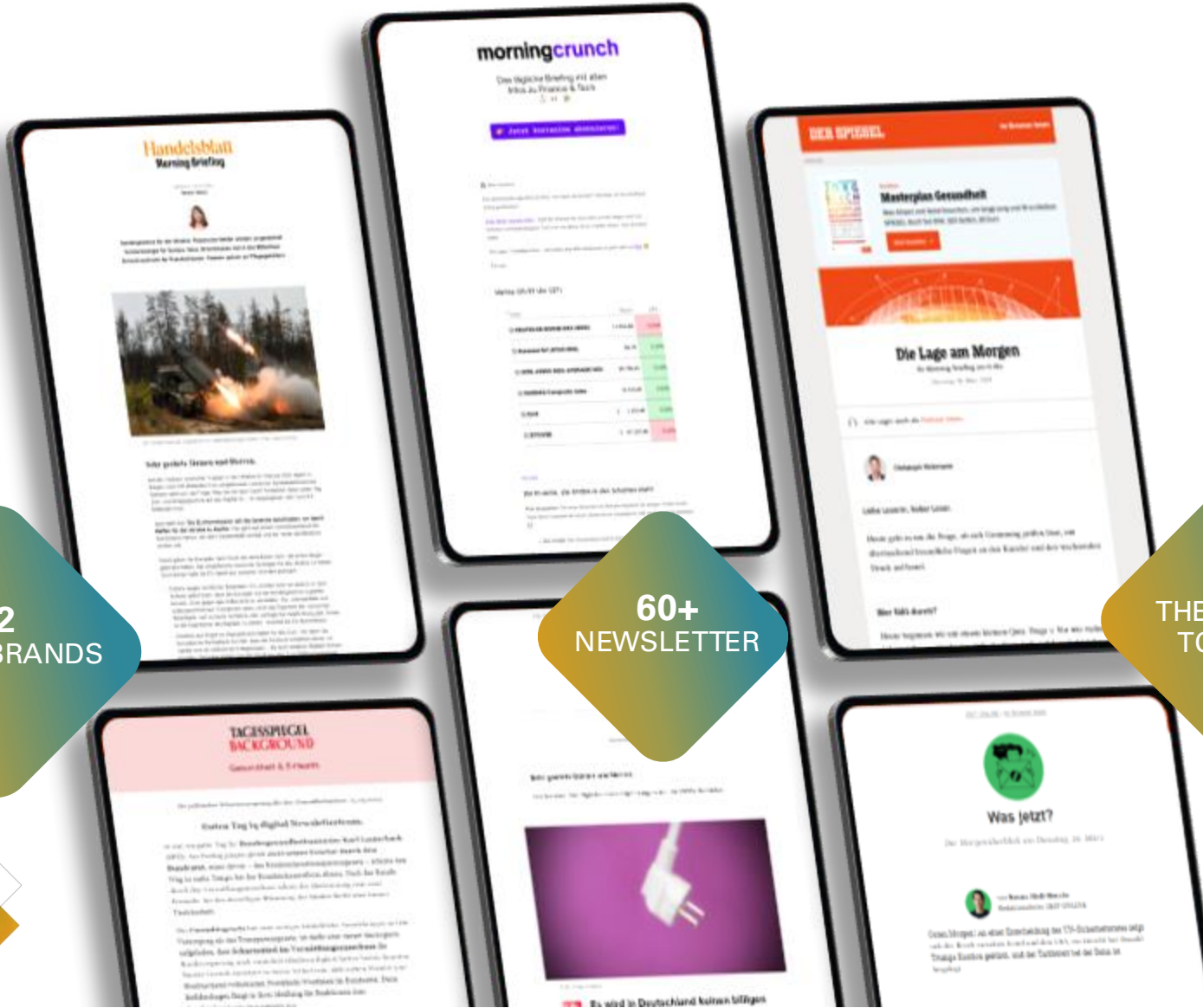


01

# PORTFOLIO

# OUR PORTFOLIO

Large variety of excellent newsletters in the iq digital portfolio



12  
MEDIA BRANDS

60+  
NEWSLETTER

5  
THEMATIC  
TOPICS

ndn

ARIVA DE

Handelsblatt

Harvard Business manager

Landlust

manager magazin

morningcrunch

Spektrum.de

DER SPIEGEL

TAGESSPIEGEL

Wirtschafts  
Woche

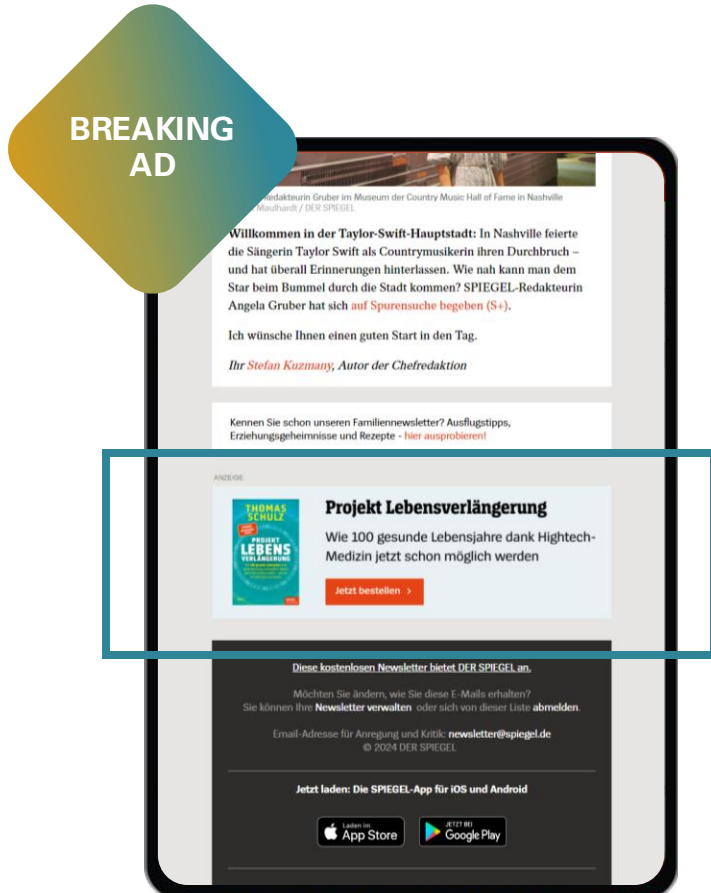
ZEIT ONLINE

02

# ADVERTISING MATERIAL

# ADVERTISING MATERIAL

## Newsletter formats



(Example in the SPiEGEL newsletter "Die Lage am Morgen")  
600x200px



(Example in the Morningcrunch newsletter „Markets Crunch“)  
600x400px

# ADVERTISING MATERIAL


## Newsletter formats

### NATIVE IMPACT AD

...auf die Landtagswahl in Brandenburg am 22. September  
...würfte, bei der den Berliner Regierungsparteien die nächste  
...ont.

...esserverbot in der Deutschen Bahn und das „Brot-und-Seife“-  
...engrungsprogramm für ausreisepflichtige Asylbewerber ist noch nicht einmal  
...umgesetzt, da kündigte Innenministerin Nancy Faeser gestern schon die nächste  
...Maßnahme an: Kontrollen an allen deutschen Landesgrenzen, um die Zahl  
...unerlaubter Einreisen einzudämmen. Die Kontrollen sollen am kommenden  
...Montag beginnen und zunächst sechs Monate andauern. [Jetzt Artikel lesen...](#)

Anzeige




**Urban Arrow FamilyNext**

**Lastenrad statt PKW? Verbessere jetzt mit dem FamilyNext deinen Alltag**

Gerade bei Familien werden Lastenfahrräder immer beliebter. Wir zeigen, wie du mit ihnen deine täglichen Routinen verbessern kannst und warum das neue Urban Arrow FamilyNext Lastenrad der perfekte Begleiter ist.

[Jetzt entdecken](#)



(Example in the HB newsletter "Morning Briefing")  
600×400px

### NATIVE TEXT AD

...KAMME SIND HEUTE WICHTIG

- ++ Kanzler Olaf Scholz empfängt des gewählten Präsidenten des Europäischen Rates António Costa
- ++ Wirtschaftsminister Robert Habeck, später Finanzminister Christian Lindner und CDU-Generalsekretär Carsten Linnemann bei der Jahrestagung des Markenverbandes
- ++ Forschungsministerin Bettina Stark-Watzinger bei der Jubiläumsveranstaltung 5 Jahre Sprint
- ++ Kanzler Olaf Scholz bei Feier des Vauvet-Verband zum 40-jährigen Bestehen der privaten Medien in Deutschland
- ++ Justizminister Marco Buschmann beim Hauptstadtkongress des Deutschen Reiseverbandes
- ++ Entwicklungministerin Svenja Schulze bei der internationalen Konferenz zu KI und Religionsfreiheit

ANZEIGE

**Luxusurlaub auf Malta**

**Warum sich ein Kurztrip nach Malta jetzt besonders lohnt**

Ein Luxusurlaub auf Malta bietet eine perfekte Mischung aus Entspannung und Kultur. Die sonnige Insel im Mittelmeer lockt mit exklusiven Hotels, erstklassiger Gastronomie und historischen Schätzen. Besonders jetzt, da Reisebeschränkungen gelockert wurden, lohnt sich ein Kurztrip nach Malta, um sich von der einzigartigen Atmosphäre und den vielfältigen Angeboten verzaubern zu lassen.

[Mehr erfahren!](#)

FÜR ALLE, DIE ES GENAUER WISSEN WOLLEN **TAGESSPIEGEL BACKGROUND**

TAGESSPIEGEL BACKGROUND GESUNDHEIT & E-HEALTH

**Notfallreform: Wenig Zeit zur Lösung großer Probleme**

Bis zum Ende der Legislatur bleibt nicht mehr viel Zeit für die großen Strukturformen. Darum erhöhen Gesundheitsminister Karl Lauterbach und die Ampelfraktionen nun das Tempo bei Krankenhaus- und Notfallreform. Kritik kommt von der Opposition, die von einem „handwerklich ausgesprochen amateurhaften Vorgehen“ spricht. Dana Bethkenhagen berichtet.

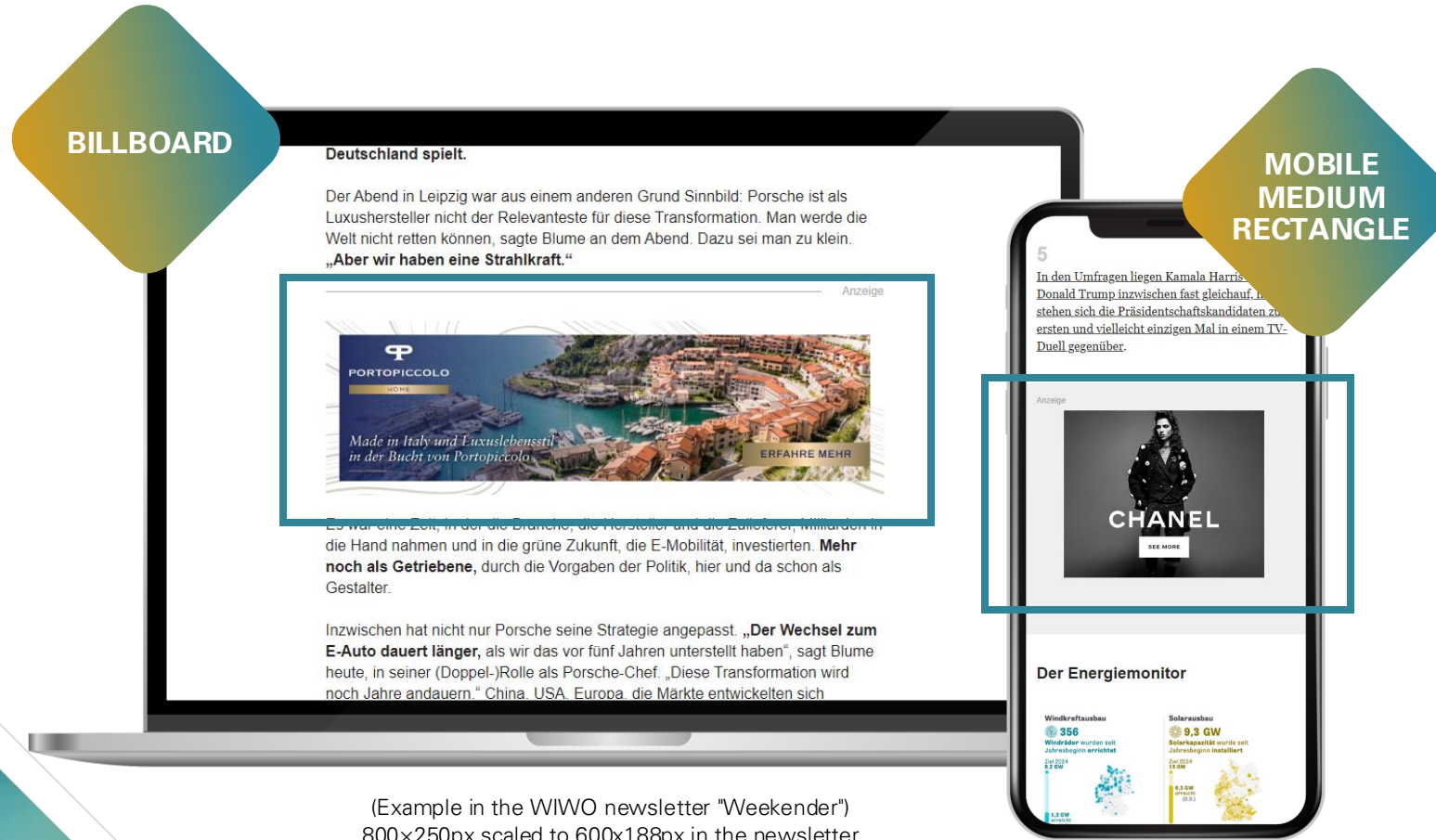
[Jetzt lesen](#)

TAGESSPIEGEL BACKGROUND CYBERSECURITY

(Example in the Tagesspiegel newsletter "Morgenlage")  
600×300px

# ADVERTISING MATERIAL

## Display Formate



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

(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

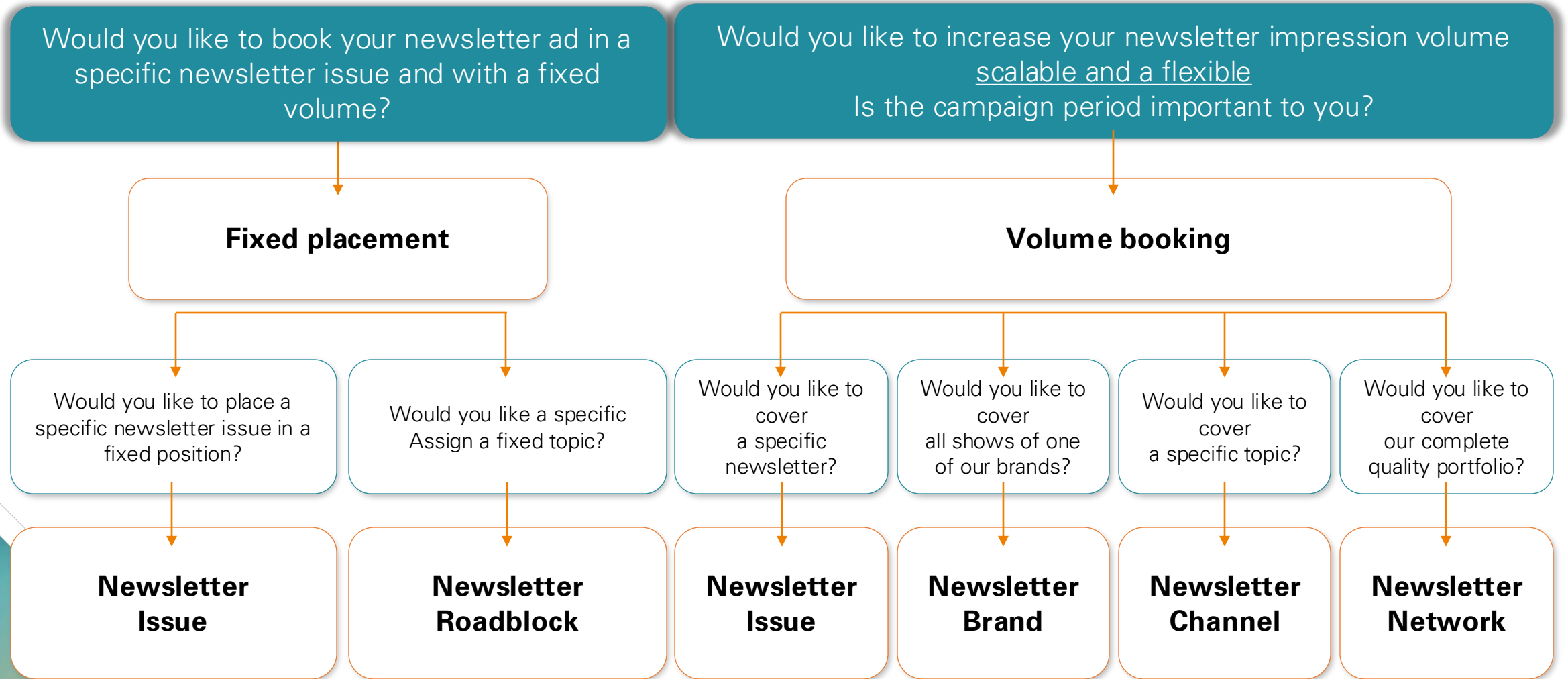


03

# INDIVIDUAL BOOKING OPTIONS

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

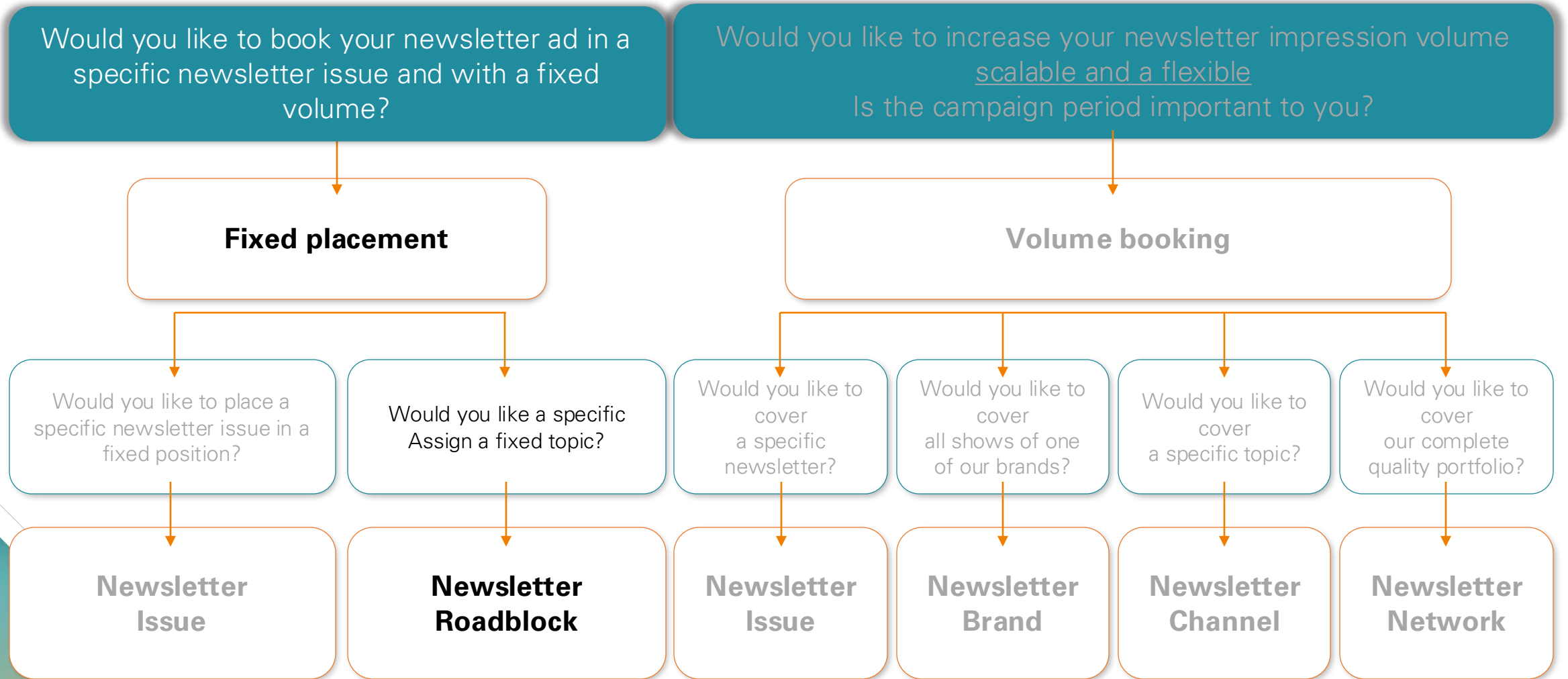


04

# NEWSLETTER ROADBLOCKS

# YOUR BOOKING OPTIONS

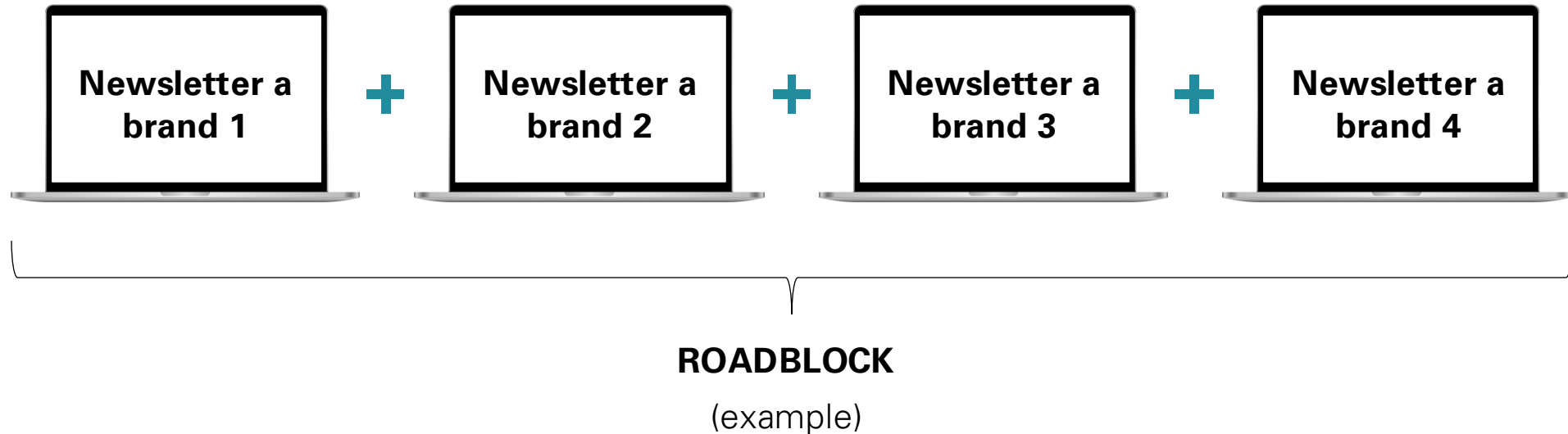
Exactly the right offer according to your wishes



# 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 4 newsletters with just one booking



Weekly





Finance Briefing





BörsenWoche





Geld



**8**  
Issues

**416.000**  
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.

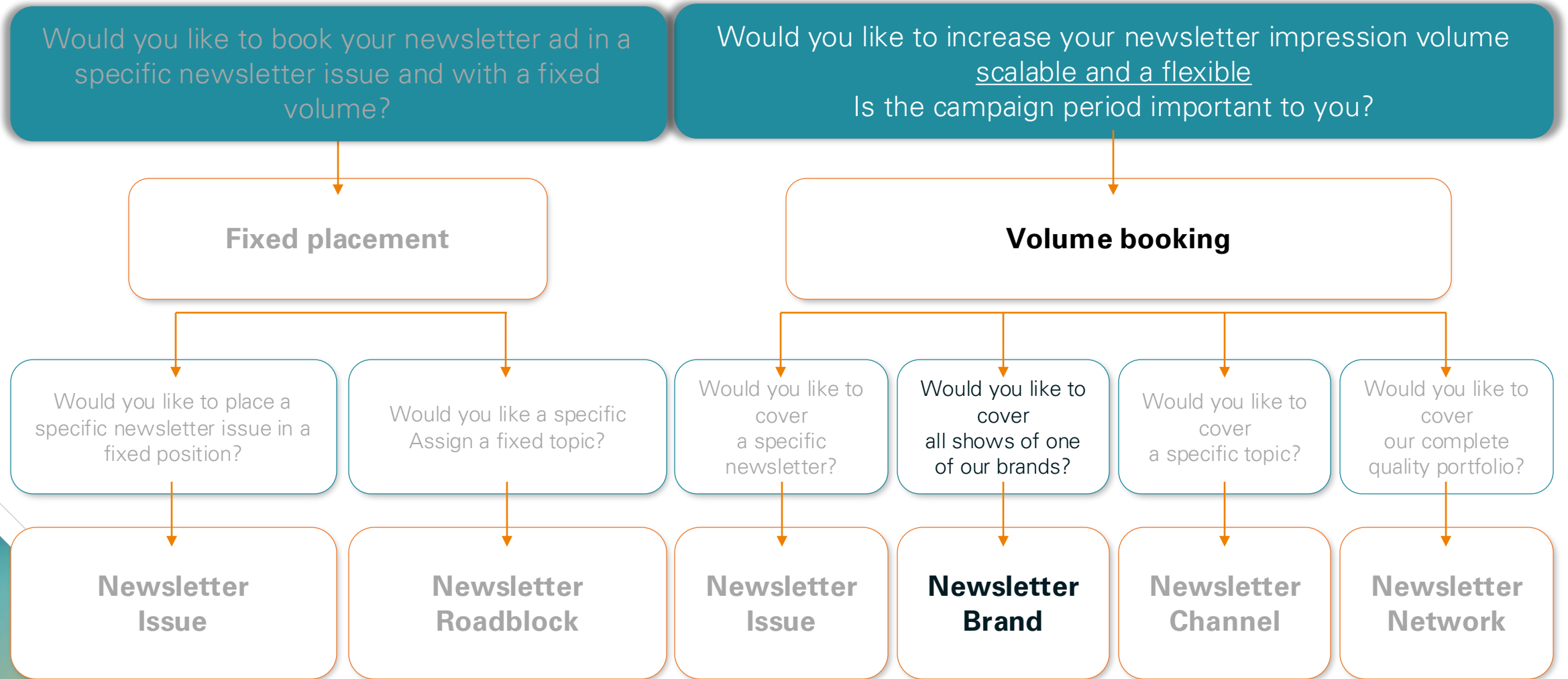
05

# NEWSLETTER BRAND



# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



# NEWSLETTER BRAND

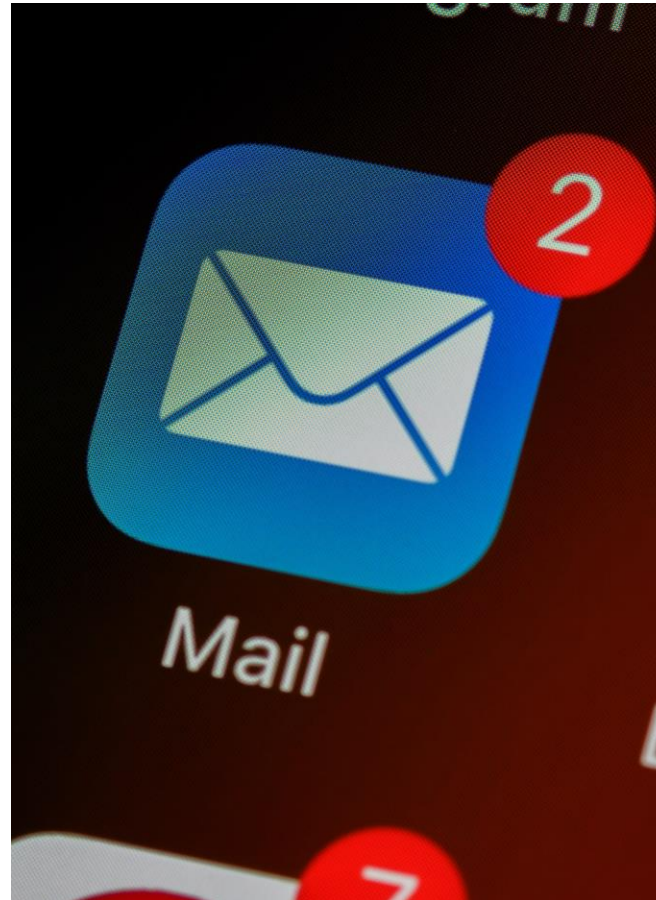
All newsletter issues of one of our media brands bundled for you

**Handelsblatt**

**DER SPIEGEL**

ZEIT  ONLINE

**morningcrunch**



**manager magazin**  
Harvard Business manager

■ **Wirtschafts**  
■ **Woche**

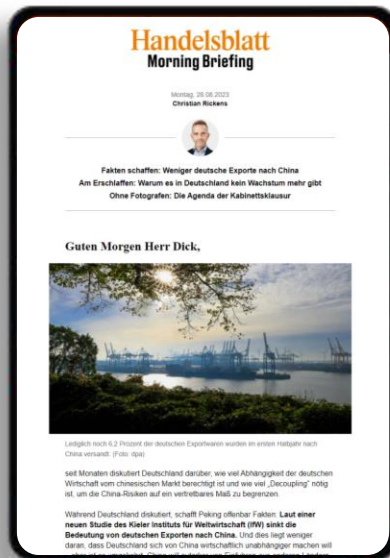
**Landlust**

# NEWSLETTER BRAND "HANDELSBLATT"

Place yourself in all Handelsblatt newsletters with just one booking

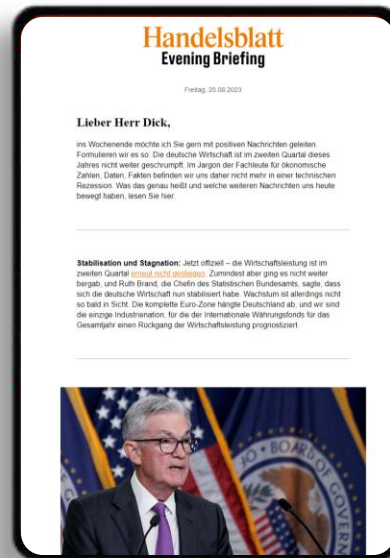
## Handelsblatt

Morning Briefing



## Handelsblatt

Evening Briefing



+

+

Handelsblatt Branchen: Automobil- industrie	Handelsblatt Branchen: Banken	Handelsblatt Branchen: Handel	Handelsblatt Branchen: IT
Handelsblatt 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

14

Newsletter

1,1 m

Subscribers

Breaking Ad\*

Advertising format

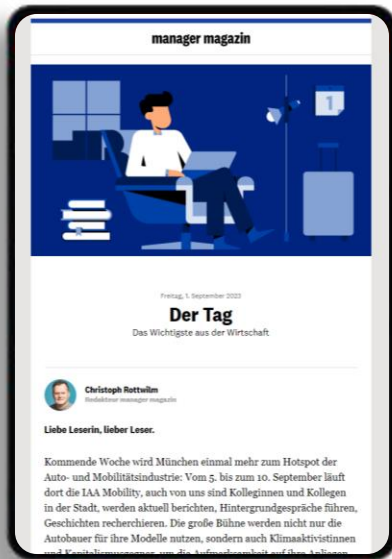
\*Other advertising formats available on request

# NEWSLETTER BRAND "MANAGER MAGAZIN & HARVARD BUSINESS MANAGER"

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

**manager magazin**

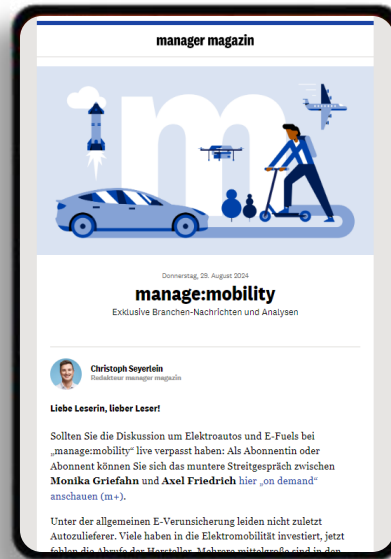
Der Tag



+

**manager magazin**

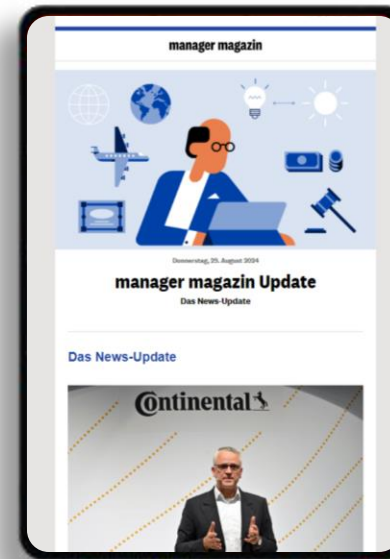
Update



+

**manager magazin**

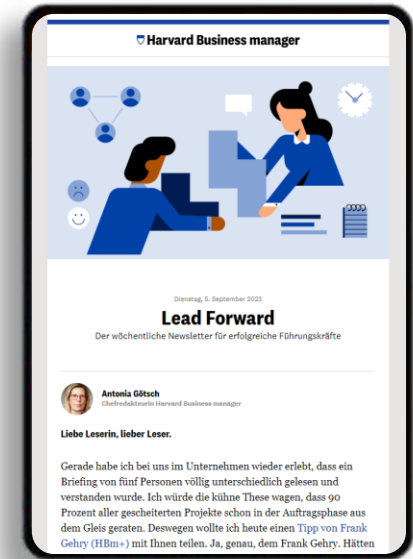
manage:mobility



+

**Harvard Business manager**

Lead Forward



4

Newsletter

104,000

Subscribers

Breaking Ad\*

Advertising format

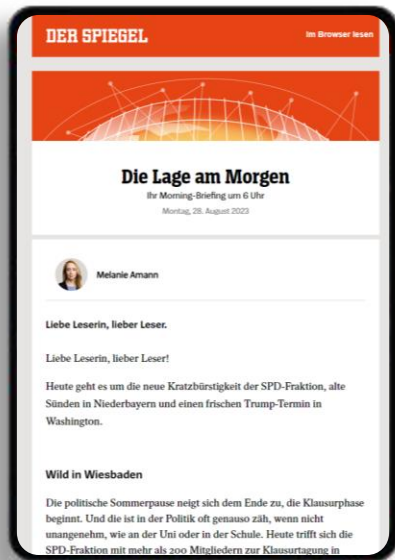
\*Other advertising formats available on request

# NEWSLETTER BRAND "SPIEGEL"

Place yourself in all Spiegel newsletters with just one booking

## DER SPIEGEL

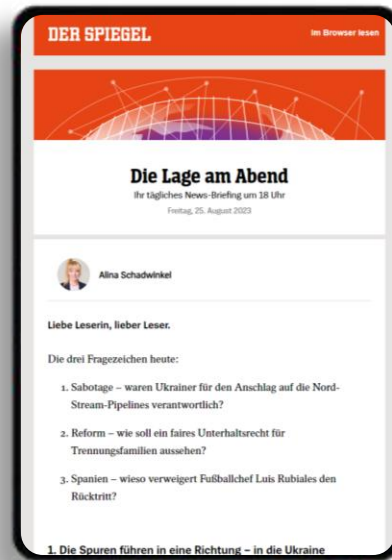
Die Lage am Morgen



+

## DER SPIEGEL

Die Lage am Abend



+

<b>DER SPIEGEL</b> Alles Gute	<b>DER SPIEGEL</b> Bücher	<b>DER SPIEGEL</b> Coaching	<b>DER SPIEGEL</b> Der Tag
<b>DER SPIEGEL</b> Die Lage am Sonntag	<b>DER SPIEGEL</b> Elementarteilchen	<b>DER SPIEGEL</b> International	<b>DER SPIEGEL</b> Klimabericht
<b>DER SPIEGEL</b> Gute Reise	<b>DER SPIEGEL</b> Karriere	<b>DER SPIEGEL</b> Neue Filme & Serien	<b>DER SPIEGEL</b> Startmenü

14

Newsletter

984,000

Subscribers

Breaking Ad\*

Advertising format

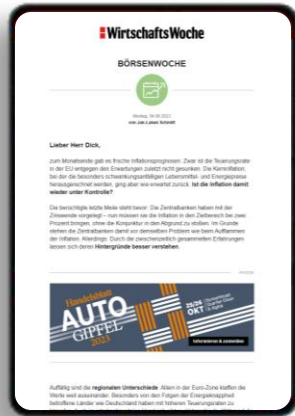
\*Other advertising formats available on request

# NEWSLETTER BRAND "WIRTSCHAFTSWOCHES"

Place yourself in all WirtschaftsWoche newsletters with just one booking

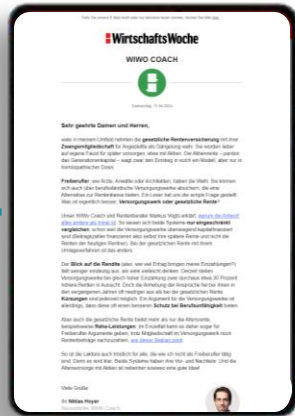
WirtschaftsWoche

BörsenWoche



WirtschaftsWoche

Coach



WirtschaftsWoche

Das Beste für Ihr Geld



WirtschaftsWoche

Daily Punch



WirtschaftsWoche

Editor's Pick



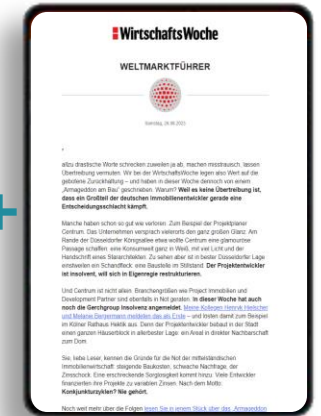
WirtschaftsWoche

Weekender



WirtschaftsWoche

Weltmarktführer



7  
Newsletter

604,000  
Subscribers

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



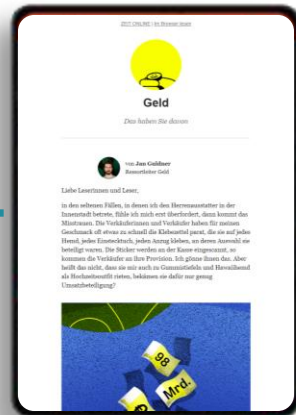
ZEIT ONLINE

Das tut mir gut



ZEIT ONLINE

Geld



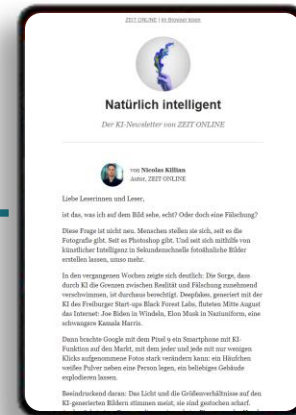
ZEIT ONLINE

Green



ZEIT ONLINE

Natürlich  
intelligent



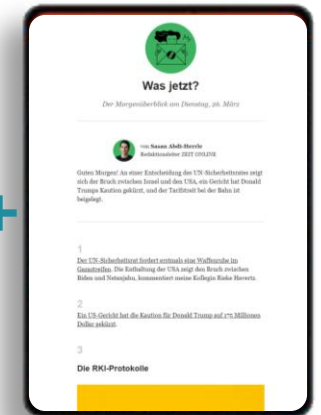
ZEIT ONLINE

ZEITmagazin -  
Was für ein Tag?



ZEIT ONLINE

Was Jetzt?



7  
Newsletter

631,000  
Subscribers

Breaking Ad\*  
Advertising format

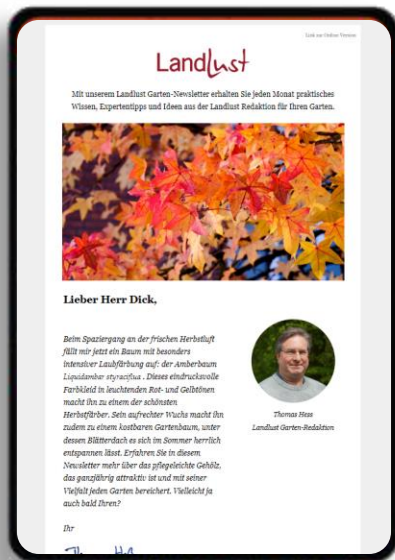
\*Other advertising formats available on request

# NEWSLETTER BRAND "LANDLUST"

Place yourself in all Landlust newsletters with just one booking

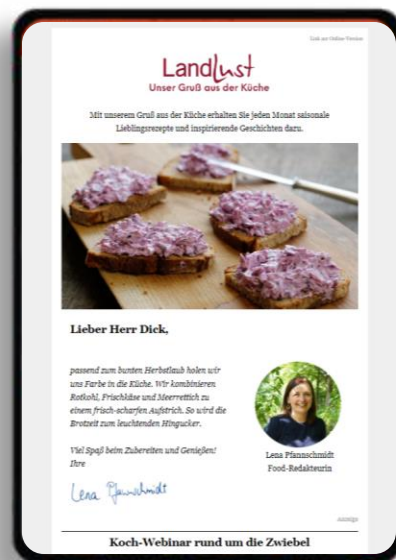
Landlust

Garten



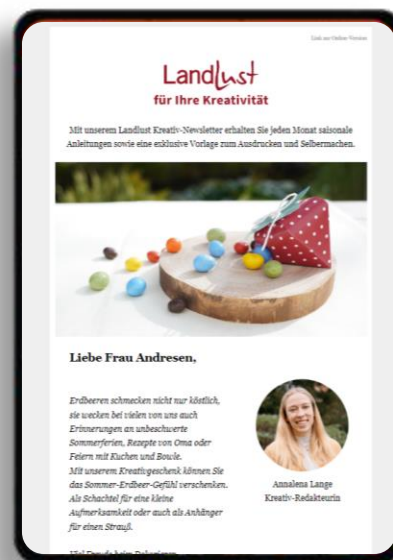
Landlust

Küchen



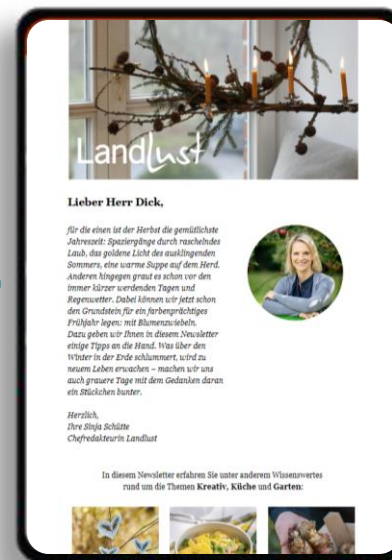
Landlust

Kreativ



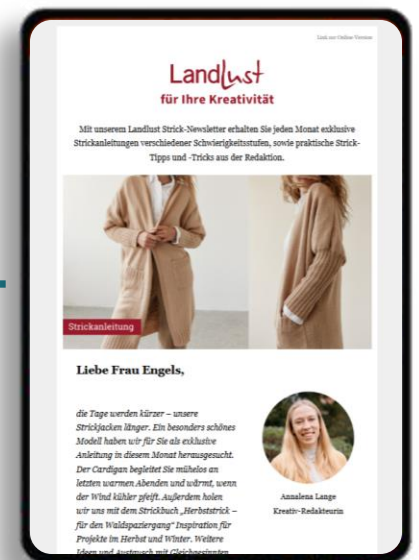
Landlust

Newsletter



Landlust

Strick



+

+

+

+

5

Newsletter

410,000

Subscribers

Breaking Ad\*

Advertising format

\*Other advertising formats available on request



# NEWSLETTER BRAND "MORNINGCRUNCH"

Place yourself in all Morningcrunch newsletters with just one booking

## morningcrunch

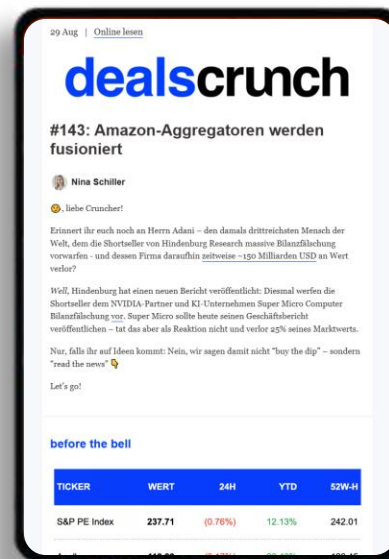
AI Crunch



+

## morningcrunch

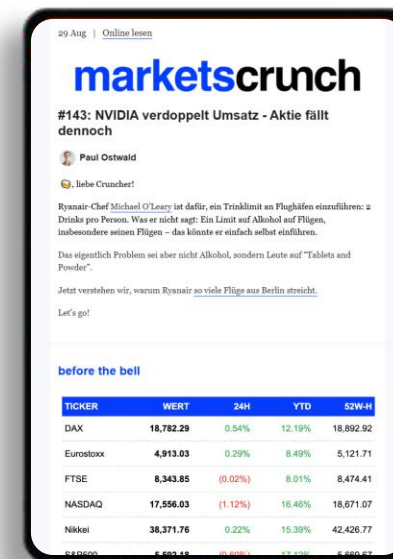
Deals Crunch



+

## morningcrunch

Markets Crunch



3

Newsletter

25,000

Subscribers

Breaking Ad\*

Advertising format

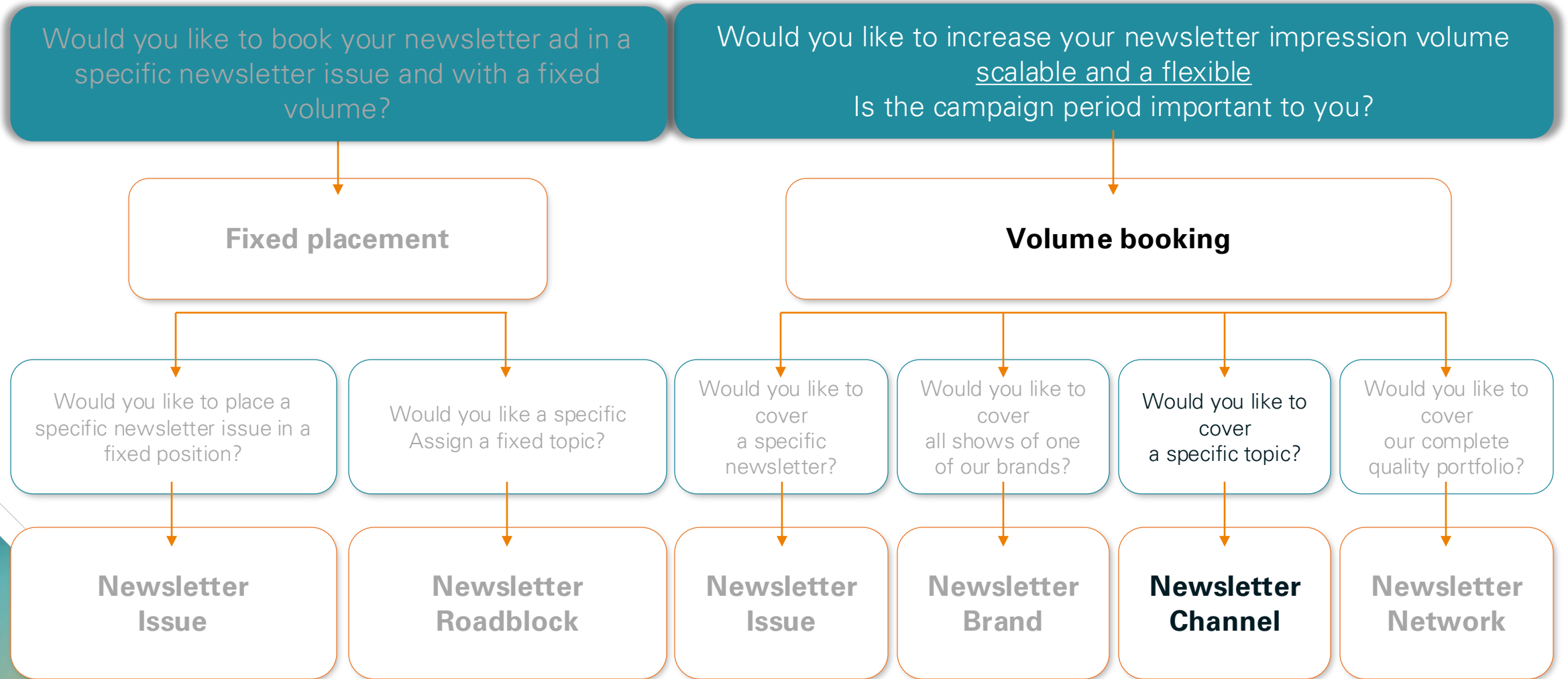
\*Other advertising formats available on request

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** 

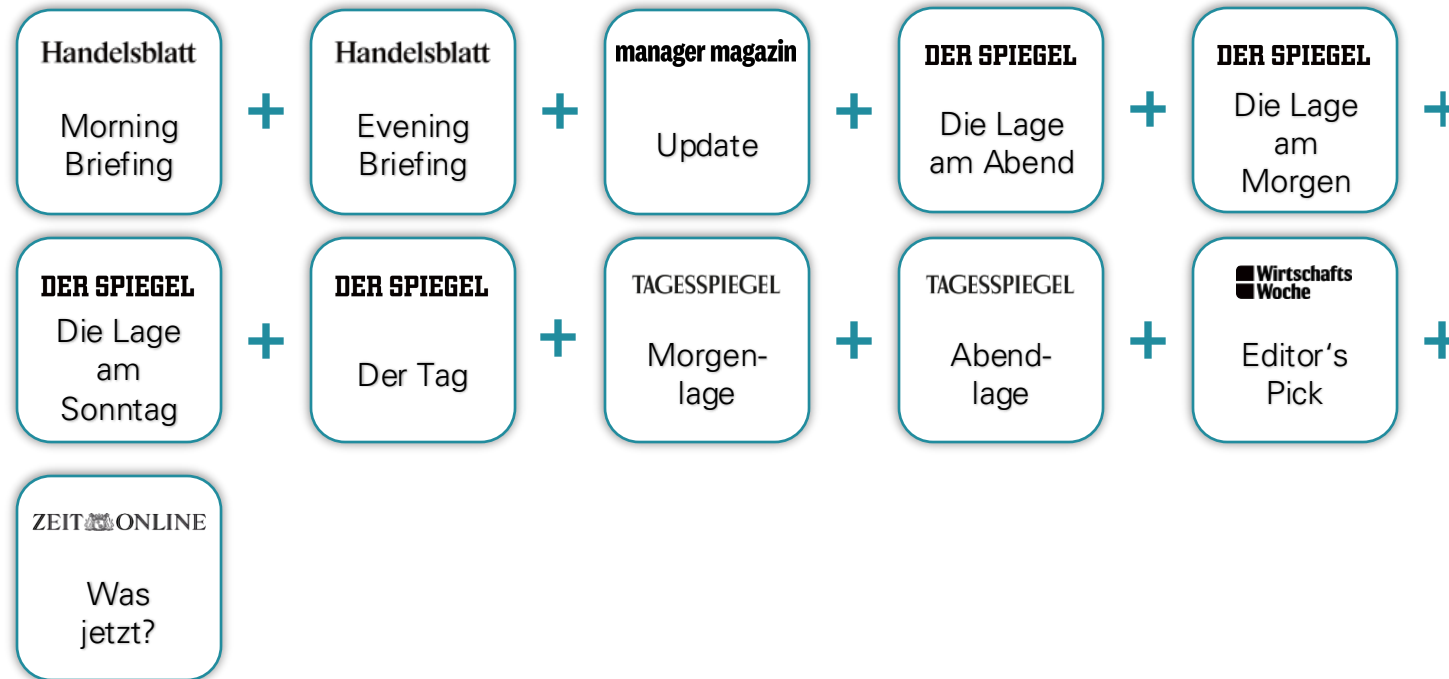
**FINANCES** 

**LIFESTYLE** 

**SUSTAINABILITY** 

# NEWSLETTER CHANNEL „QUALITY MEDIA“

Place yourself in all news newsletters with just one booking



11

Newsletter

1,8 m

Subscribers

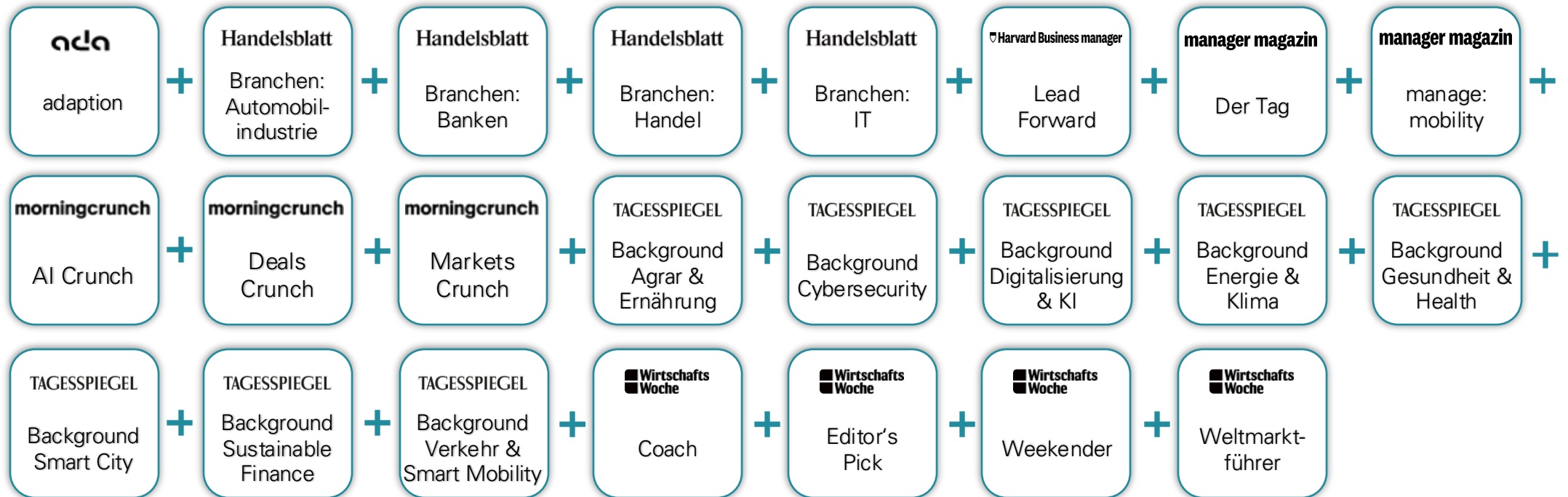
Breaking Ad\*

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "ECONOMY"

Place yourself in all business newsletters with just one booking



**23**

Newsletter

**616,000**

Subscribers

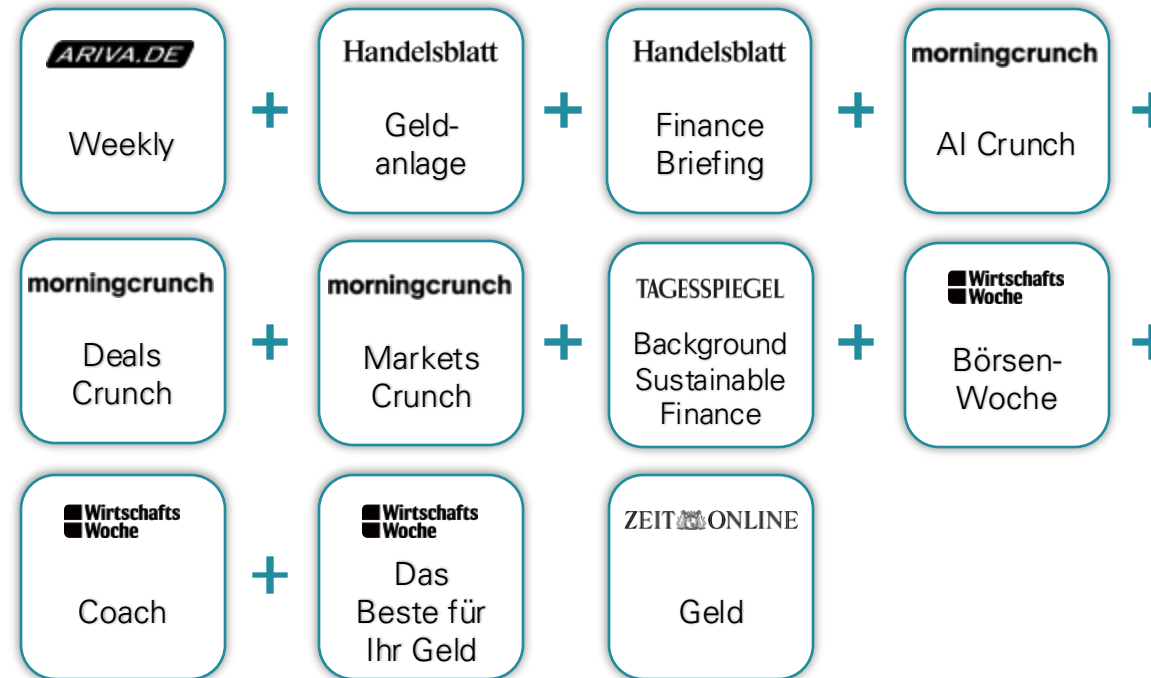
**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "FINANCE"

Place yourself in all financial newsletters with just one booking



**11**

Newsletter

**605,000**

Subscribers

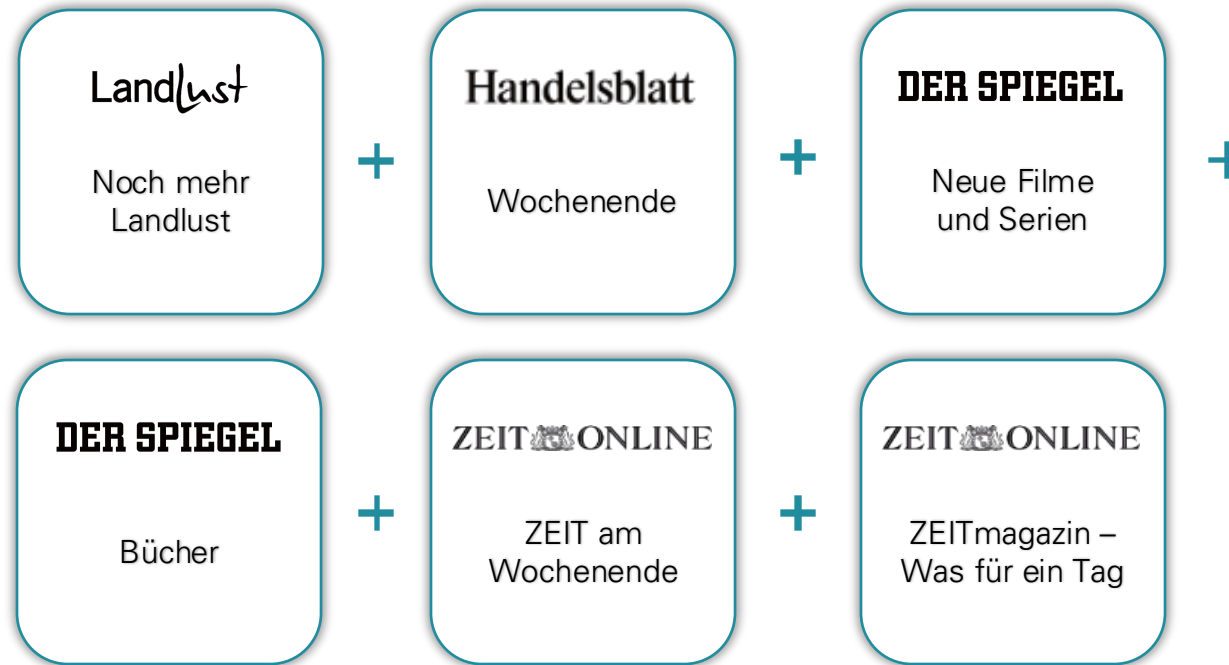
**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL „LIFESTYLE“

Place yourself in all lifestyle newsletters with just one booking



6

Newsletter

351,000

Subscribers

Breaking Ad\*

Advertising format

\*Other advertising formats available on request



# NEWSLETTER CHANNEL "SUSTAINABILITY"

Place yourself in all sustainability newsletters with just one booking



**6**

Newsletter

**133,000**

Subscribers

**Breaking Ad\***

Advertising format

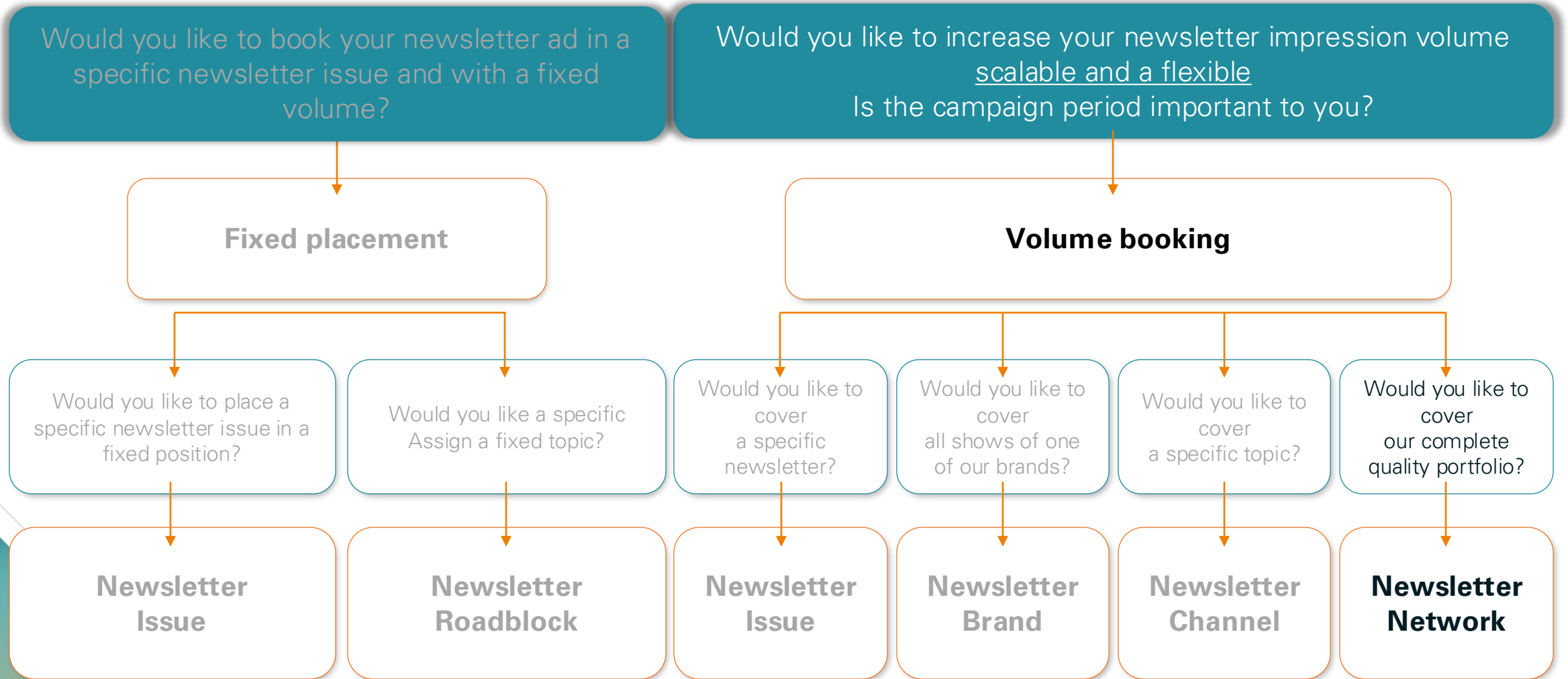
\*Other advertising formats available on request

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

**ndn**

**ARIVA DE**

**Handelsblatt**

**Harvard Business manager**

**Landlust**

**manager magazin**

**morningcrunch**

**Spektrum.de**

**DER SPIEGEL**

**TAGESSPIEGEL**

**Wirtschafts  
Woche**

**ZEIT ONLINE**

**12**

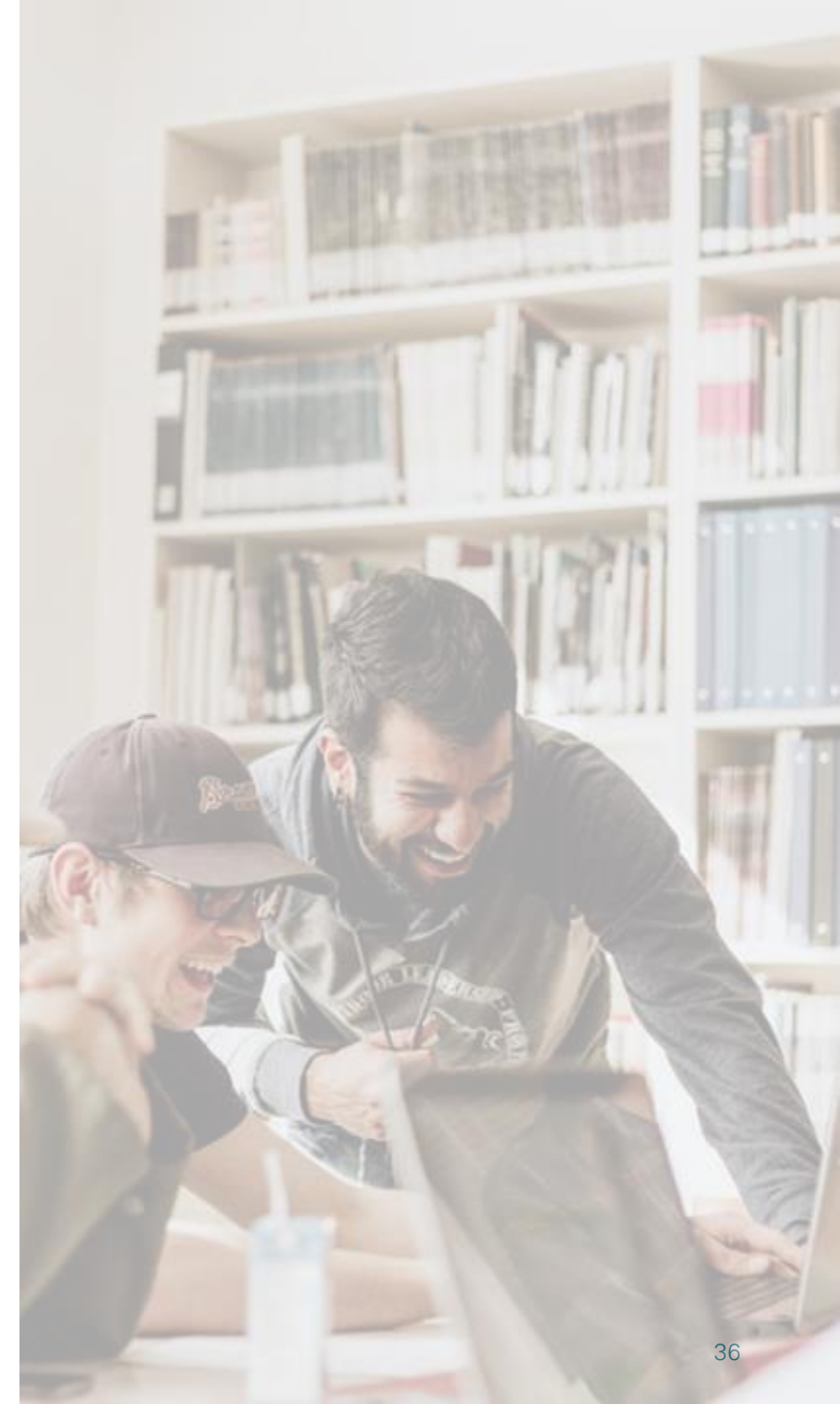
Media brands

**56**

Newsletter

**4,1 m**

Subscribers

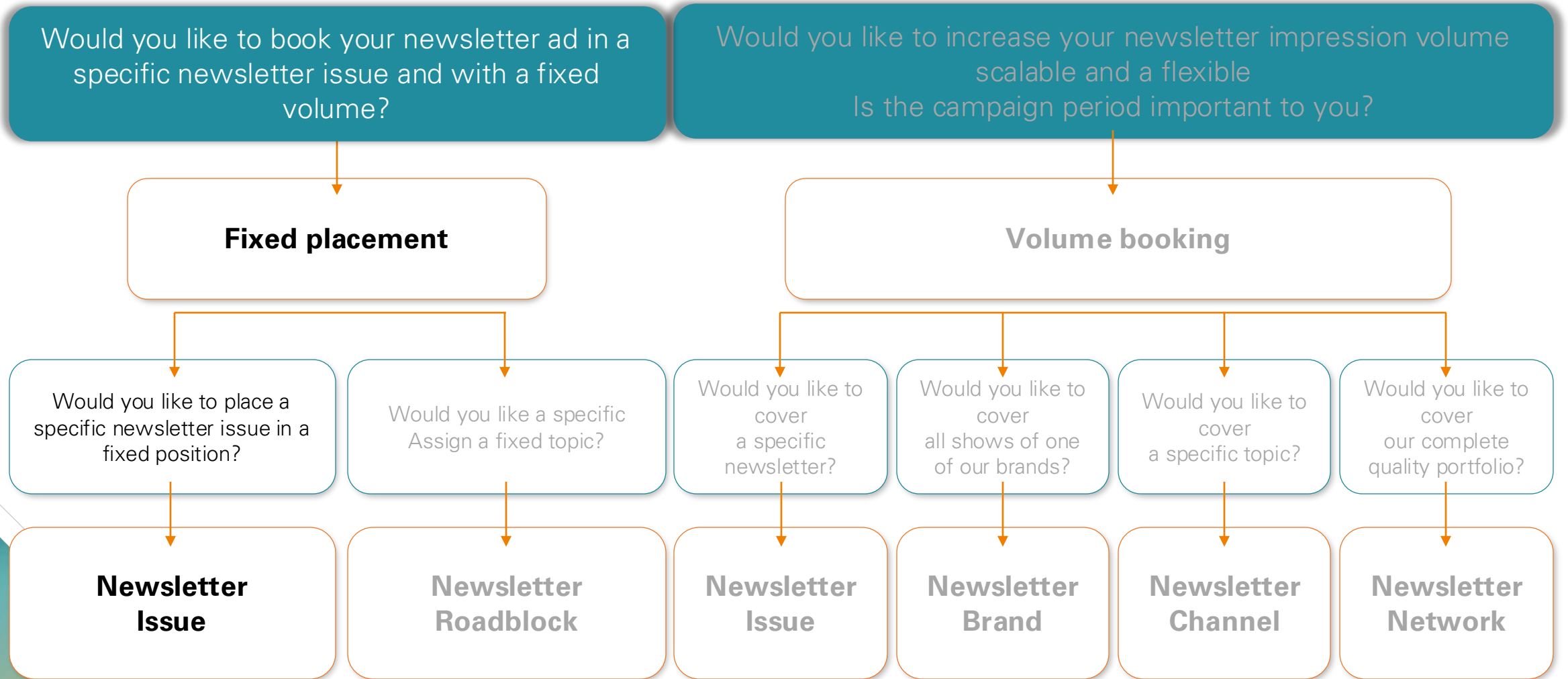


08

# NEWSLETTER ISSUE

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes





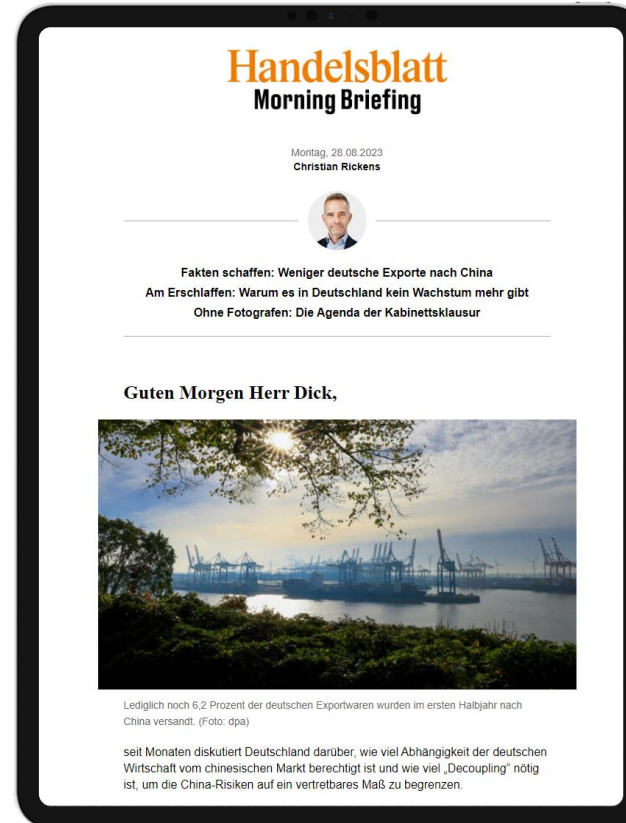
# QUALITY MEDIA

# 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller



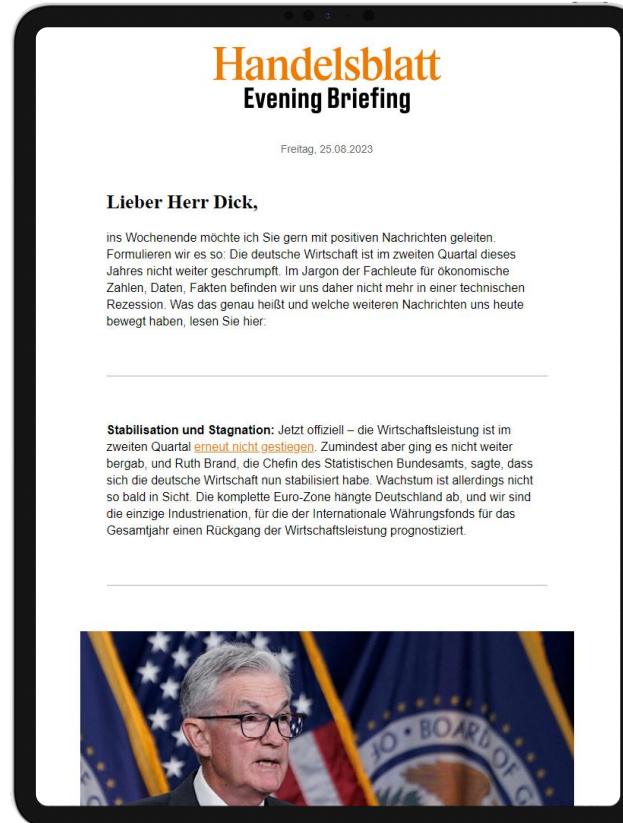
# EVENING BRIEFING

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

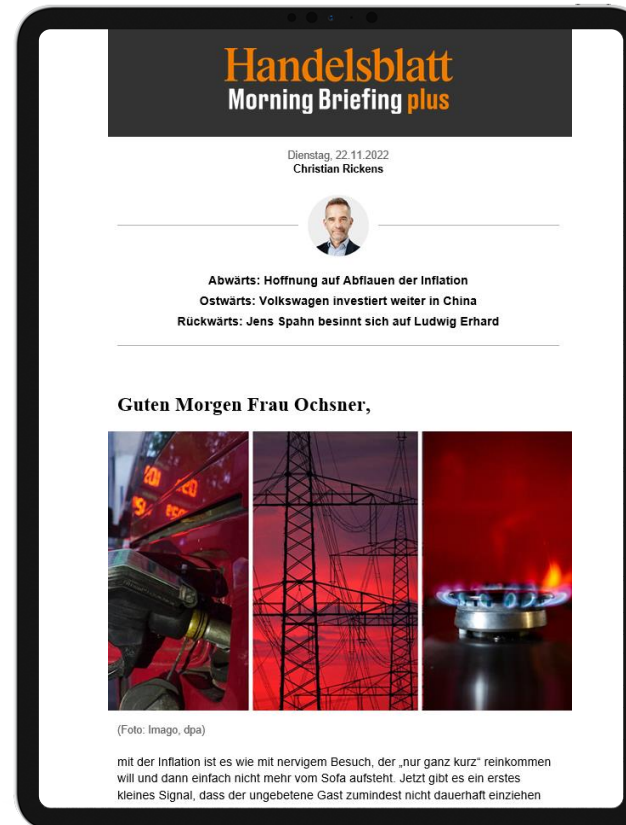
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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

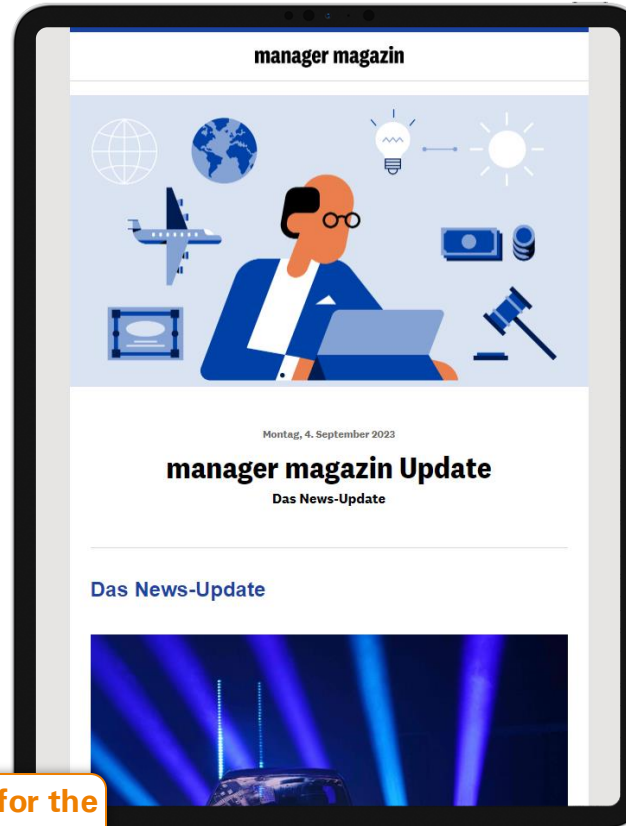
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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

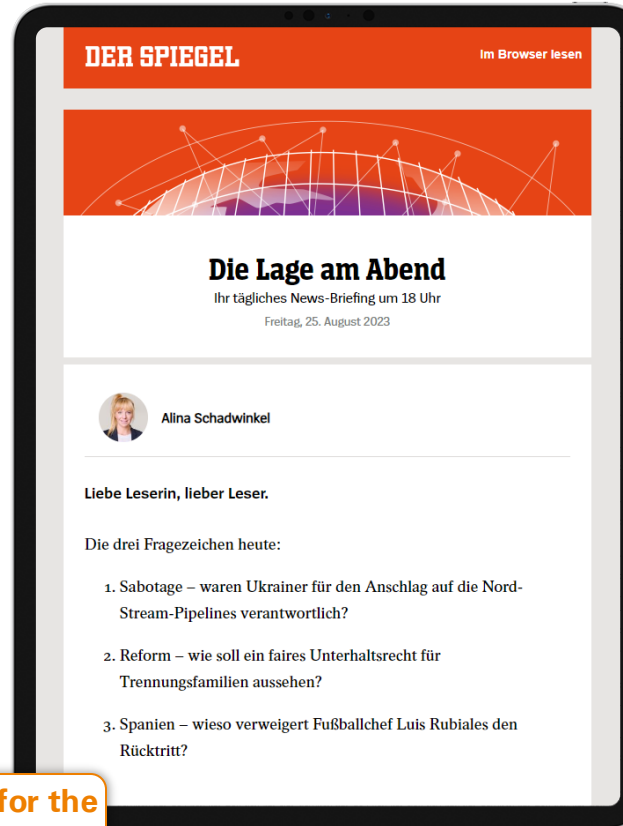
Breaking Ad, Breaking Ad Plus, Native Impact Ad,  
Native Text Ad, Billboard, Banner 2:1/3:1/4:1,  
Mobile Medium Rectangle, Mobile Content Ad 1:1,  
Mobile Interscroller, Mobile Halfpage Ad

# 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

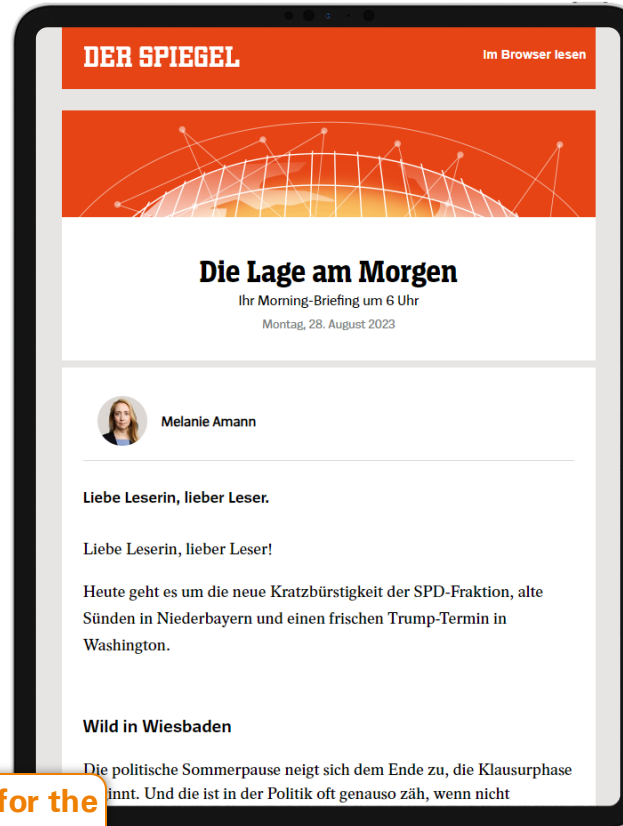
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

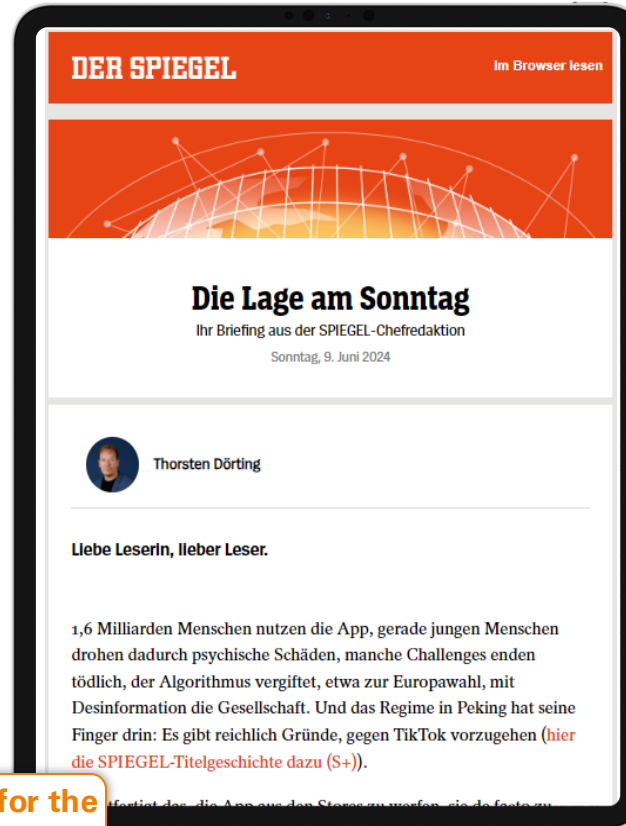
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

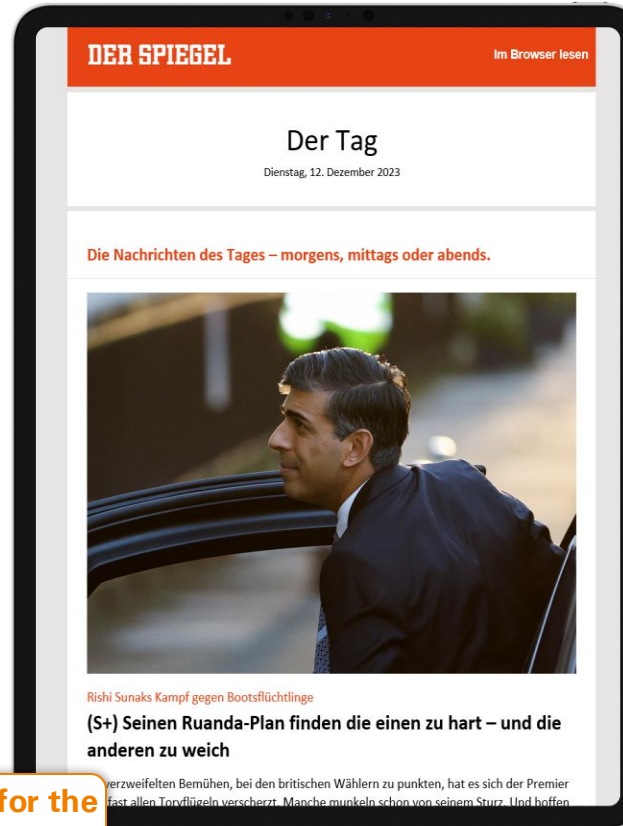
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

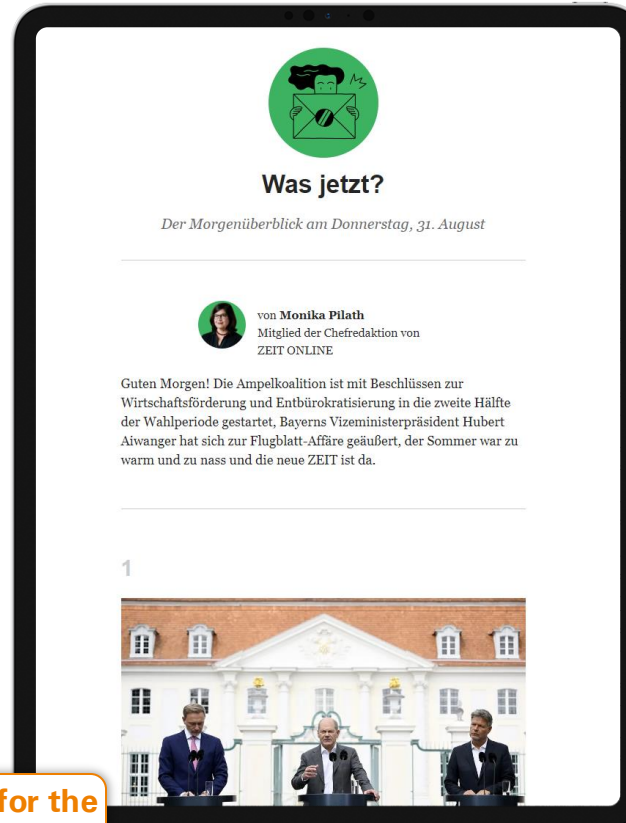
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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 520,000 Ad Impressions

## PUBLICATION DATE

Monday - Sunday (Saturday: Good News)

## MINIMUM BOOKING FREQUENCY

1 week = 7 issues

## BOOKING OPTION

Breaking Ad, Breaking Ad Plus, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad





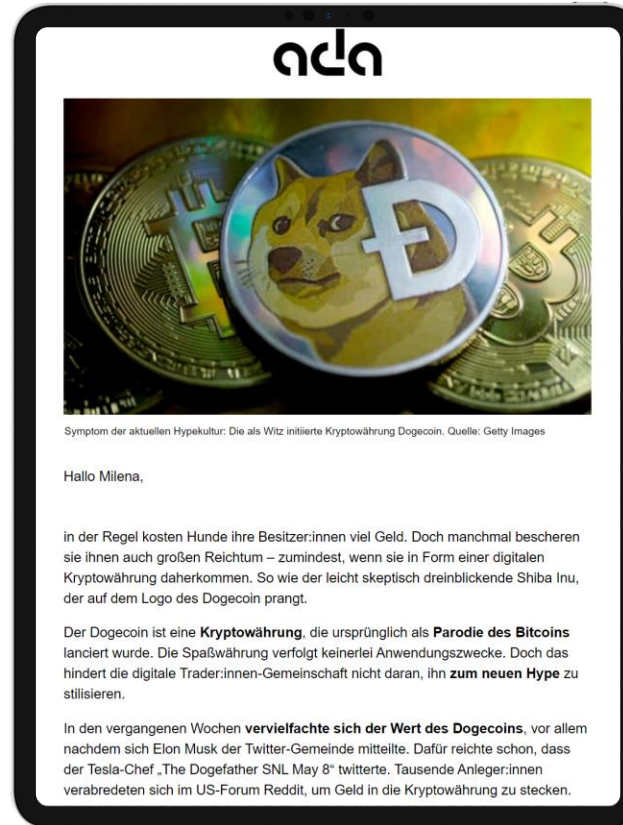
# ECONOMY

# ADAPTION – DER BRIEF AUS DER ZUKUNFT

ada

## DESCRIPTION OF THE

Our world is changing. Radically, unexpectedly, rapidly. Adaptation is a survival strategy. Only those who manage to reinvent themselves in changing conditions can help shape tomorrow. The ability to adapt is a key skill of the 21st century. The "Der Brief aus der Zukunft" increases the adaptability quotient of readers in the age of digital transformation.



## RANGE PER BOOKING

Ø 26,000 Ad Impressions

## PUBLICATION DATE

Sunday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

Breaking Ad  
Advertorial Ad

Breaking Ad: Image: 600x200px as jpg or png file

Advertorial Ad: [Headline: max. 45 characters incl. spaces], Headline: max. 40 characters incl. spaces, Image: 600x300px as jpg or png file, Text: max. 450 characters incl. spaces, call-to-action: max. 30 characters incl. spaces, linking possible in image, header, headline.

[Lead time: 6 working days](#)

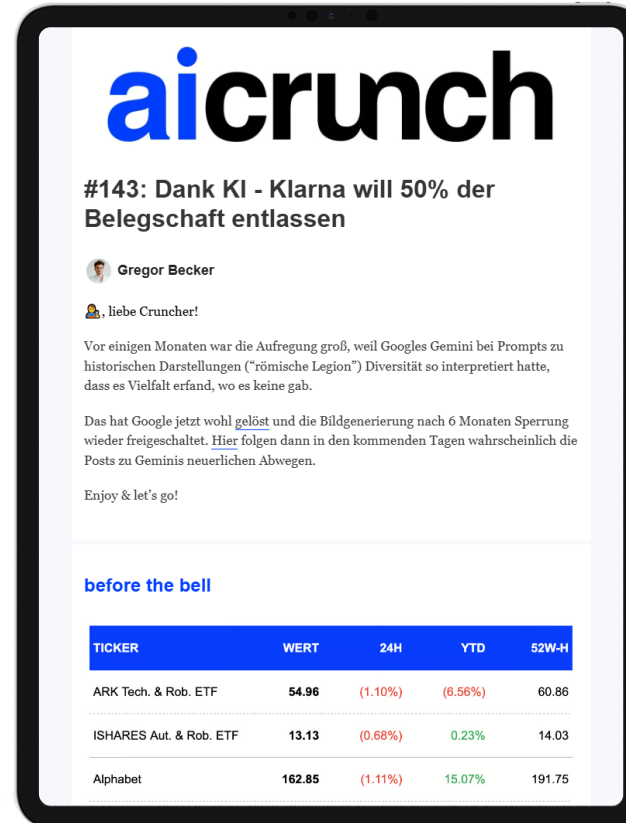
[Information on the allocation of advertising media can be found in our technical specifications.](#)

# 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 20,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

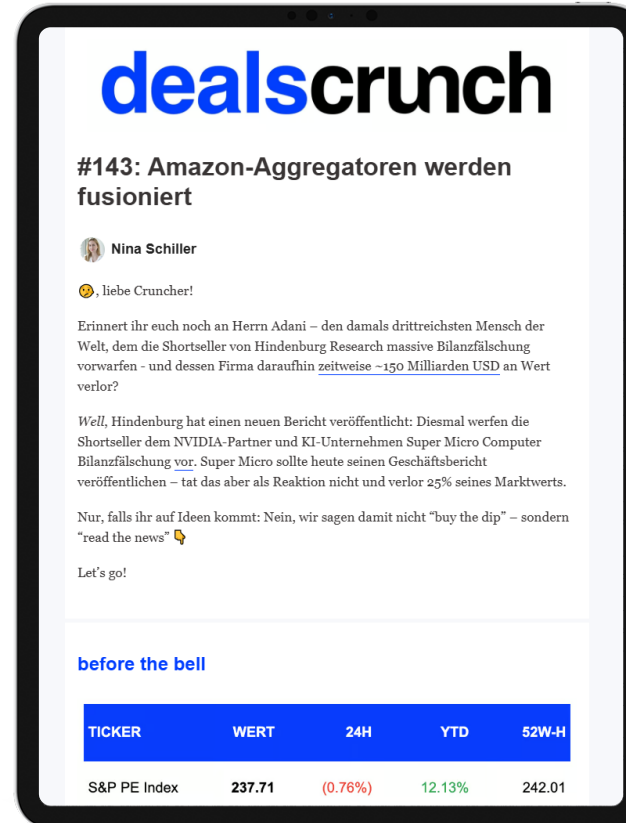
# DEALS CRUNCH

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 18,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# MARKETS CRUNCH

Morningcrunch

## DESCRIPTION OF THE

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

**marketscrunch**

**#143: NVIDIA verdoppelt Umsatz - Aktie fällt dennoch**

**Paul Ostwald**

👋, liebe Cruncher!

Ryanair-Chef Michael O'Leary ist dafür, ein Trinklimit an Flughäfen einzuführen: 2 Drinks pro Person. Was er nicht sagt: Ein Limit auf Alkohol auf Flügen, insbesondere seinen Flügen – das könnte er einfach selbst einführen.

Das eigentlich Problem sei aber nicht Alkohol, sondern Leute auf "Tablets and Powder".

Jetzt verstehen wir, warum Ryanair so viele Flüge aus Berlin streicht.

Let's go!

**before the bell**

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 40,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

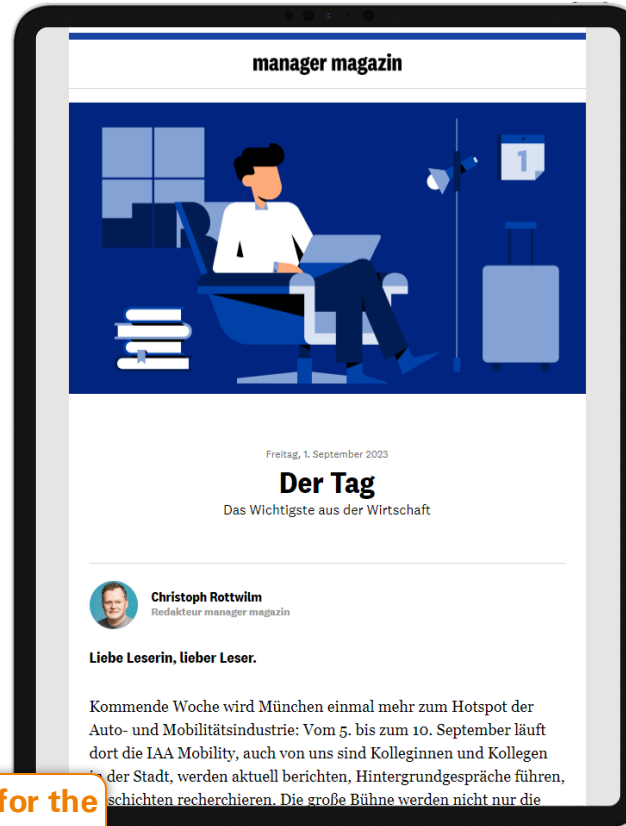
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

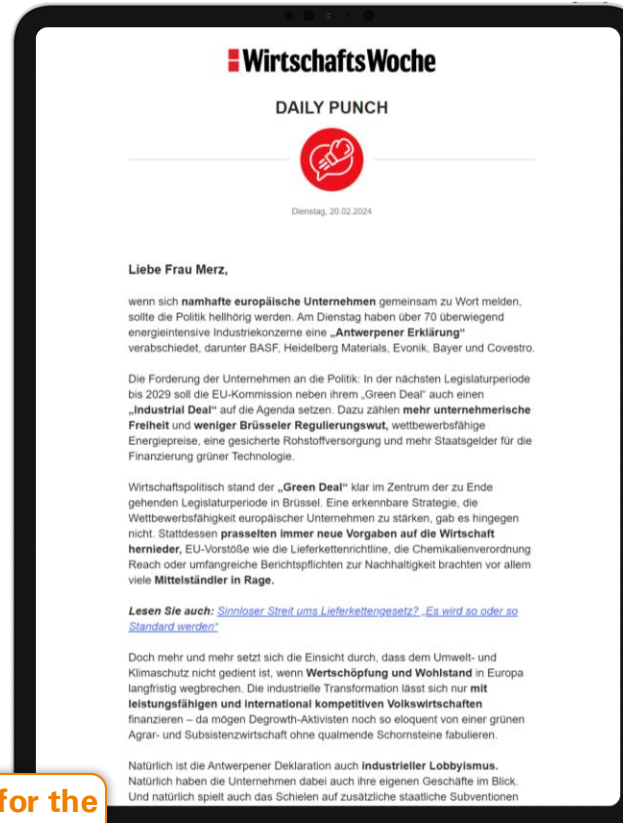
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

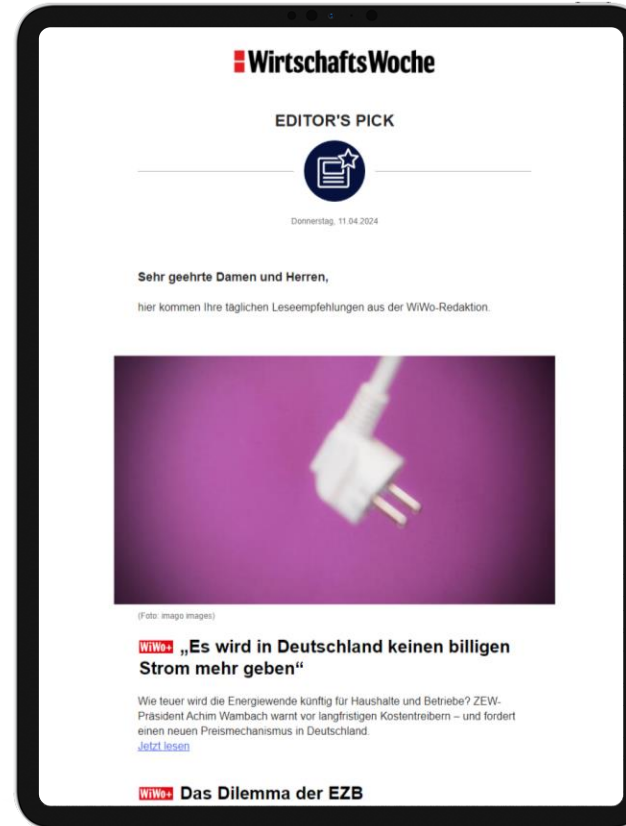
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

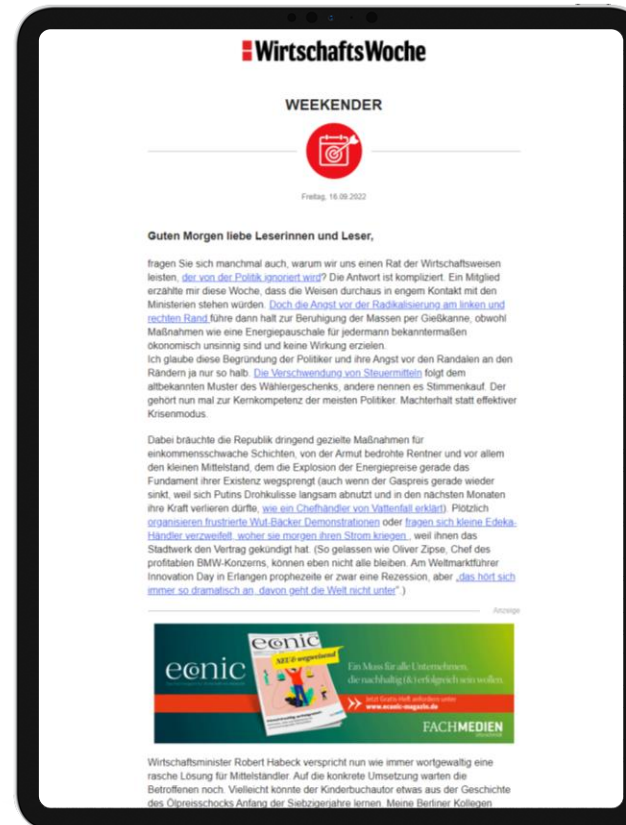


# WEEKENDER

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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller



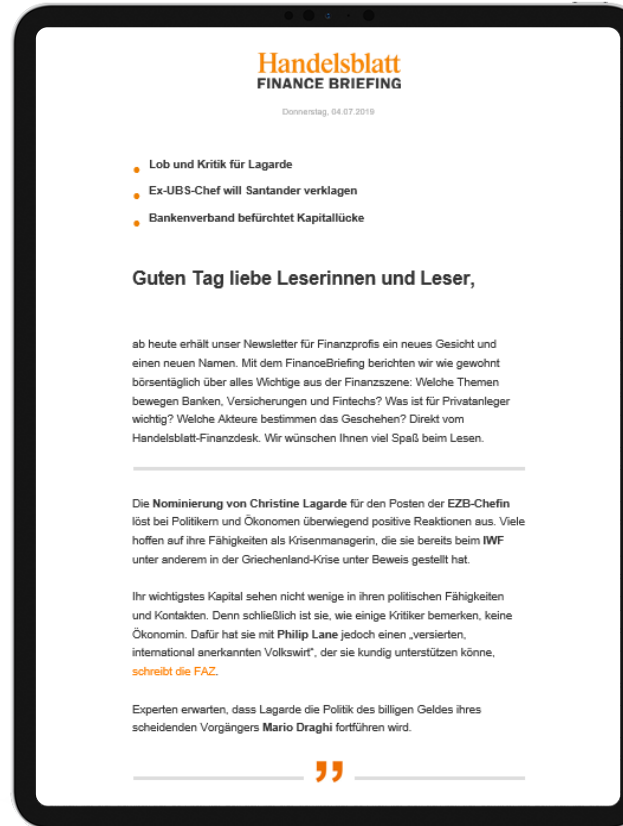
# FINANCES

# 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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.

## Handelsblatt Geldanlage

Donnerstag, 09.02.2023

### Guten Tag liebe Leserinnen und Leser,

die Not in Syrien und der Türkei nach dem verheerenden Erdbeben zeigt uns, wie verwundbar die Menschheit und die Erde sind. Auch ohne Klimakrise und den Einsatz von Waffen oder Ballons, die an Orten schweben, wo sie nicht hingehören.

**Wo stehen wir?** Die Finanzmärkte erweisen sich einmal mehr als nüchtern-kalter Ort, wo menschliches Leid außen vor bleibt. Öl und Gas werden immer billiger und kosten an den Spotmärkten zeitweise weniger als vor Beginn des russischen Angriffskriegs in der Ukraine. Deshalb steigen im Gegenzug die Aktienkurse. Der Dax notiert mit mehr als 15.000 Punkten wieder so hoch wie vor dem Krieg.

**Was ist zu erwarten?** Solange sich die wirtschaftlichen Frühindikatoren verbessern und damit eine Rezession unwahrscheinlicher wird, dürften die Aktienkurse weiter zulegen. Voraussetzung dafür sind aber auch Quartals- und Jahresergebnisse, die im Rahmen der Erwartungen liegen, und Ausblicke der Unternehmen, die zumindest auf stabile Gewinne in diesem Jahr hinweisen.

**Welche Risiken drohen?** Die Auseinandersetzung um einen Ballon in den USA hat uns vor Augen geführt, wie rasch ein Konflikt entstehen kann. Interpretieren die USA den Ballon nicht als Wetterballon, wie von China erwünscht, sondern als Spionage und Provokation, dann droht im schlimmsten Fall eine Kettenreaktion samt wirtschaftlichen Sanktionen. Davon wären deutsche Unternehmen mit starkem Chinageschäft erheblich betroffen. Im Fokus stehen beispielsweise die Autobauer BMW, Mercedes und VW mit Umsatzanteilen in China zwischen 35 und 40 Prozent.

## RANGE PER BOOKING

Ø 50,000 Ad Impressions

## PUBLICATION DATE

Thursday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

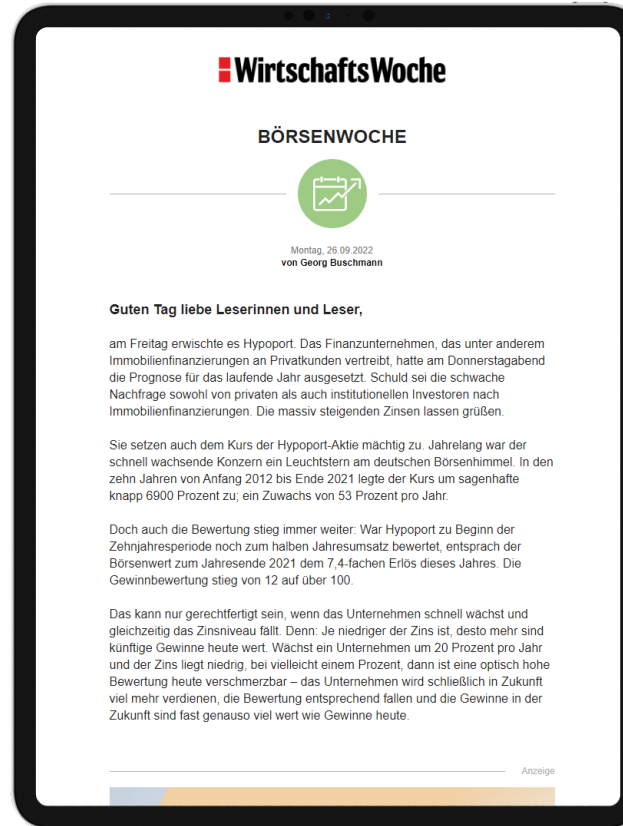
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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

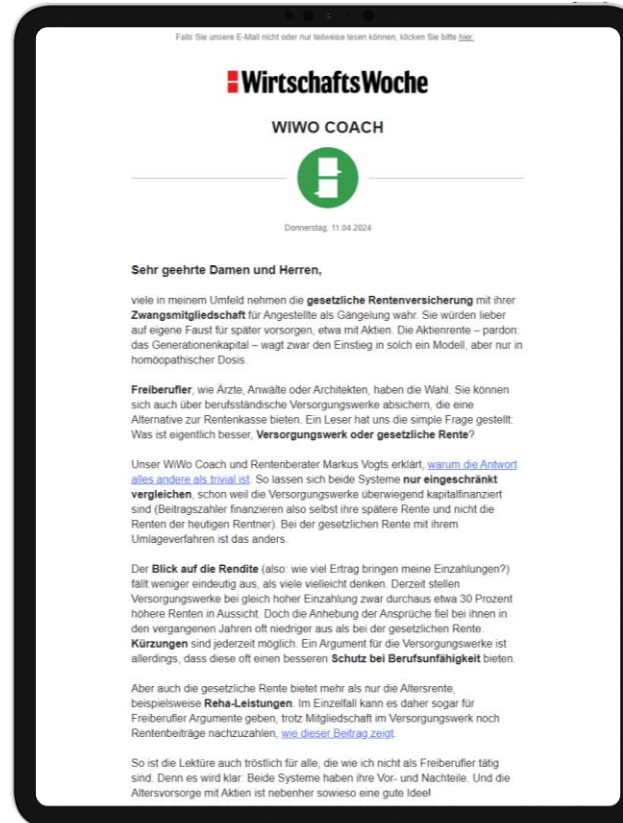
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller



# LIFESTYLE

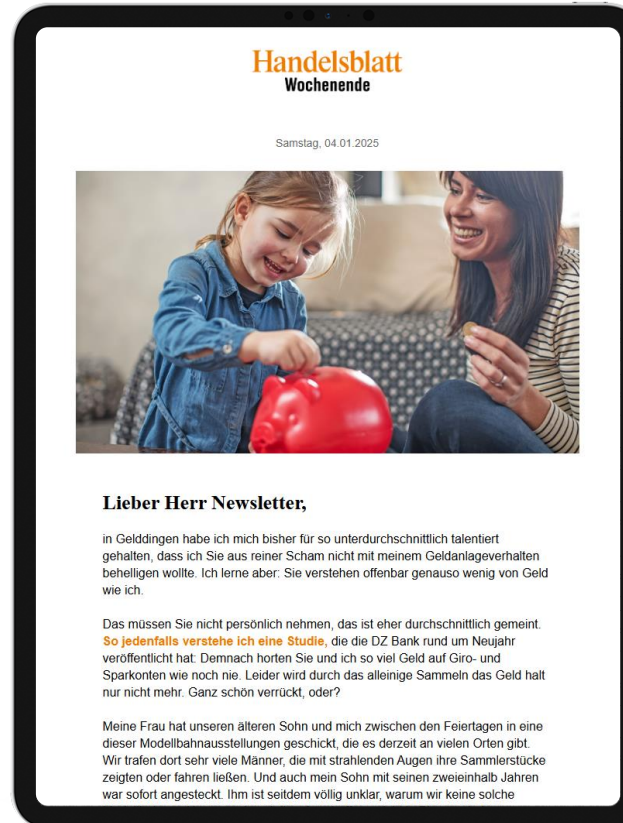


# WOCHENENDE

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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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.

**CREATIVE**  
1ST THURSDAY OF THE MONTH

**KITCHEN**  
3ST THURSDAY OF THE MONTH

**GARDEN**  
4ST TUESDAY OF THE MONTH

**KNIT**  
4ST THURSDAY OF THE MONTH

**EDITORIAL**  
2ST THURSDAY OF THE MONTH

**Landlust**

Lieber Herr Dick,

*für die einen ist der Herbst die gemütlichste Jahreszeit: Spaziergänge durch raschelndes Laub, das goldene Licht des ausklingenden Sommers, eine warme Suppe auf dem Herd. Anderen hingegen graut es schon vor den immer kürzer werdenden Tagen und Regenwetter. Dabei können wir jetzt schon den Grundstein für ein farbenprächtiges Frühjahr legen: mit Blumenziebeln. Dazu geben wir Ihnen in diesem Newsletter einige Tipps an die Hand. Was über den Winter in der Erde schlummert, wird zu neuem Leben erwachen – machen wir uns auch grauer Tage mit dem Gedanken daran ein Stückchen bunter.*

Herzlich,  
Ihre Sinja Schütte  
Chefredakteurin Landlust

In diesem Newsletter erfahren Sie unter anderem Wissenswertes rund um die Themen **Kreativ, Küche und Garten:**

## 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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 140,000 ad impressions

## PUBLICATION DATE

Wednesday - Tuesday  
(no issue on Sundays)

## MINIMUM BOOKING FREQUENCY

1 week = 6 issues

## BOOKING OPTION

Breaking Ad, Breaking Ad Plus, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad



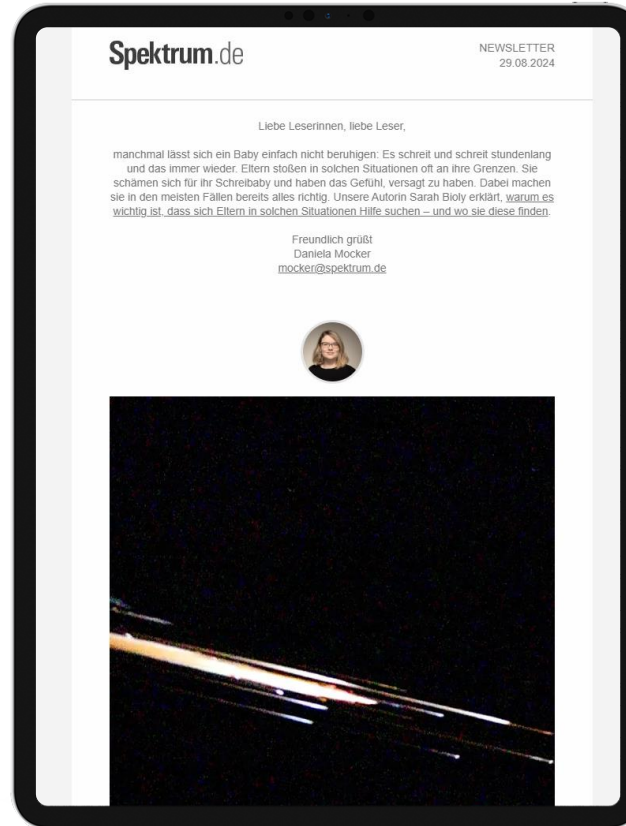
# SUSTAINABILITY

# 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad



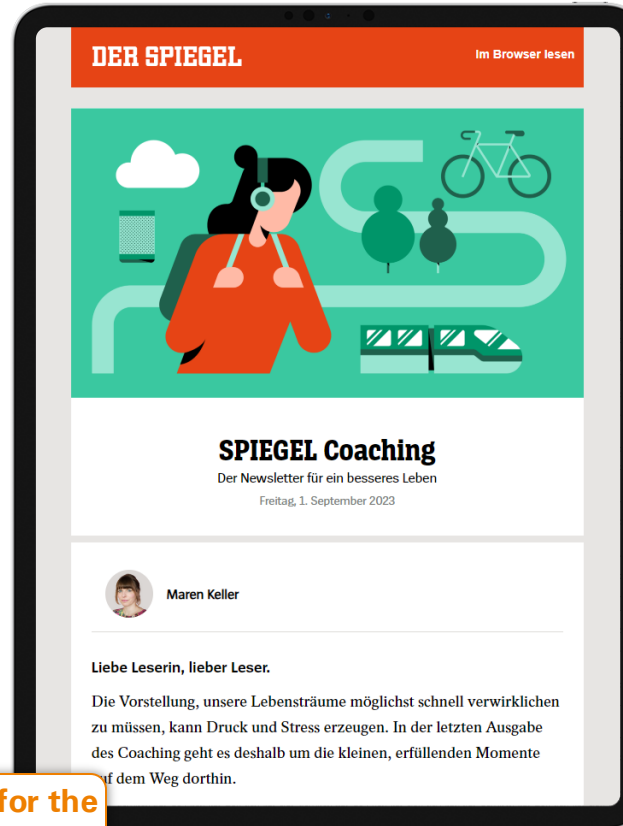
# SOCIETY & CULTURE

# 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

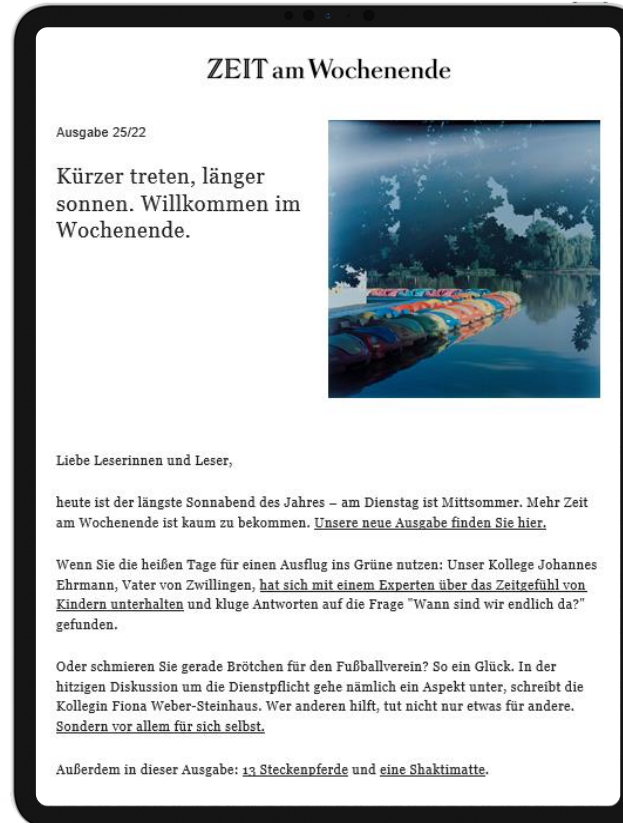
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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 78,000 Ad Impressions

## PUBLICATION DATE

Friday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

Breaking Ad, Breaking Ad Plus, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad





**B2B**

# BACKGROUND AGRAR & ERNÄHRUNG

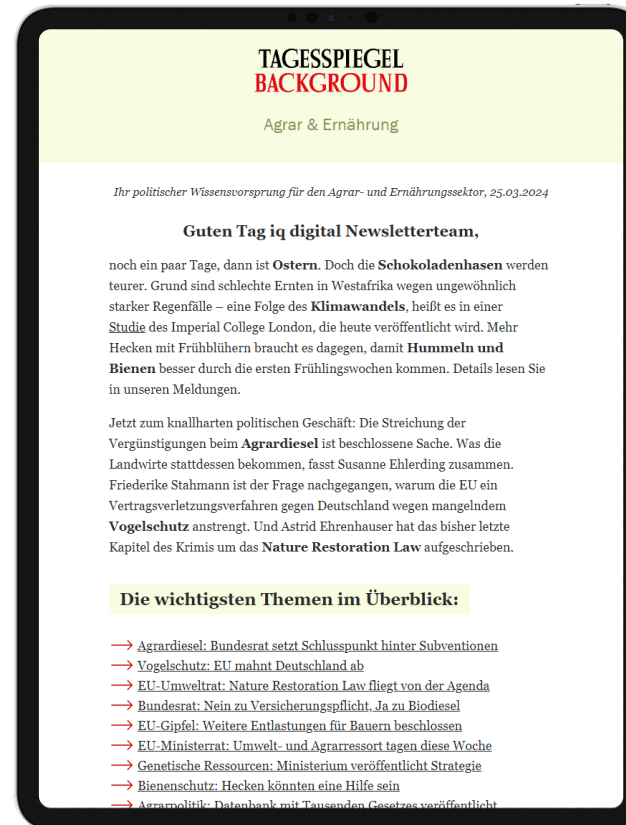
Tagesspiegel

## 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# BACKGROUND ENERGIE & KLIMA

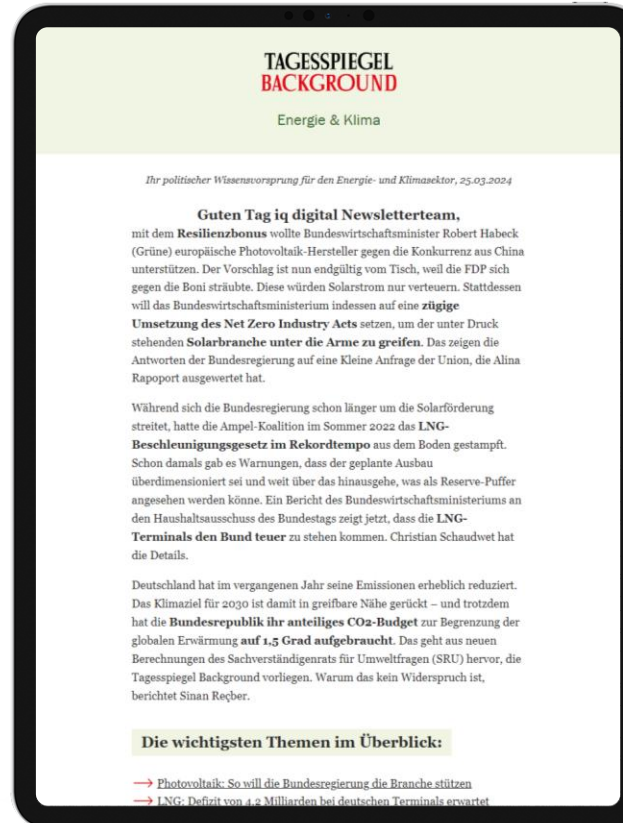
Tagesspiegel

## 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# BACKGROUND VERKEHR & SMART MOBILITY

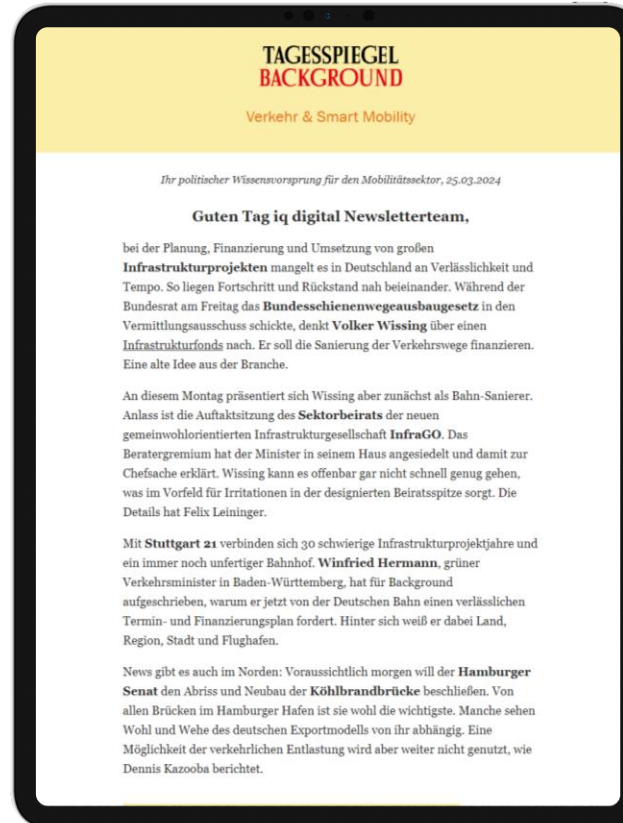
Tagesspiegel

## 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

Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad