

A vibrant, celebratory scene featuring two young women with long hair, smiling broadly. They are surrounded by a shower of colorful confetti in shades of orange, blue, pink, and white. The background is filled with shimmering, multi-colored streamers. A large, semi-transparent teal and yellow graphic element is overlaid on the left side of the image, containing the text.

# 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

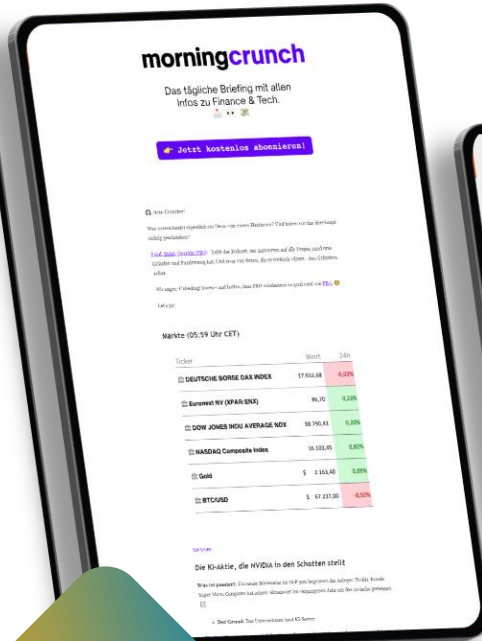
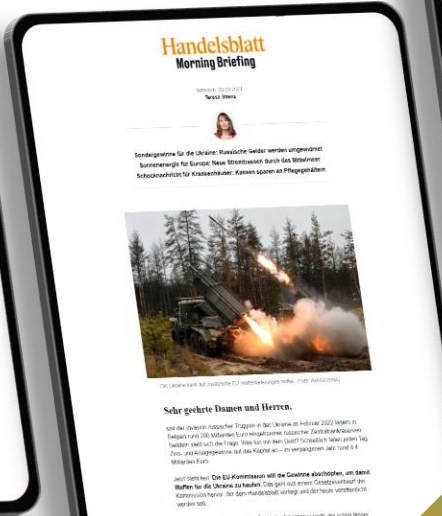
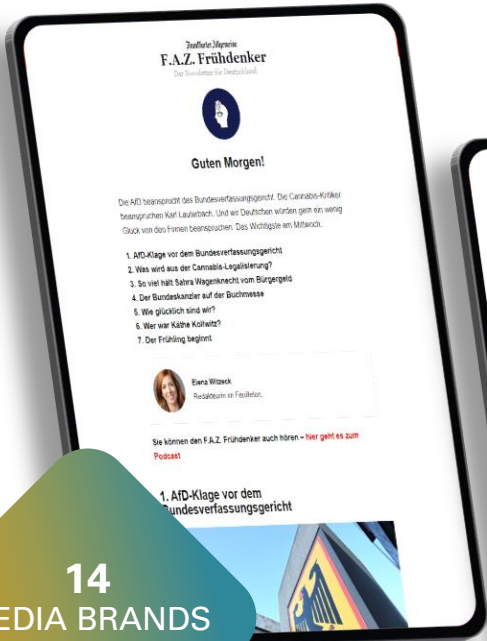


01

# PORTFOLIO

# OUR PORTFOLIO

Large variety of excellent newsletters in the iq digital portfolio



14 MEDIA BRANDS

100+ NEWSLETTER

11 THEMATIC TOPICS



Frankfurter Allgemeine

Handelsblatt

Harvard Business manager

Landlust

manager magazin

morningcrunch

Spektrum.de

DER SPIEGEL

Süddeutsche Zeitung

TAGESSPIEGEL

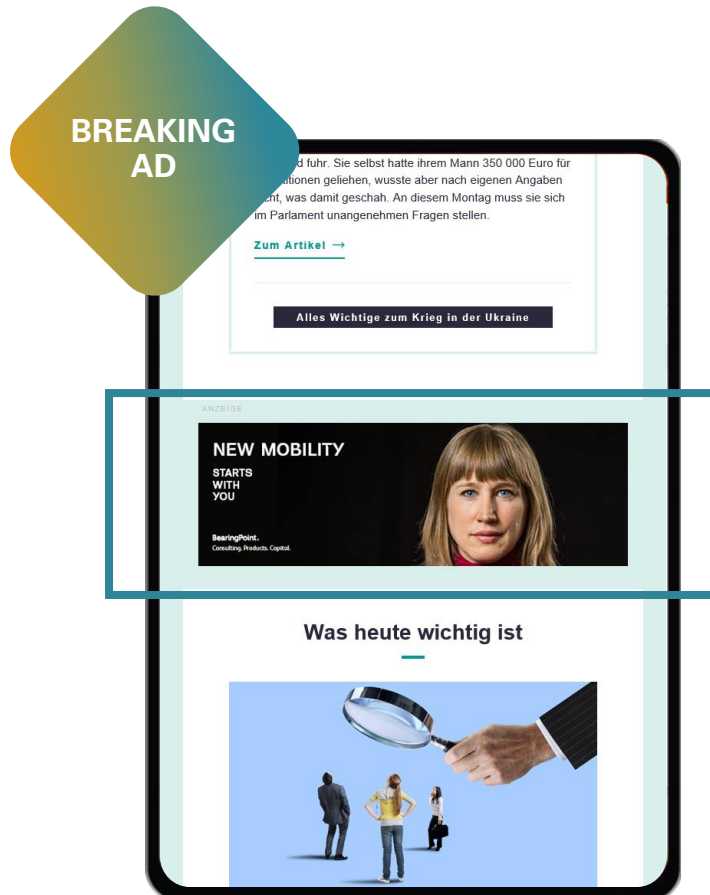


02

# ADVERTISING MATERIAL

# ADVERTISING MATERIAL

## Newsletter formats



(Example in the SZ newsletter "SZ 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  
...urte, bei der den Berliner Regierungsparteien die nächste  
...nt.

...esserverbot in der Deutschen Bahn und das „Bett-Brot-und-Seife“-  
...grümpungsprogramm 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

...ichen Prozess wegen mehrerer Steuerdelikte vermieden.

...sches Duo erreicht US-Open-Endspiel: Nach einem hart umkämpften  
...Halbfinale haben Kevin Krawietz und Tim Pütz nun die Chance auf ihren  
...ersten gemeinsamen Grand-Slam-Titel.

Haben Sie ein schönes Wochenende!

Ihr Simon Hüsgen


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!](#)



GEDANKLAGE FÜR DEN NACHWUCHS

**„Unsere Kinder haben Fonds. Wie sparen wir Steuern?“**

Ein Ehepaar hat für seine Söhne Aktien gekauft. Die Kursgewinne sollen möglichst

(Example in the FAZ newsletter "Frühdenker - Der Newsletter für Deutschland") 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

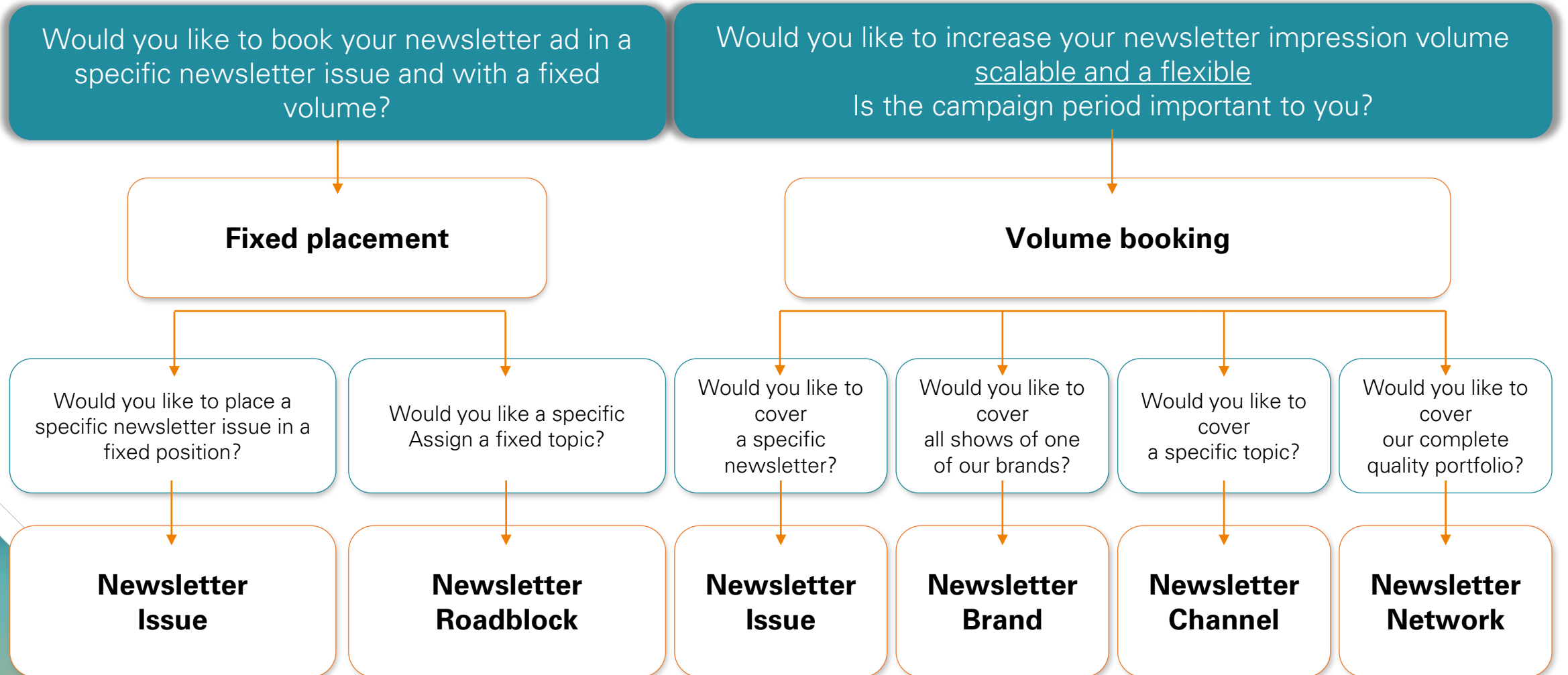


03

# INDIVIDUAL BOOKING OPTIONS

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

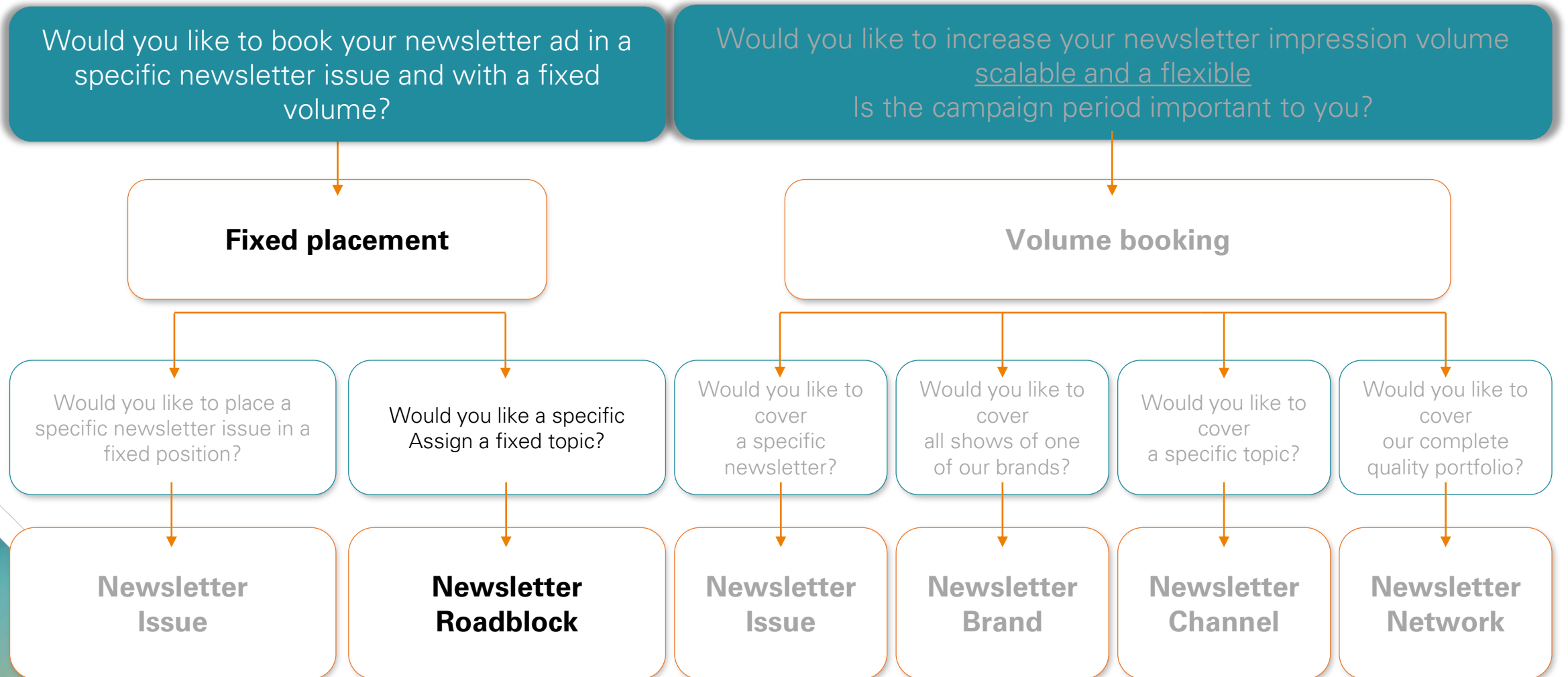


04

# NEWSLETTER ROADBLOCKS

# YOUR BOOKING OPTIONS

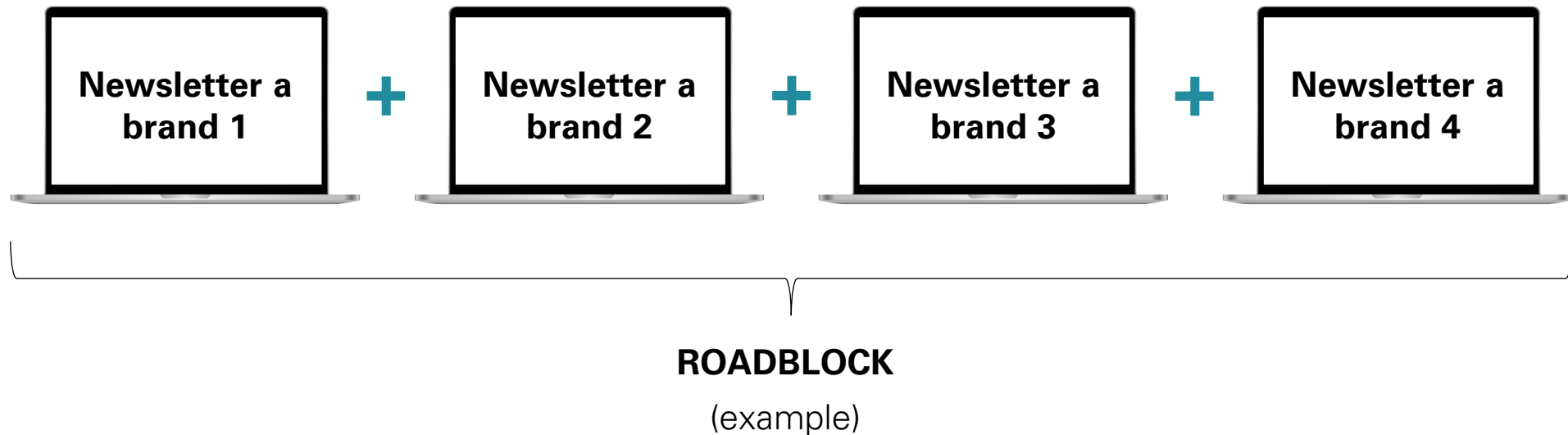
Exactly the right offer according to your wishes



# 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 ROADBLOCKS

The most exciting newsletter issues bundled by topic for you

**QUALITY  
MEDIA**



**ECONOMY**



**FINANCES**



**B2B  
BACKGROUND**



**LIFESTYLE**



**SUSTAINABILITY**



**SCIENCE &  
INNOVATION**



**HEALTH**



# NEWSLETTER ROADBLOCK „QUALITY MEDIA“

Fixed placement in 4 newsletters with just one booking

Frankfurter Allgemeine

Frühdenker - Newsletter für Germany



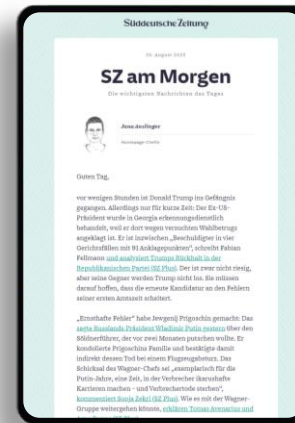
Handelsblatt

Morning Briefing



Süddeutsche Zeitung

SZ am Morgen



ZEITUNG ONLINE

Was Jetzt?



23

Issues

3,100,000

Ad impression per booking

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

# NEWSLETTER ROADBLOCK "QUALITY MEDIA EXTENDED"

Fixed placement in 8 newsletters with just one booking

Frankfurter Allgemeine

Handelsblatt

Handelsblatt

DER SPIEGEL

DER SPIEGEL

Süddeutsche Zeitung

Süddeutsche Zeitung

ZEITUNG ONLINE

Frühdenker -  
Newsletter für  
Germany

Morning  
Briefing

Evening  
Briefing

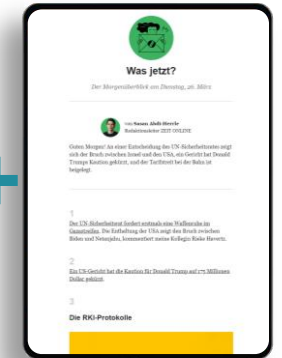
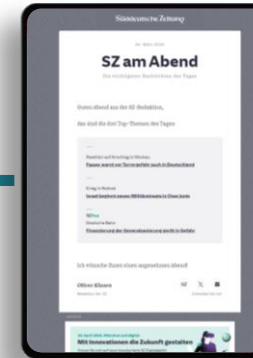
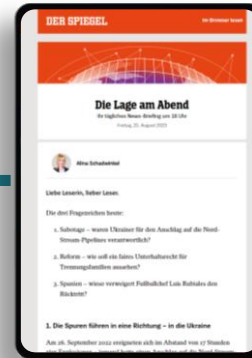
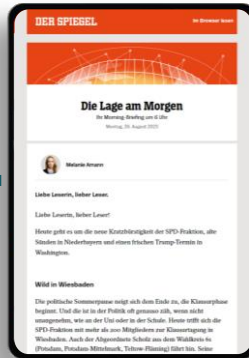
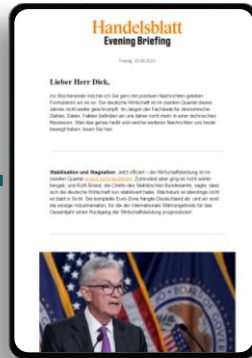
Die Lage  
am Morgen

Die Lage  
am Abend

SZ am Morgen

SZ am Abend

Was jetzt?



45

Issues

6,100,000

Ad impression per booking

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



# NEWSLETTER ROADBLOCK "ECONOMY"

Fixed placement in 5 newsletters with just one booking

Frankfurter Allgemeine

Harvard Business manager

manager magazin

morningcrunch

WirtschaftsWoche

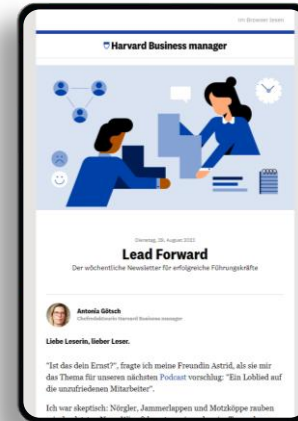
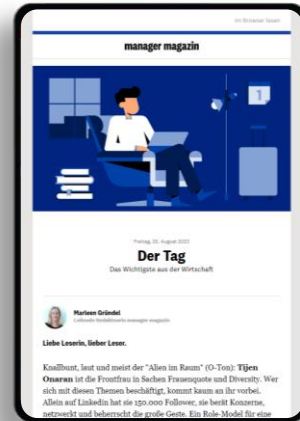
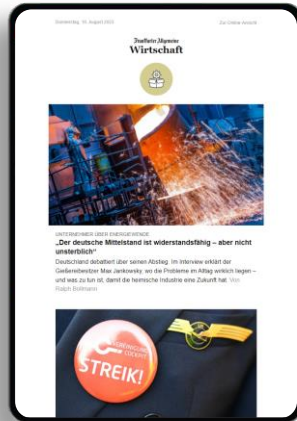
Wirtschaft

Lead Forward

Der Tag

Weekender

Weekender



17

Issues

409,000

Ad impression per booking

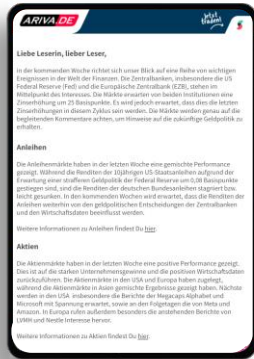
With the iq digital newsletter roadblocks you benefit from a price advantage compared to individual bookings.

# NEWSLETTER ROADBLOCK "FINANCE"

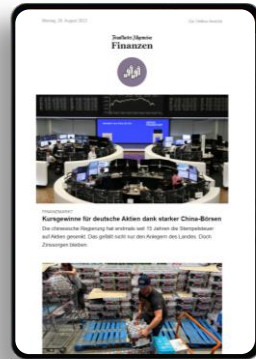
Fixed placement in 6 newsletters with just one booking



Weekly



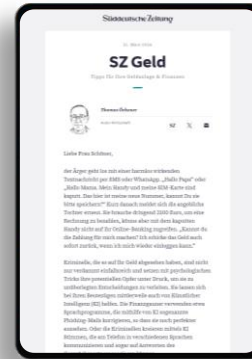
PRO  
Finanzen



Finance  
Briefing



Geld



BörsenWoche



Geld



10  
Issues

486,000  
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



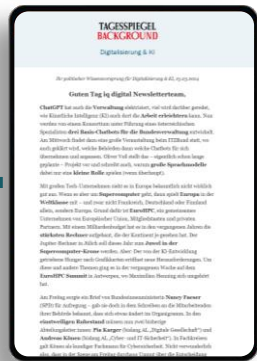
TAGESSPIEGEL

Background  
Cybersecurity



TAGESSPIEGEL

Background  
Digitalisierung & KI



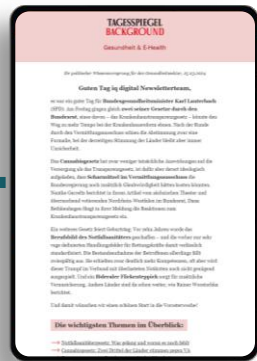
TAGESSPIEGEL

Background  
Energie & Klima



TAGESSPIEGEL

Background  
Gesundheit & Health



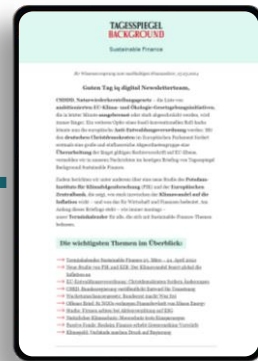
TAGESSPIEGEL

Background  
Smart City



TAGESSPIEGEL

Background  
Sustainable Finance



TAGESSPIEGEL

Background  
Verkehr & Smart Mobility



29  
Issues

262,735  
Ad impression per booking

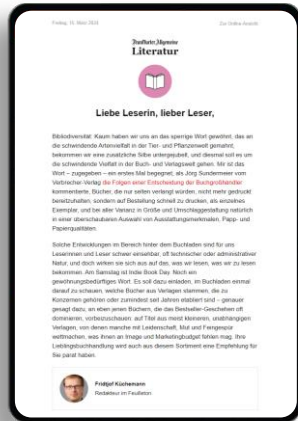
With the iq digital newsletter roadblocks you benefit from a price advantage compared to individual bookings.

# NEWSLETTER ROADBLOCK "LIFESTYLE"

Fixed placement in 5 newsletters with just one booking

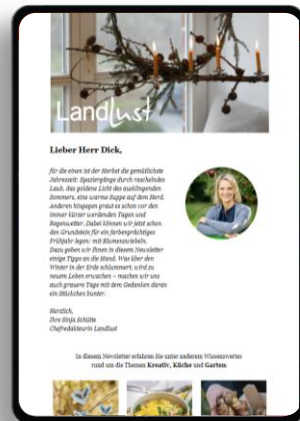
Frankfurter Allgemeine

Literatur



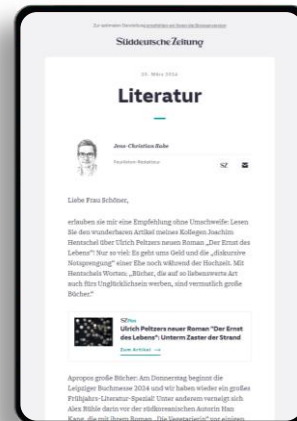
Landlust

Noch mehr Landlust



Süddeutsche Zeitung

Literatur



Süddeutsche Zeitung

SZ-Magazin



ZEIT ONLINE

ZEITmagazin – Was für ein Tag



15  
Issues

474,000  
Ad Impression per booking

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

# NEWSLETTER ROADBLOCK "SUSTAINABILITY"

Fixed placement in 4 newsletters with just one booking

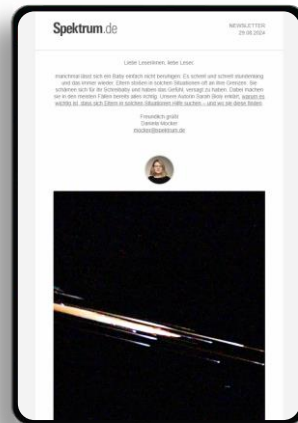
Handelsblatt

Energie briefing



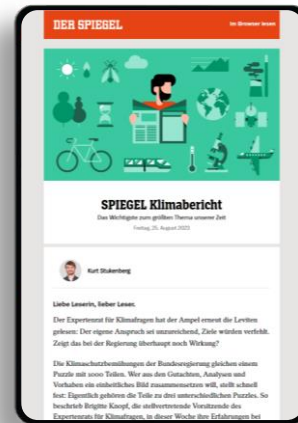
Spektrum.de

Newsletter



DER SPIEGEL

Klimabericht



ZEITUNG ONLINE

Green



8

Issues

188,500

Ad impression per booking

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

# NEWSLETTER ROADBLOCK "SCIENCE & INNOVATION"

Fixed placement in 4 newsletters with just one booking

Frankfurter Allgemeine

Wissen



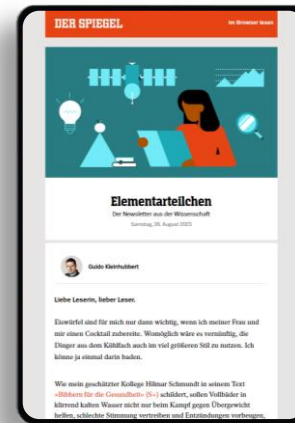
Spektrum.de

Newsletter



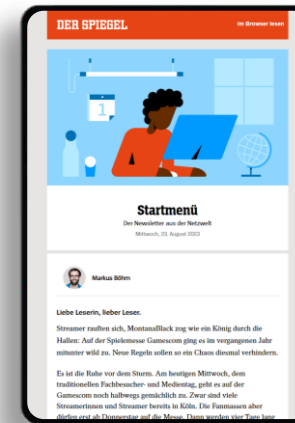
DER SPIEGEL

Elementarteilchen



DER SPIEGEL

Startmenü



8

Issues

163,000

Ad impression per booking

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

# NEWSLETTER ROADBLOCK "HEALTH"

Fixed placement in 4 newsletters with just one booking

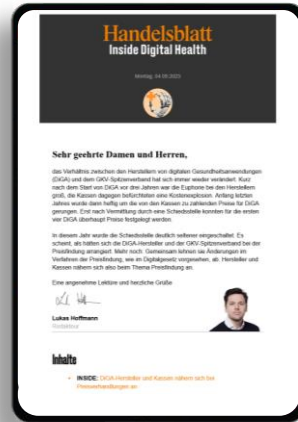
Frankfurter Allgemeine

Gesundheit



Handelsblatt

Inside Digital Health



Süddeutsche Zeitung

Gesundheit!



ZEIT ONLINE

Das tut mir gut



5

Issues

149,500

Ad impression per booking

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

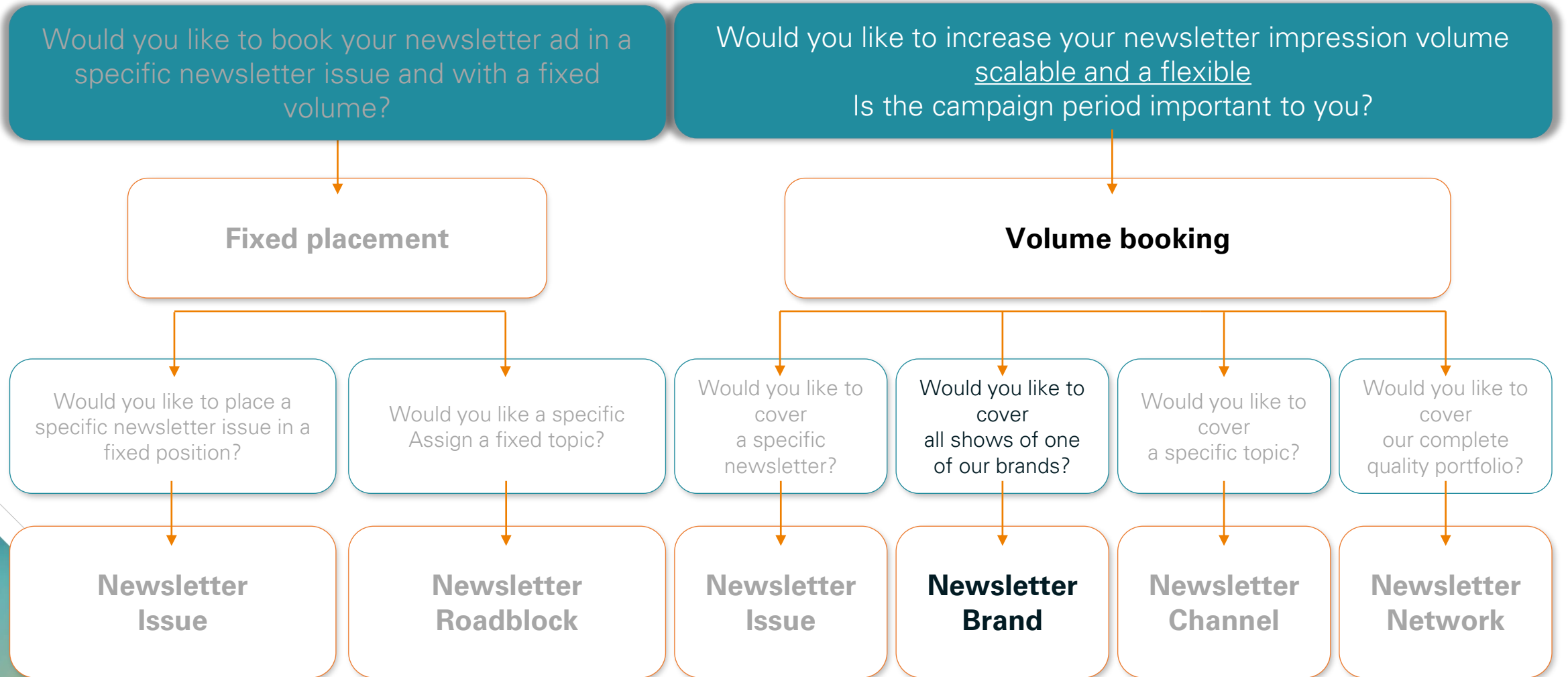
05

# 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

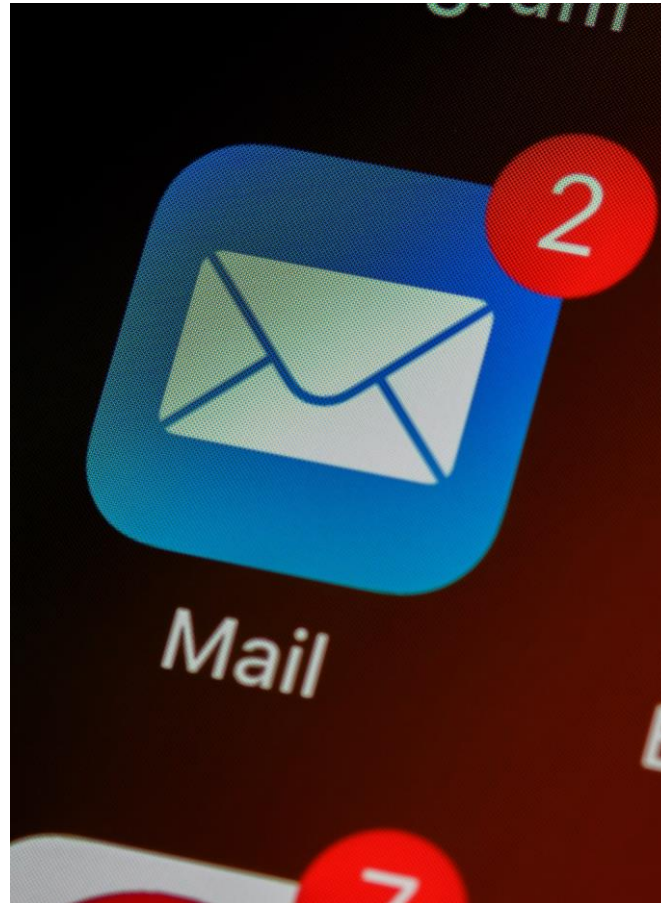
**Frankfurter Allgemeine**

**manager magazin**  
Harvard Business manager

**Süddeutsche Zeitung**

**ZEIT  ONLINE**

**morningcrunch**



**Handelsblatt**

**DER SPIEGEL**

**Wirtschafts  
Woche**

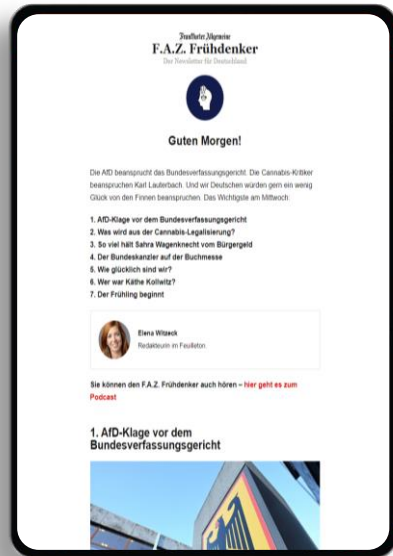
**Landlust**

# NEWSLETTER BRAND „F.A.Z.“

Place yourself in all F.A.Z. newsletters with just one booking

Frankfurter Allgemeine

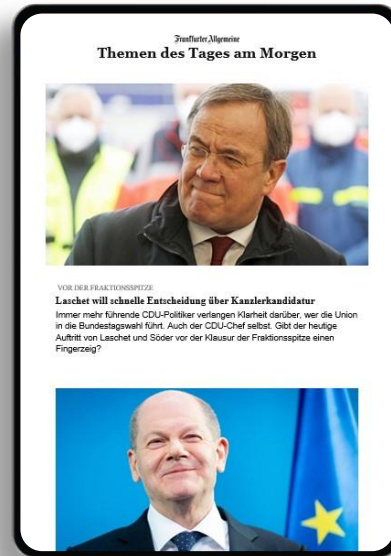
Frühdenker –  
Der Newsletter für Deutschland



+

Frankfurter Allgemeine

Themen des Tages



+

Frankfurter Allgemeine Digital- wirtschaft	Frankfurter Allgemeine PRO Einspruch	Frankfurter Allgemeine Essen & Trinken	Frankfurter Allgemeine Familie	Frankfurter Allgemeine FAZ Plus	Frankfurter Allgemeine PRO Finanzen
Frankfurter Allgemeine Gesund- heit	Frankfurter Allgemeine Haupt- wache	Frankfurter Allgemeine Literatur	Frankfurter Allgemeine Mein FAZ	Frankfurter Allgemeine Meinung	Frankfurter Allgemeine Politik
Frankfurter Allgemeine Sport	Frankfurter Allgemeine Stil	Frankfurter Allgemeine Ukraine	Frankfurter Allgemeine PRO Welt- wirtschaft	Frankfurter Allgemeine Wirtschaft	Frankfurter Allgemeine Wissen

20

Newsletters

1,1 m

Subscribers

Breaking Ad\*

Advertising format

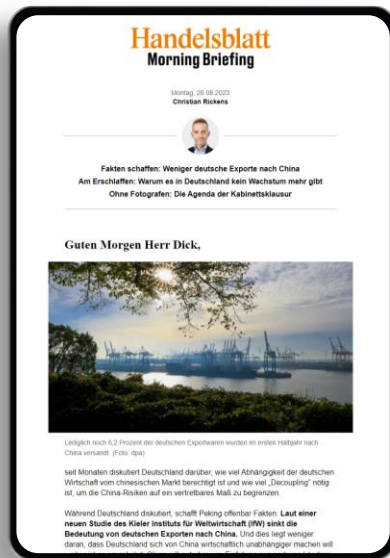
\*Other advertising formats available on request

# NEWSLETTER BRAND „HANDELSBLATT“

Place yourself in all Handelsblatt newsletters with just one booking

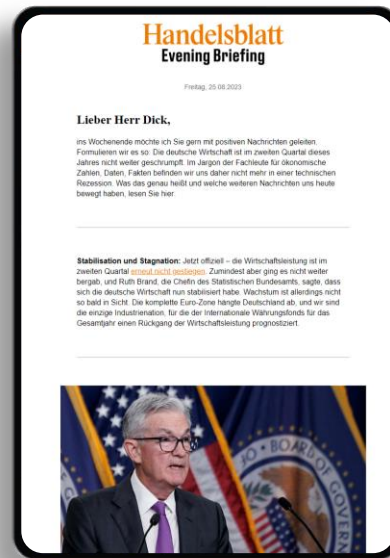
## Handelsblatt

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

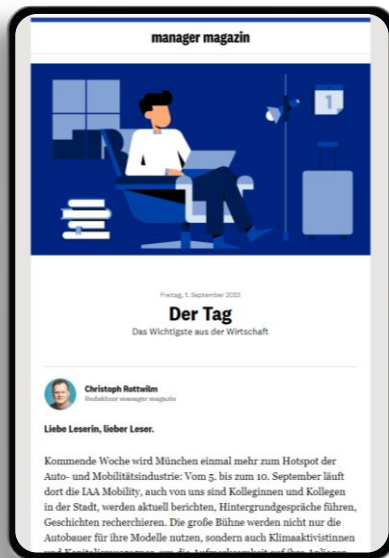
\*Other advertising formats available on request

# NEWSLETTER BRAND "MANAGER MAGAZIN & HARVARD BUSINESS MANAGER"

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

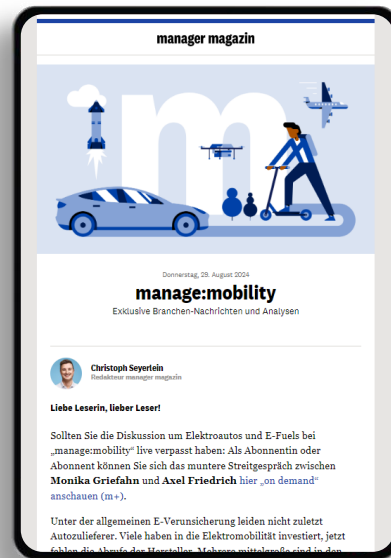
**manager magazin**

Der Tag



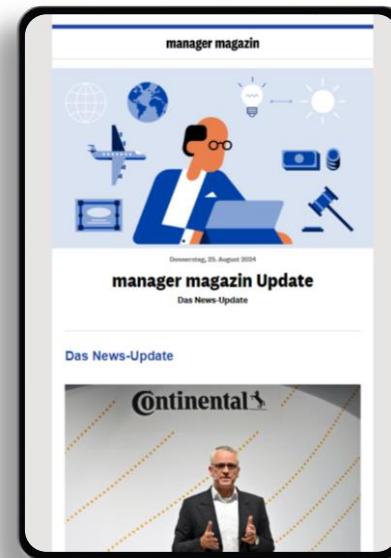
**manager magazin**

Update



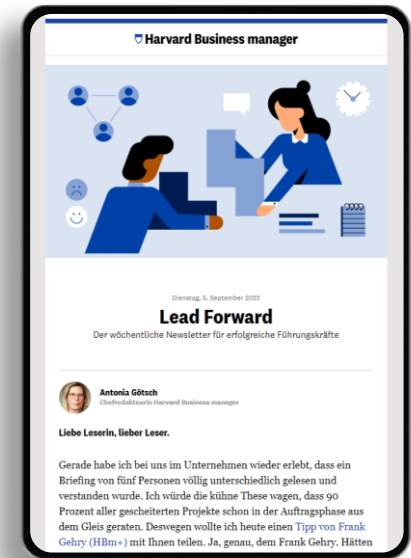
**manager magazin**

manage:mobility



**Harvard Business manager**

Lead Forward



**4**

Newsletter

**104,000**

Subscribers

**Breaking Ad\***

Advertising format

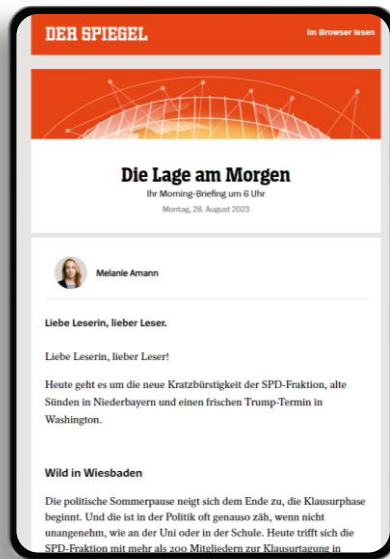
\*Other advertising formats available on request

# NEWSLETTER BRAND „SPIEGEL“

Place yourself in all Spiegel newsletters with just one booking

## DER SPIEGEL

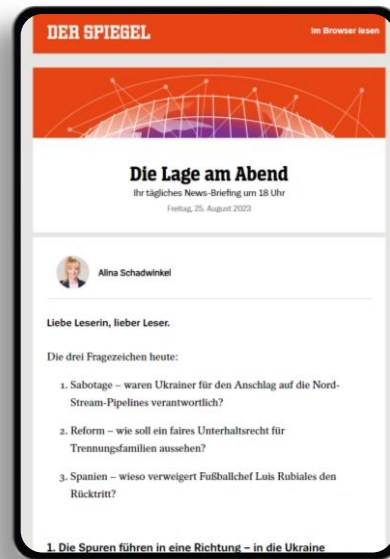
Die Lage am Morgen



+

## DER SPIEGEL

Die Lage am Abend



+



14

Newsletter

984,000

Subscribers

Breaking Ad\*

Advertising format

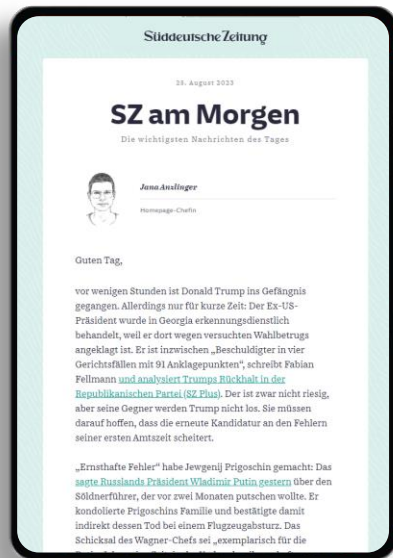
\*Other advertising formats available on request

# NEWSLETTER BRAND „SÜDDEUTSCHE ZEITUNG“

Place yourself in all Süddeutsche Zeitung newsletters with just one booking

Süddeutsche Zeitung

SZ am Morgen



+

Süddeutsche Zeitung

SZ am Abend



+

Süddeutsche Zeitung Alles Liebe	Süddeutsche Zeitung Das Rezept	Süddeutsche Zeitung Eilmeldung	Süddeutsche Zeitung einfach leben!	Süddeutsche Zeitung ETF	Süddeutsche Zeitung Familie
Süddeutsche Zeitung Film	Süddeutsche Zeitung Geld	Süddeutsche Zeitung Gerne draußen!	Süddeutsche Zeitung Gesundheit!	Süddeutsche Zeitung Gut getestet	Süddeutsche Zeitung Jetzt Newsletter
Süddeutsche Zeitung Morgen im Stadion	Süddeutsche Zeitung Literatur	Süddeutsche Zeitung Mei Bayern	Süddeutsche Zeitung Minutenmarathon	Süddeutsche Zeitung München heute	Süddeutsche Zeitung Österreich
Süddeutsche Zeitung Prantls Blick	Süddeutsche Zeitung Satt und glücklich	Süddeutsche Zeitung SZ am Sonntag	Süddeutsche Zeitung SZ-Magazin Newsletter		

25

Newsletter

607,000

Subscribers

Breaking Ad\*

Advertising format

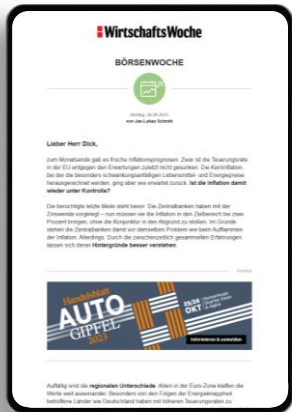
\*Other advertising formats available on request

# NEWSLETTER BRAND „WIRTSCHAFTSWOCHES“

Place yourself in all WirtschaftsWoche newsletters with just one booking

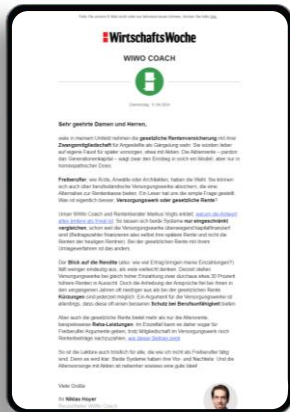
WirtschaftsWoche

BörsenWoche



WirtschaftsWoche

Coach



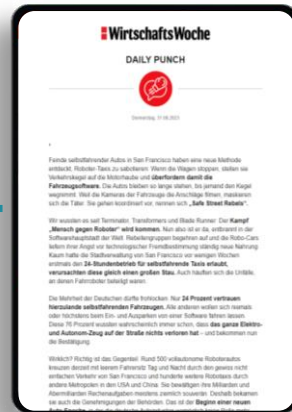
WirtschaftsWoche

Das Beste für Ihr Geld



WirtschaftsWoche

Daily Punch



WirtschaftsWoche

Editor's Pick



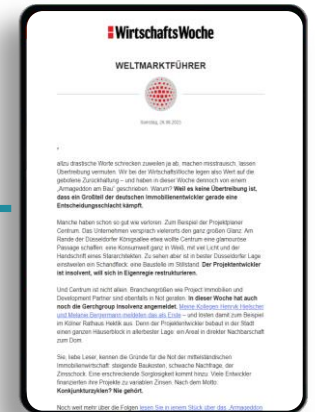
WirtschaftsWoche

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



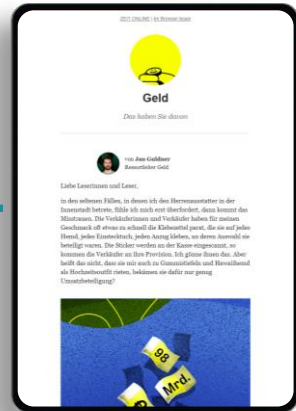
ZEIT ONLINE

Das tut mir gut



ZEIT ONLINE

Geld



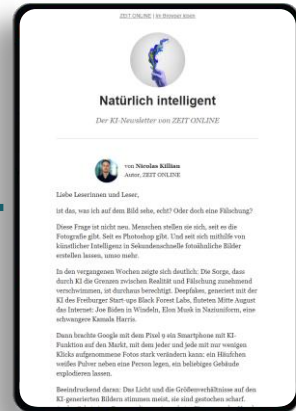
ZEIT ONLINE

Green



ZEIT ONLINE

Natürlich  
intelligent



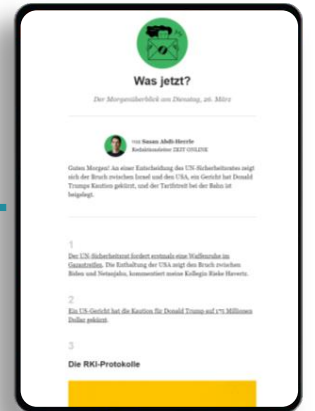
ZEIT ONLINE

ZEITmagazin -  
Was für ein Tag?



ZEIT ONLINE

Was Jetzt?



7

Newsletter

631,000

Subscribers

Breaking Ad\*

Advertising format

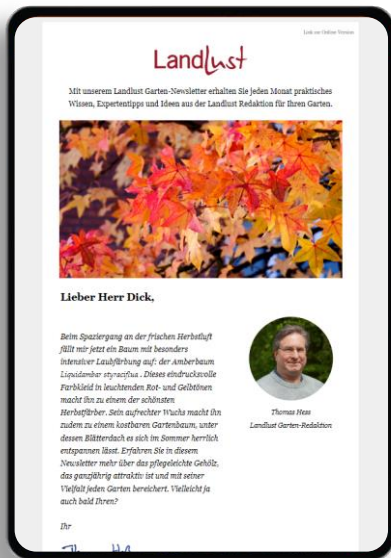
\*Other advertising formats available on request

# NEWSLETTER BRAND „LANDLUST“

Place yourself in all Landlust newsletters with just one booking

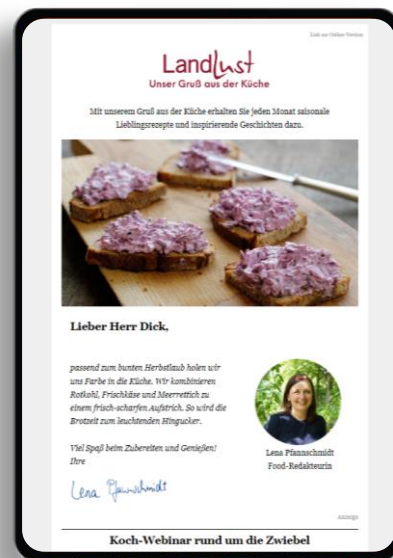
## Landlust

Garten



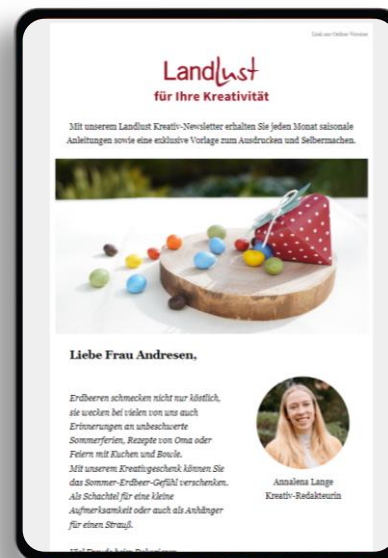
## Landlust

Küchen



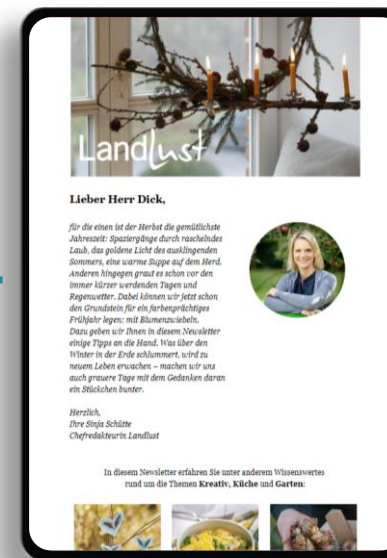
## Landlust

Kreativ



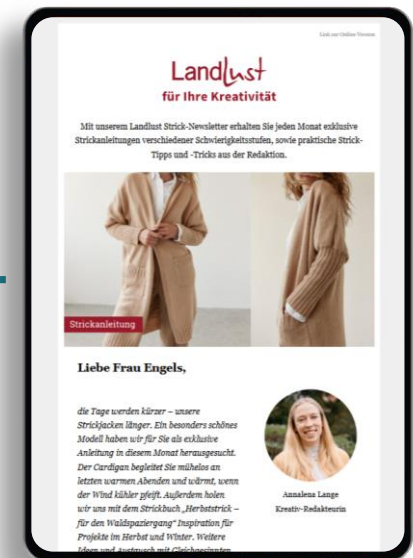
## Landlust

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

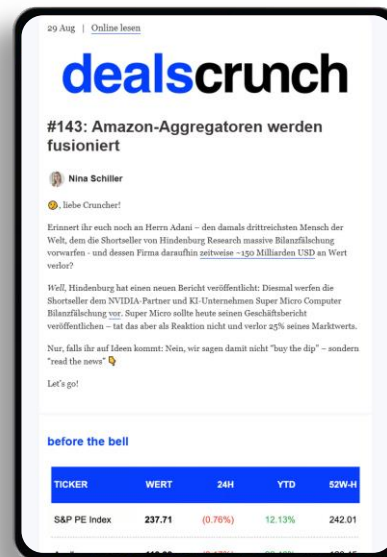
## morningcrunch

AI Crunch



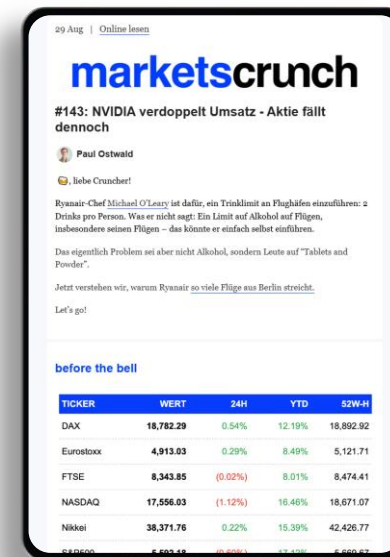
## morningcrunch

Deals Crunch



## morningcrunch

Markets Crunch



3

Newsletter

25,000

Subscribers

Breaking Ad\*

Advertising format

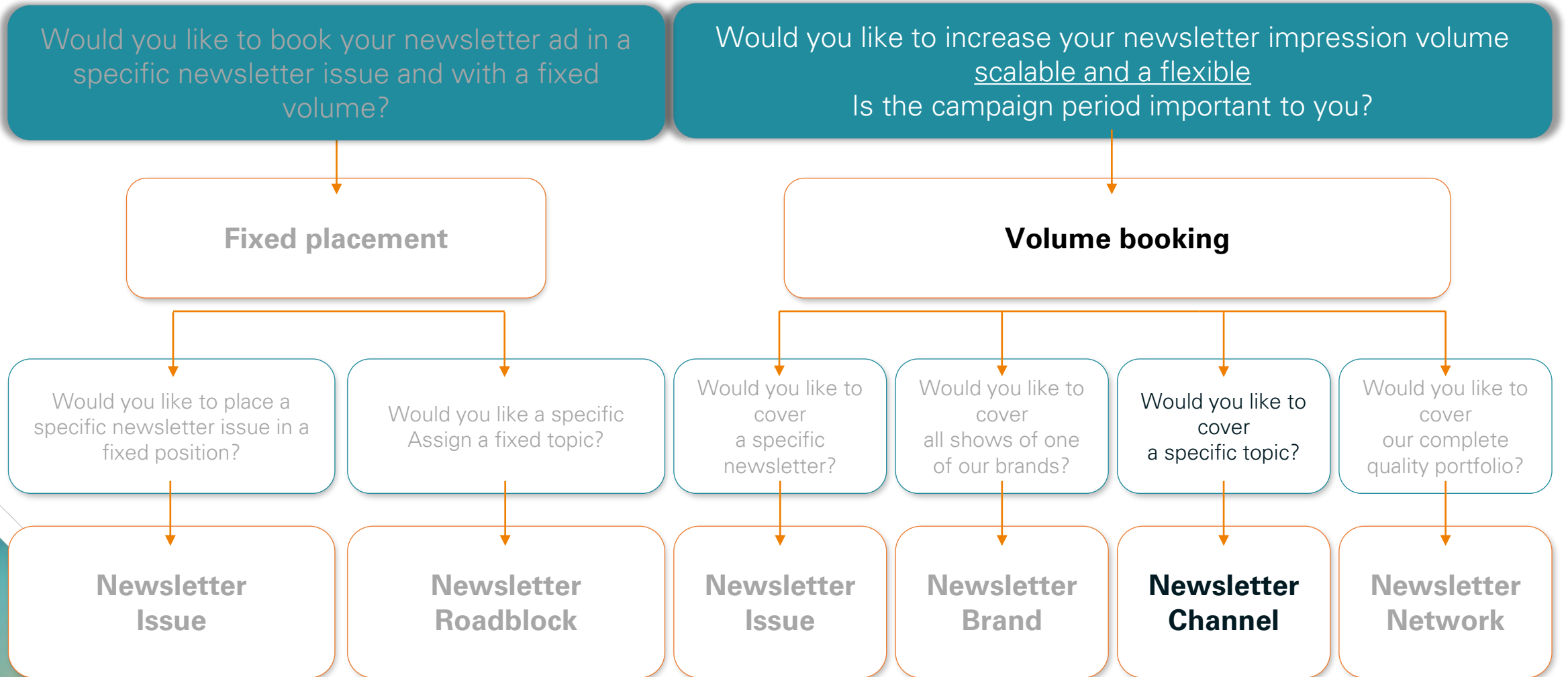
\*Other advertising formats available on request

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



SCIENCE &  
INNOVATION



HEALTH



JOURNEY



FOOD



DIGITALISATION  
& IT



FEEL GOOD



# NEWSLETTER CHANNEL „QUALITY MEDIA“

Place yourself in all news newsletters with just one booking



16

Newsletter

2,6 m

Subscribers

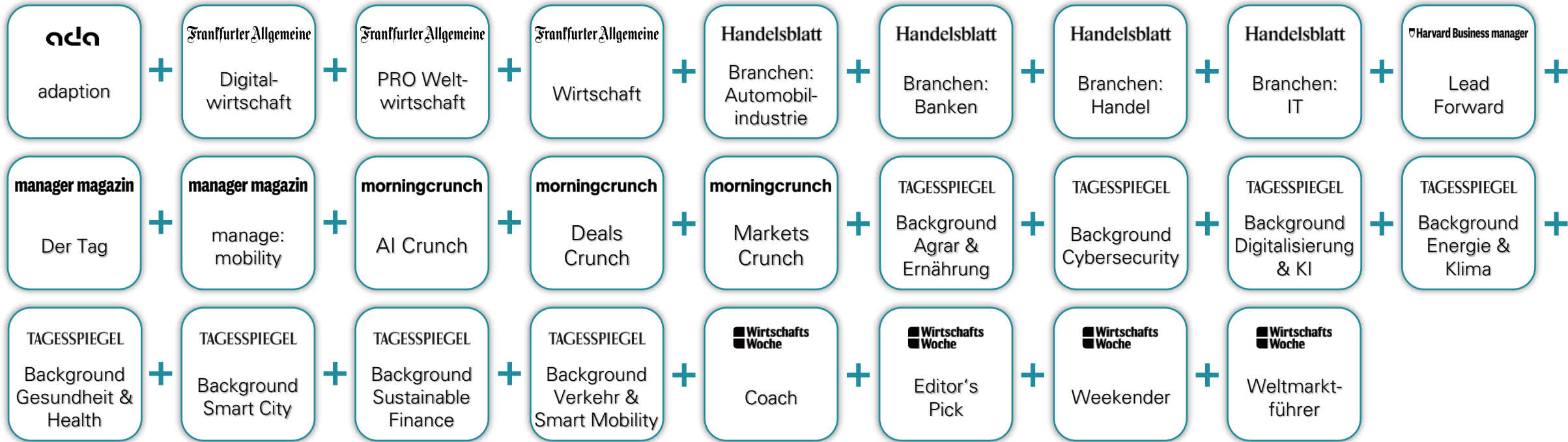
Breaking Ad\*

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "ECONOMY"

Place yourself in all business newsletters with just one booking



**26**

Newsletter

**775,000**

Subscribers

**Breaking Ad\***

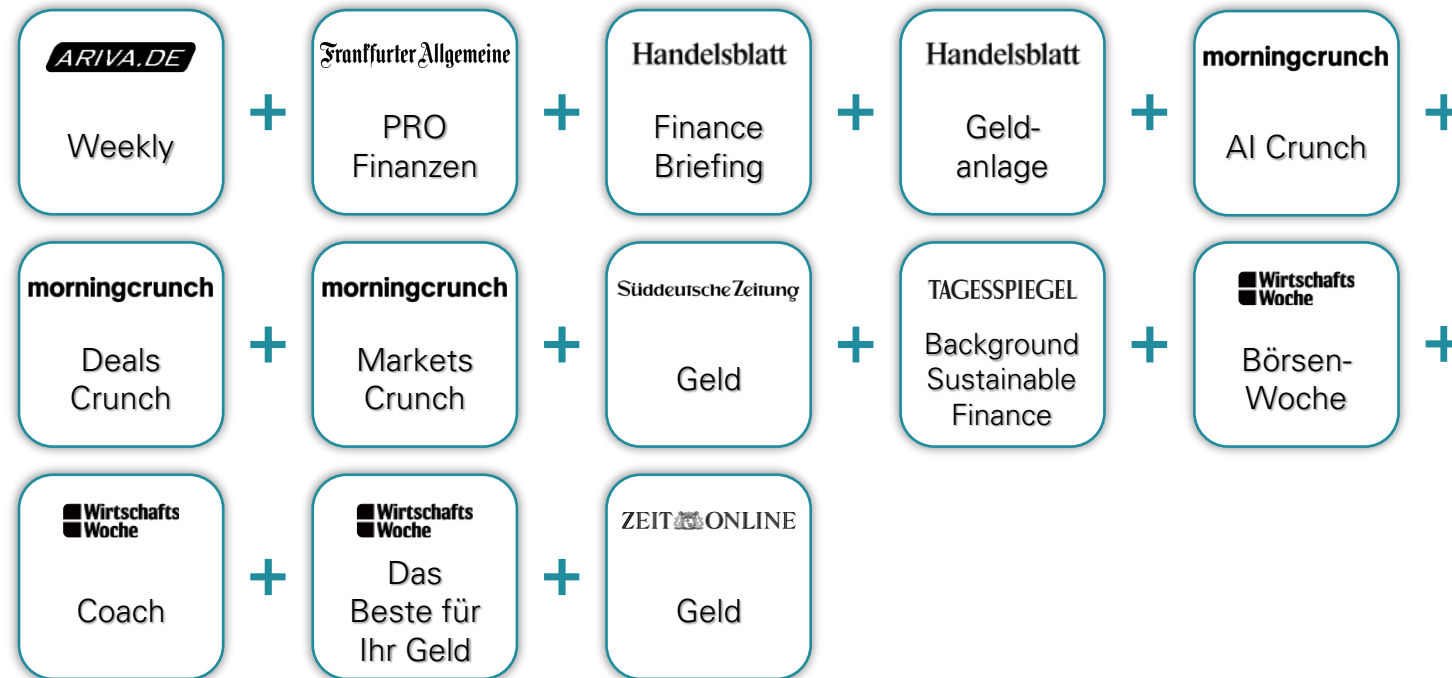
Advertising format

\*Other advertising formats available on request



# NEWSLETTER CHANNEL "FINANCE"

Place yourself in all financial newsletters with just one booking



13

Newsletter

647,000

Subscribers

Breaking Ad\*

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL „LIFESTYLE“

Place yourself in all lifestyle newsletters with just one booking



10

Newsletter

839,000

Subscribers

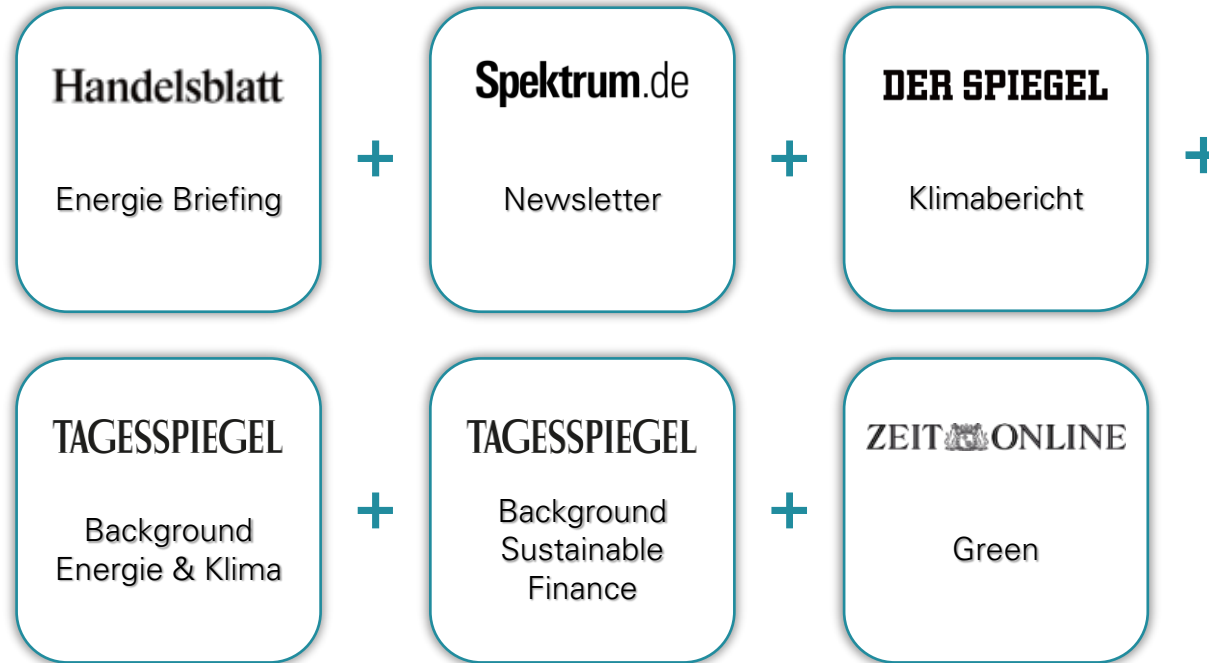
Breaking Ad\*

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "SUSTAINABILITY"

Place yourself in all sustainability newsletters with just one booking



**6**

Newsletter

**159,000**

Subscribers

**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "SCIENCE & INNOVATION"

Place yourself in all science newsletters with just one booking



**7**

Newsletter

**136,000**

Subscribers

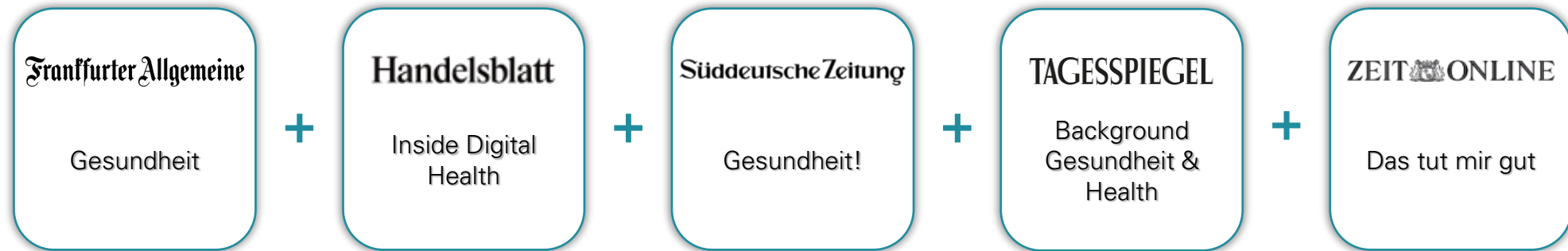
**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "HEALTH"

Place yourself in all health newsletters with just one booking



**5**

Newsletter

**133,000**

Subscribers

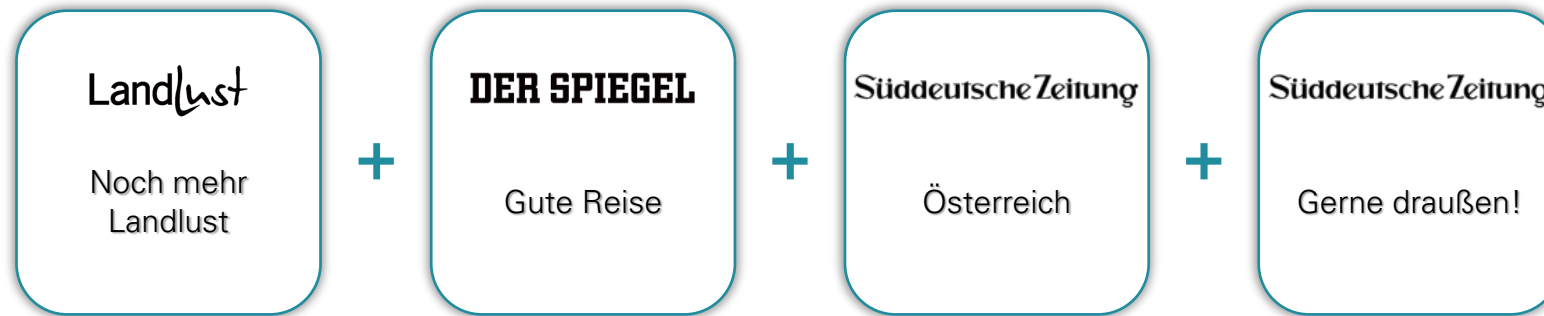
**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "TRAVEL"

Place yourself in all travel newsletters with just one booking



**4**

Newsletter

**455,000**

Subscribers

**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "FOOD"

Place yourself in all food newsletters with just one booking



**5**

Newsletter

**509,000**

Subscribers

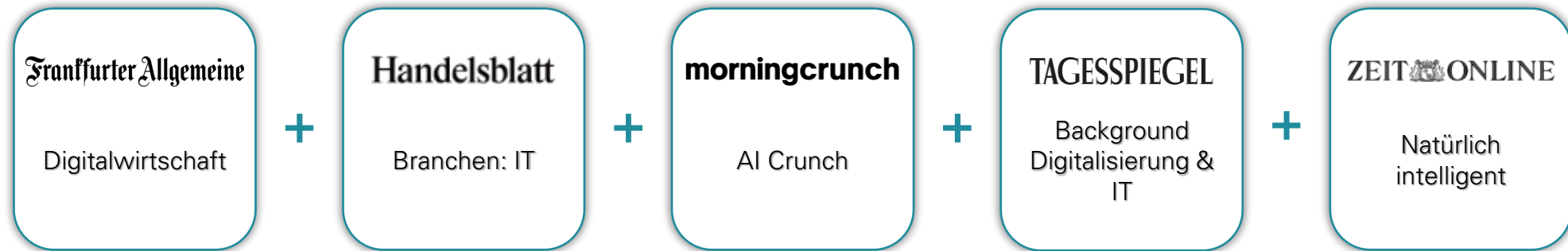
**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "DIGITALISATION & IT"

Place yourself in all IT newsletters with just one booking



5

Newsletter

200,000

Subscribers

Breaking Ad\*

Advertising format

\*Other advertising formats available on request



# NEWSLETTER CHANNEL "FEEL GOOD"

Place yourself in all Feel Good newsletters with just one booking



17

Newsletter

982,000

Subscribers

Breaking Ad\*

Advertising format

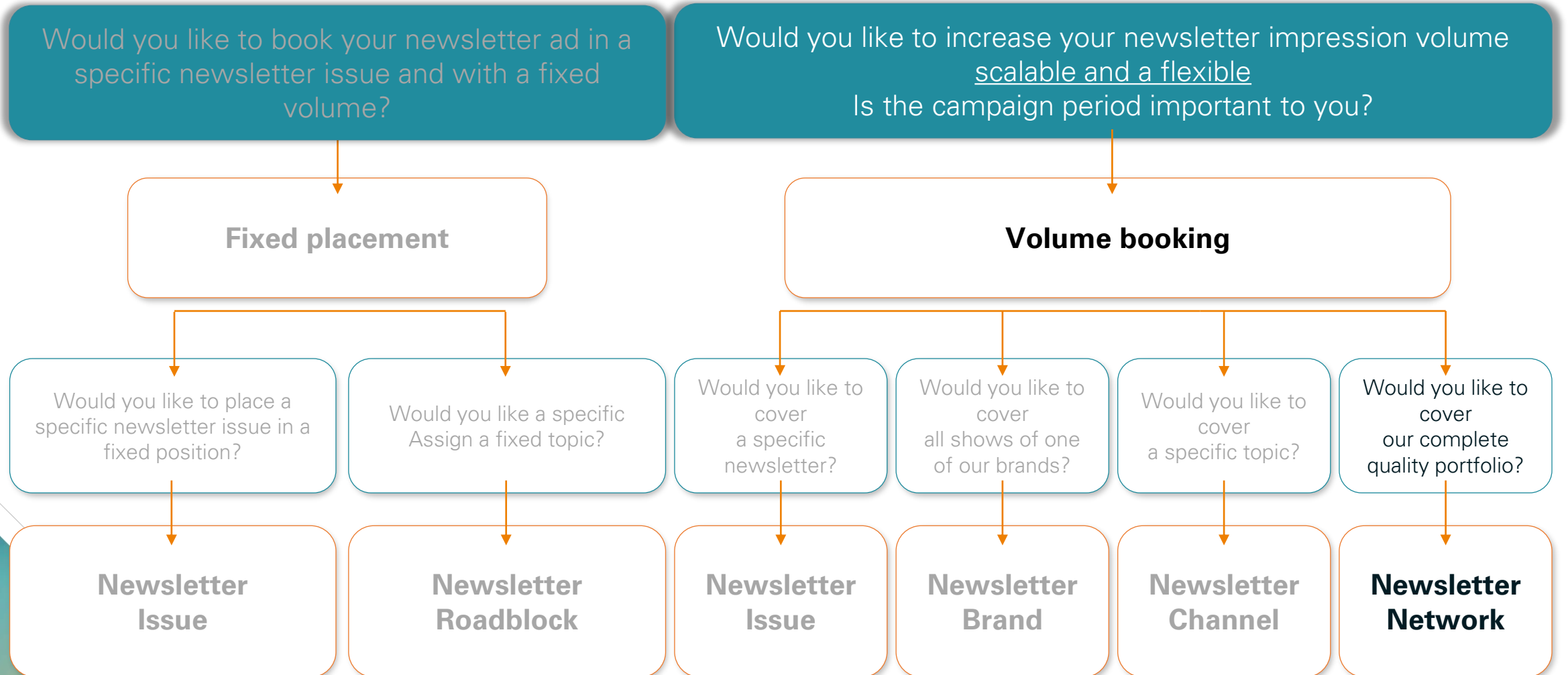
\*Other advertising formats available on request

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**

**Frankfurter Allgemeine**

**Handelsblatt**

**Harvard Business manager**

**Landlust**

**manager magazin**

**morningcrunch**

**Spektrum.de**

**DER SPIEGEL**

**Süddeutsche Zeitung**

**TAGESSPIEGEL**

**Wirtschafts  
Woche**

**ZEIT ONLINE**

**14**

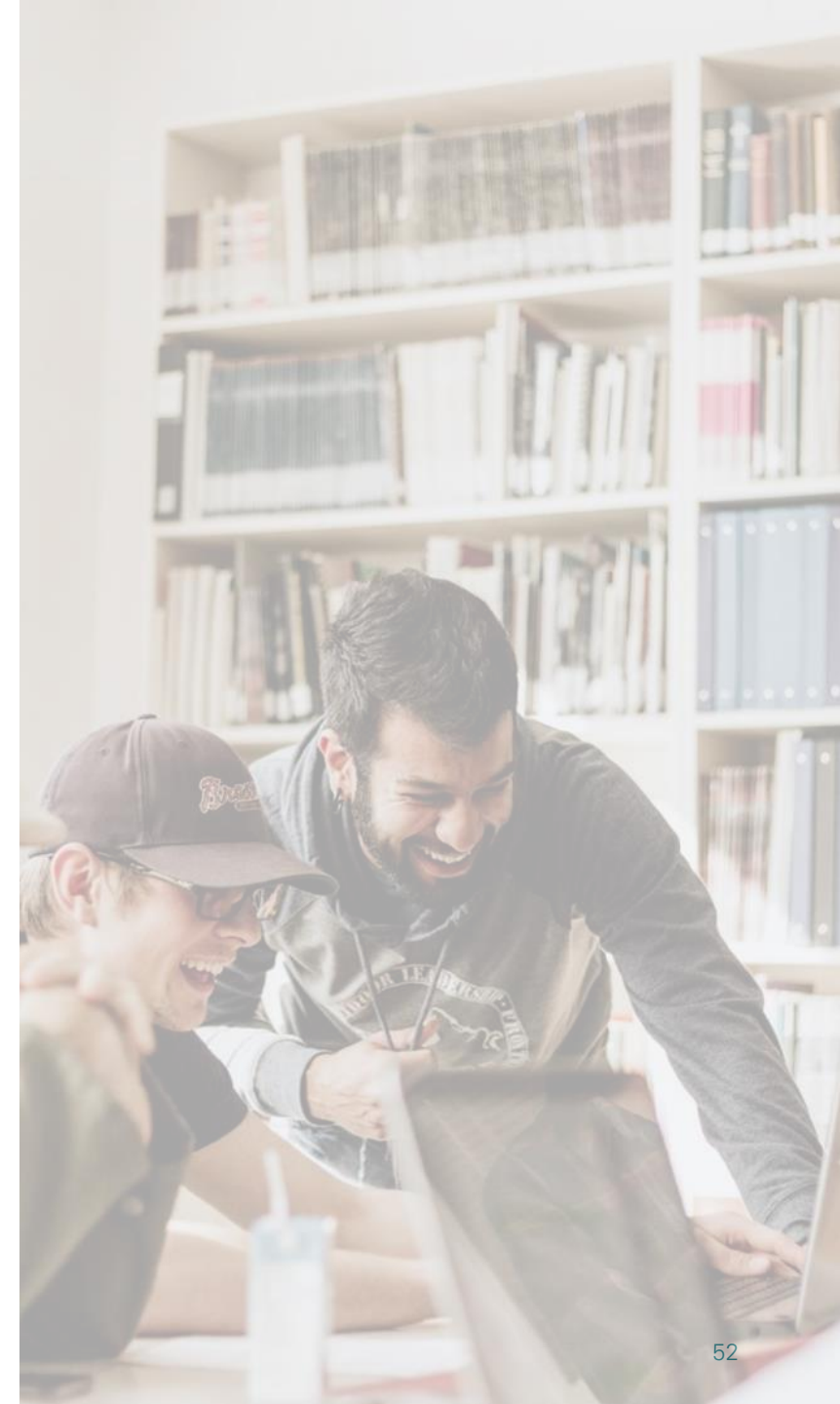
Media brands

**102**

Newsletter

**5,8 m**

Subscribers

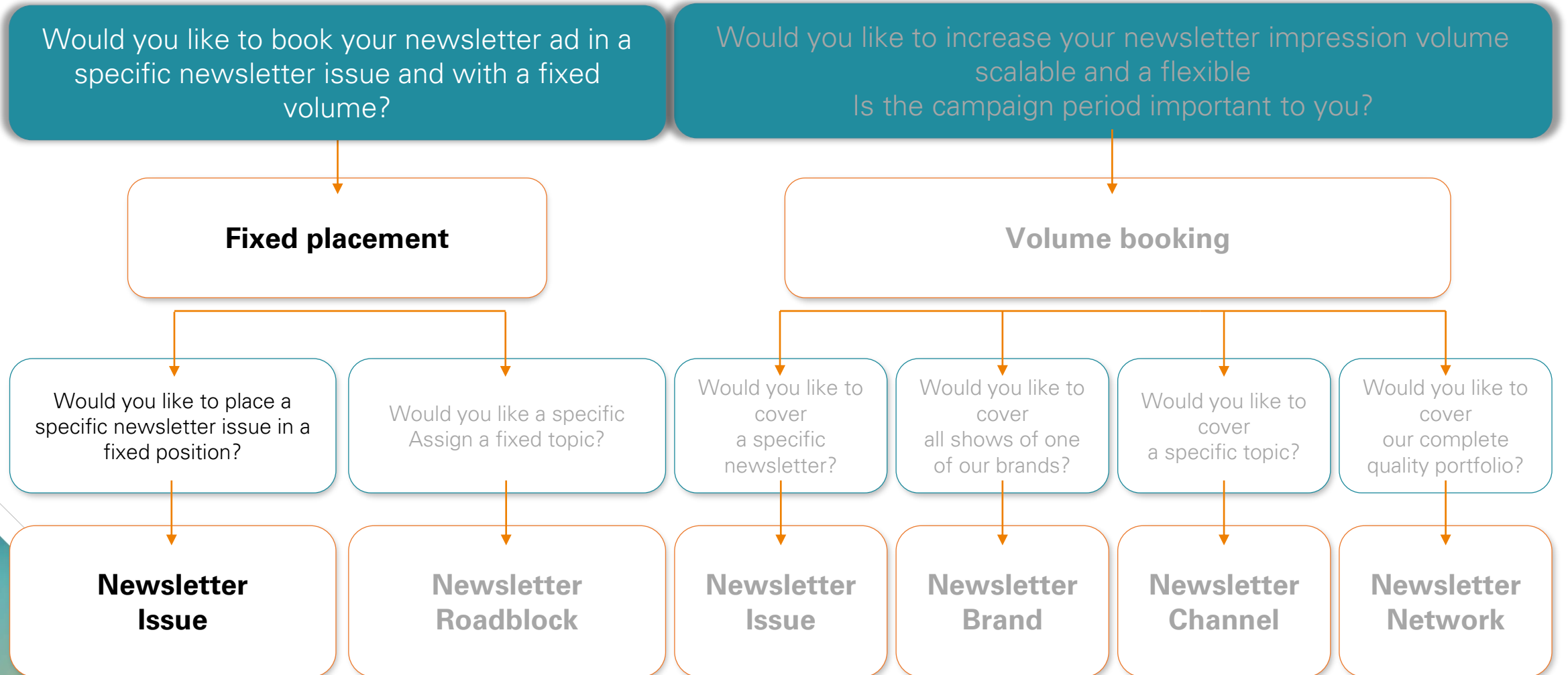


08

# NEWSLETTER ISSUE

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes





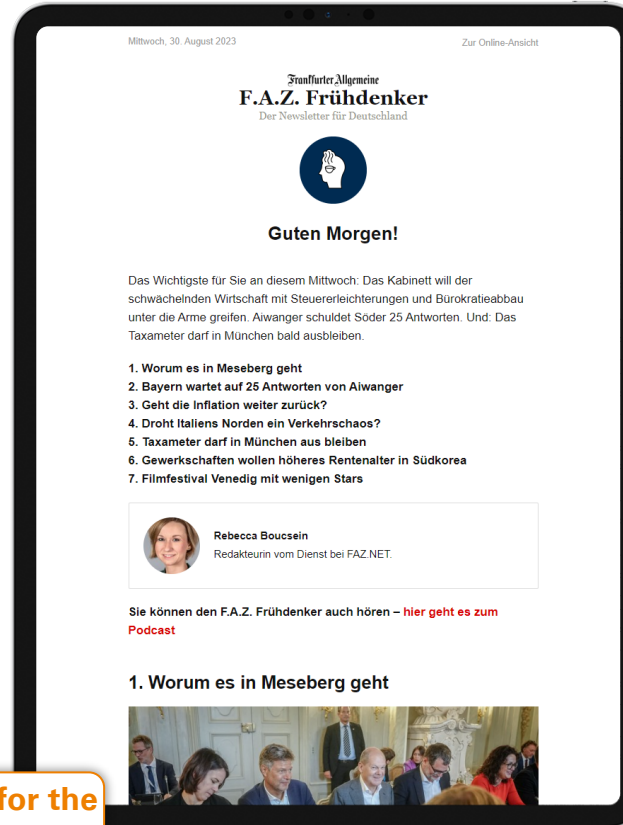
# QUALITY MEDIA

# FRÜHDENKER - THE NEWSLETTER FOR GERMANY

Frankfurter Allgemeine Zeitung

## DESCRIPTION OF THE

The joint newsletter of the political and business editors of the F.A.Z. Our authors categorise the most important topics of the day and provide a compact overview - relevant, up-to-date and entertaining.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 880,000 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



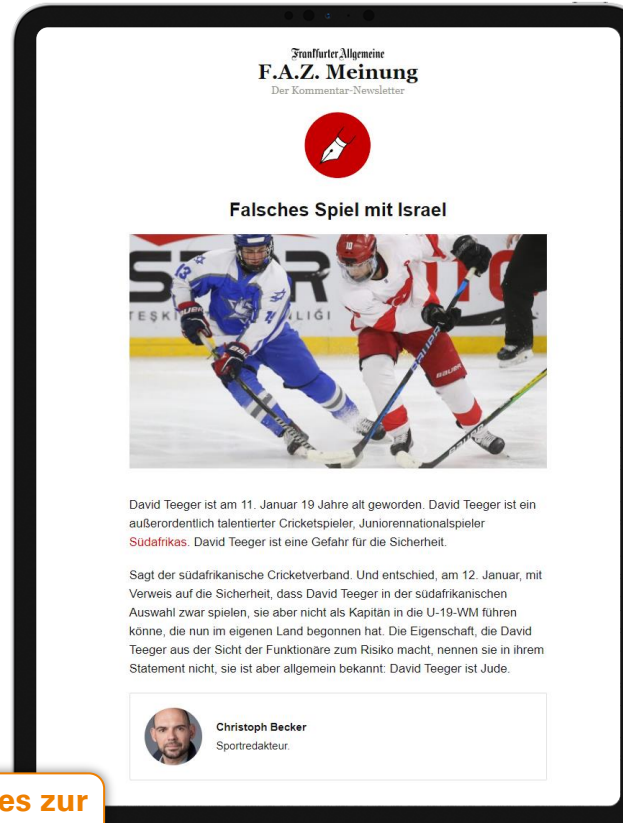
# MEINUNG

Frankfurter Allgemeine Zeitung

## BESCHREIBUNG

Analytisch und pointiert: Aktuelle Kommentare zu den wichtigsten Nachrichten aus Politik, Wirtschaft, Feuilleton und Gesellschaft.

Hier geht es zur  
Online-Ansicht



## REICHWEITE PRO BUCHUNG

Ø 700.000 Ad Impressions

## ERSCHEINUNGSTERMIN

Montag - Freitag

## MINDESTBUCHUNGSFREQUENZ

1 Woche = 5 Ausgaben

## BELEGUNGSMÖGLICHKEIT

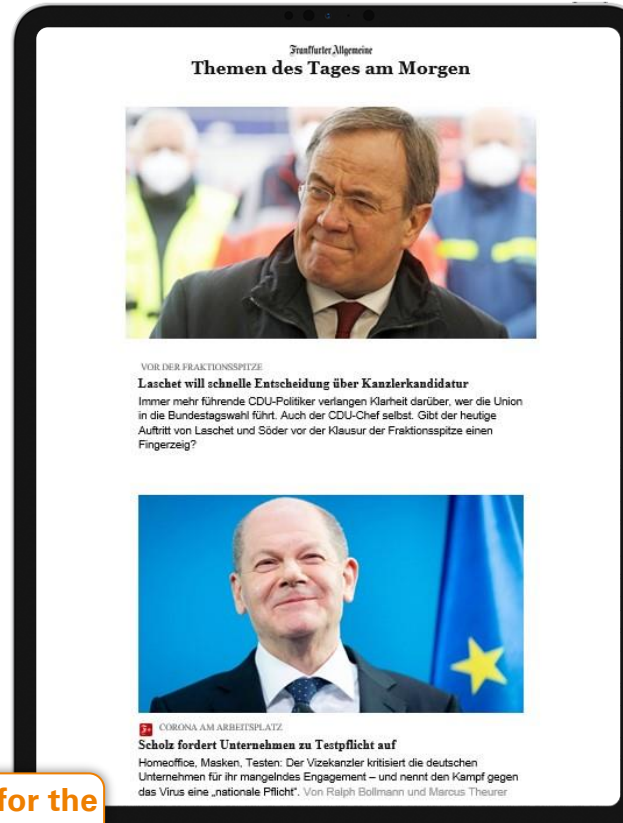
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# THEMEN DES TAGES

Frankfurter Allgemeine Zeitung

## DESCRIPTION OF THE

Background and classification of the most important topics of the day, with analyses from the fields of politics, business, features, society and sport.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 270,000 Ad Impressions

## PUBLICATION DATE

Monday - Sunday (3x daily)

## MINIMUM BOOKING FREQUENCY

1 week = 21 issues

## BOOKING OPTION

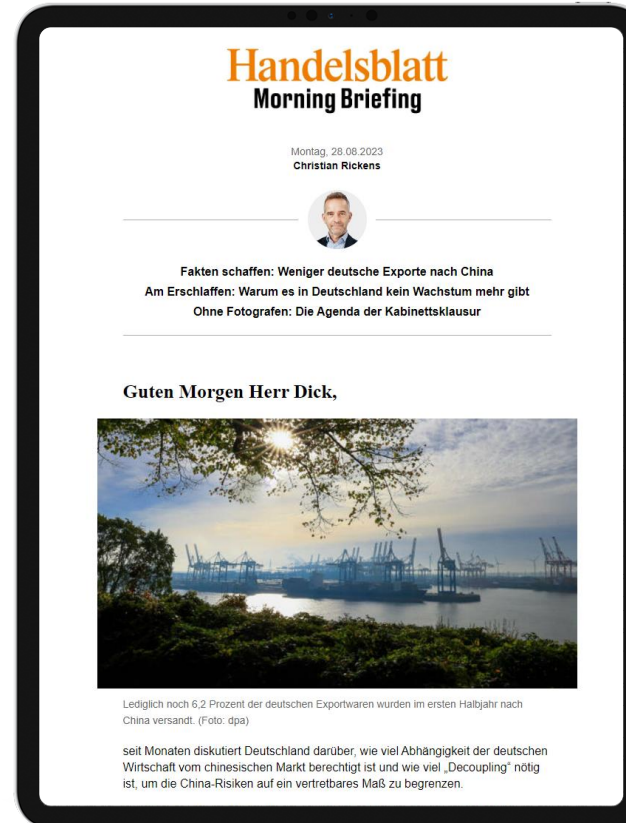
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

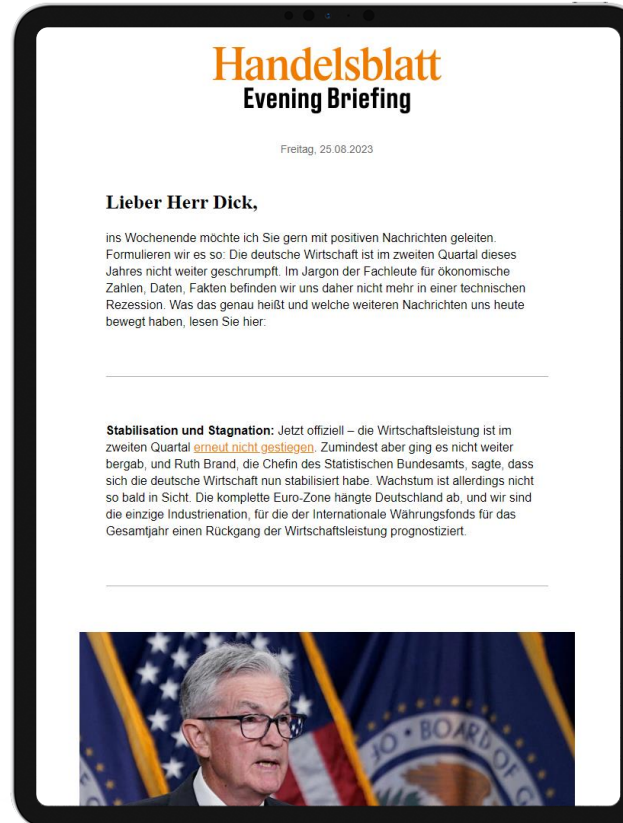
# EVENING BRIEFING

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

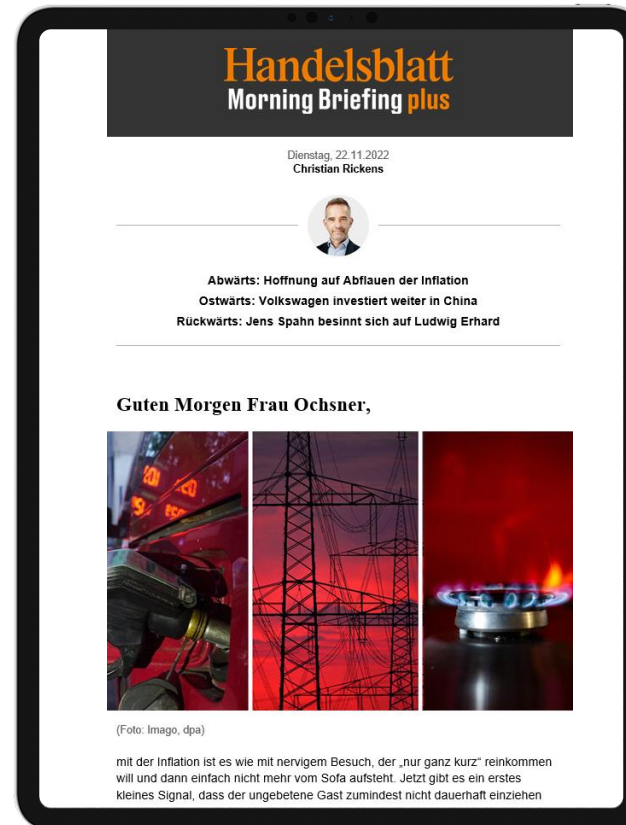
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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

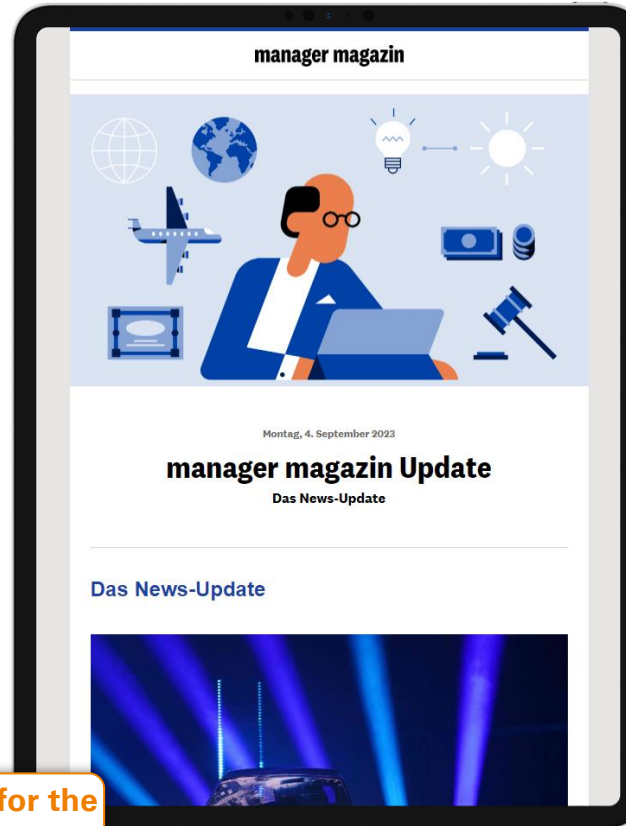
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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

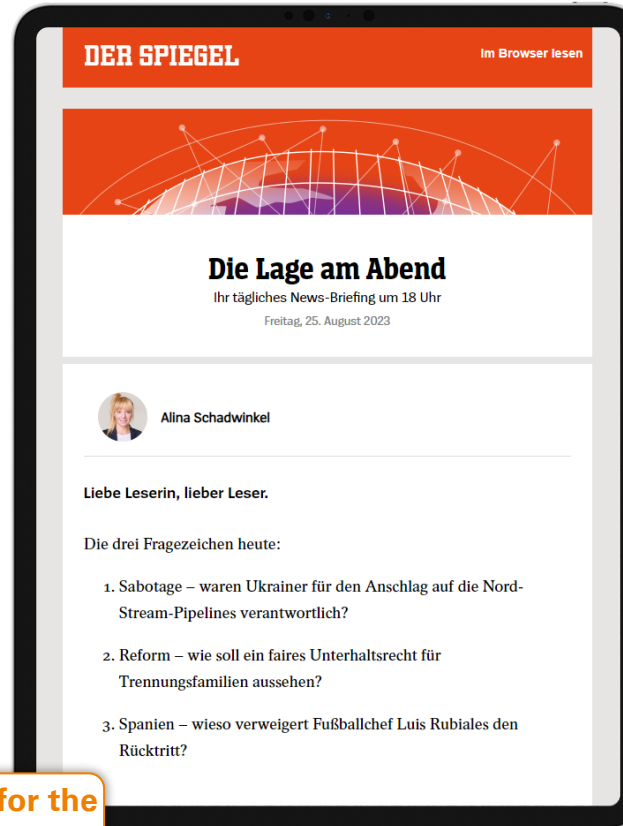
Breaking Ad, Breaking Ad Plus, Native Impact Ad,  
Native Text Ad, Billboard, Banner 2:1/3:1/4:1,  
Mobile Medium Rectangle, Mobile Content Ad 1:1,  
Mobile Interscroller, Mobile Halfpage Ad

# 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

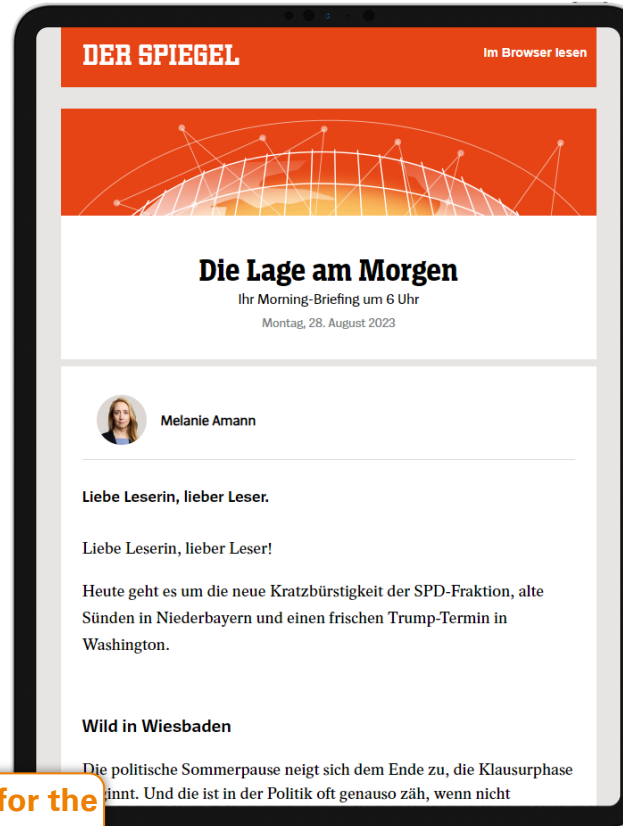
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

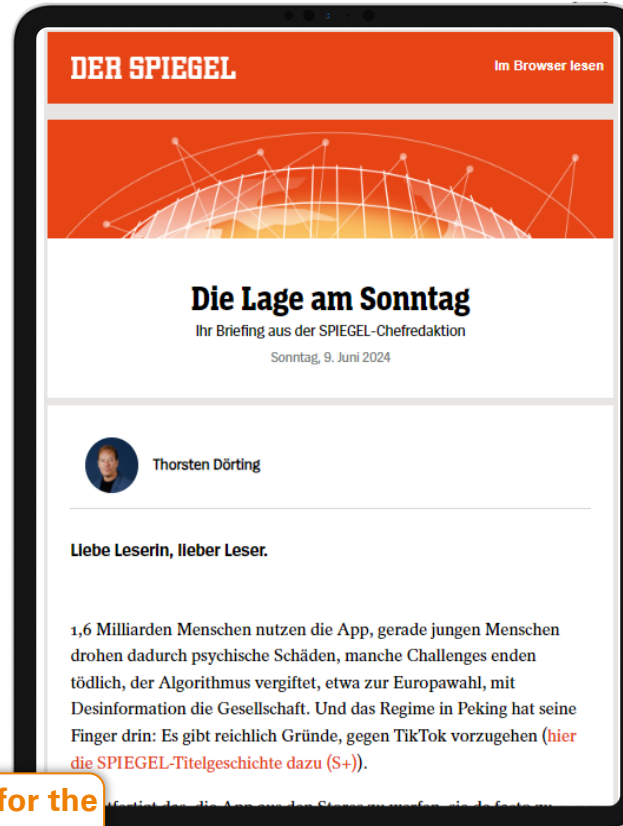


# DIE LAGE AM SONNTAG

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

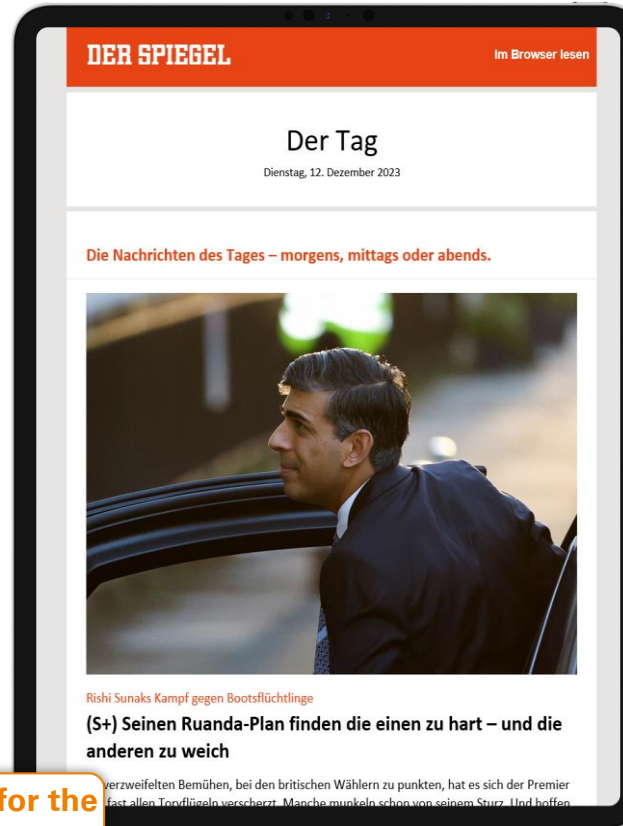
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

# MÜNCHEN HEUTE

Süddeutsche Zeitung

## DESCRIPTION OF THE

The team from the SZ Munich, Region, Bavaria section provides information on Munich news: important daily events from politics, culture, business and society. Plus leisure tips on concerts and theatre, recommendations from SZ food critics and other exciting stories from the surrounding area and Bavaria.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 110,000 Ad Impressions

## PUBLICATION DATE

Sunday - Friday

## 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

# SZ AM SONNTAG

Süddeutsche Zeitung

## DESCRIPTION OF THE

The best that the Süddeutsche Zeitung has to offer every Sunday: exciting reports, inspiring interviews, touching stories and much more.



## RANGE PER BOOKING

Ø 110,000 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

# PRANTLS BLICK

Süddeutsche Zeitung

## DESCRIPTION OF THE

Get the political newsreel every Sunday with exclusive reading tips from Heribert Prantl.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 50,000 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

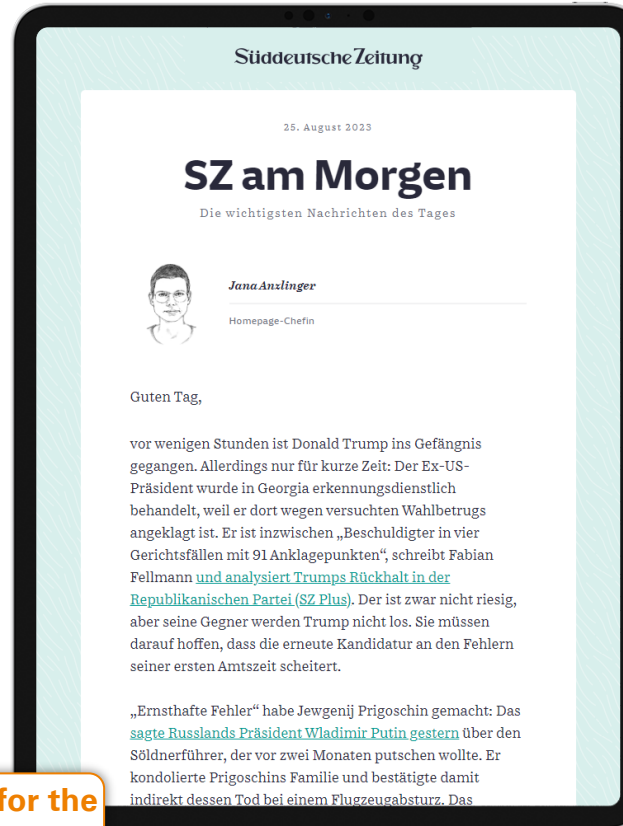
# SZ AM MORGEN | SZ AM ABEND

Süddeutsche Zeitung

## DESCRIPTION OF THE

Hot content - morning and evening!  
The most important news of the day  
from the  
from the SZ editorial team.

In addition to quick information, "SZ  
am Morgen / SZ am Abend" is also a  
showcase, giving a foretaste of  
reports, analyses, commentaries and  
other exciting content from the SZ.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 1.100.000 | 550.000 Ad Impressions

## PUBLICATION DATE

Mon - Fri: 2× morning & 2× evening  
Sat: morning | Sun: evening

## MINIMUM BOOKING FREQUENCY

6× (Morning: Mon - Sat  
OR evening: Mon - Fri & Sun)  
12× (Morning: Mon - Sat  
AND evening: Mon - Fri & Sun)

## BOOKING OPTION

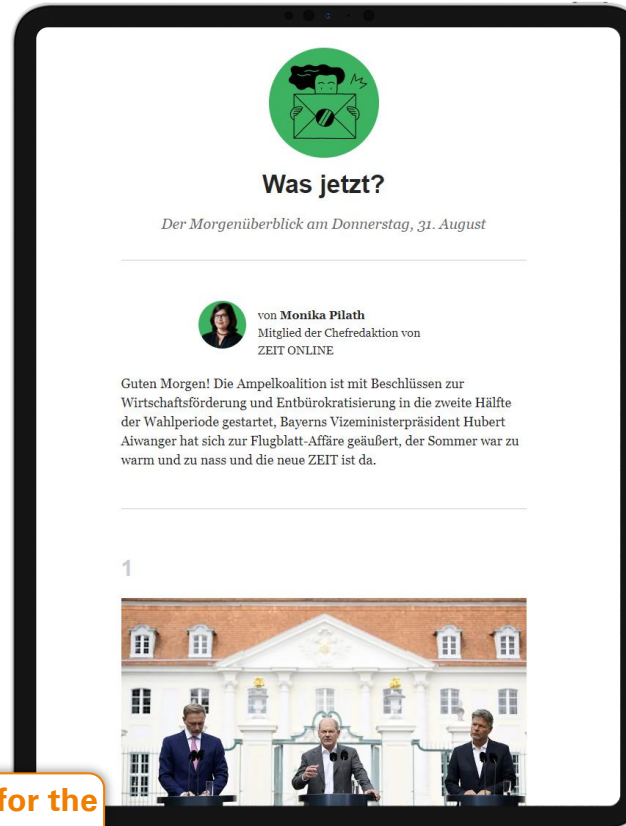
Breaking Ad, Breaking Ad Plus, Native Impact Ad,  
Native Text Ad, Billboard, Banner 2:1/3:1/4:1,  
Mobile Medium Rectangle, Mobile Content Ad 1:1,  
Mobile Interscroller, Mobile Halfpage Ad

# 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

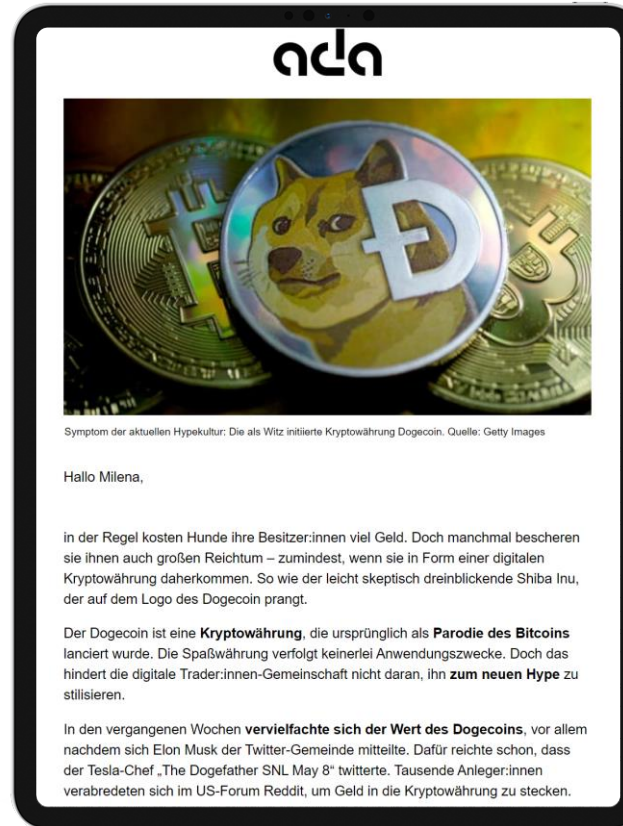


# ADAPTION – DER BRIEF AUS DER ZUKUNFT

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: 600×200px as jpg or png file

Advertorial Ad: [Headline: max. 45 characters incl. spaces], Headline: max. 40 characters incl. spaces, Image: 600×300px 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.](#)

# FAZ DIGITALWIRTSCHAFT

F.A.Z.

## DESCRIPTION OF THE

F.A.Z. Digitalwirtschaft combines relevant articles on digitalisation, the digital economy and technology in a new information offering and provides an overview of the digital economy.



Click here for the  
online view

## RANGE PER BOOKING

Ø 145,000 ad impressions

## PUBLICATION DATE

Wednesday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

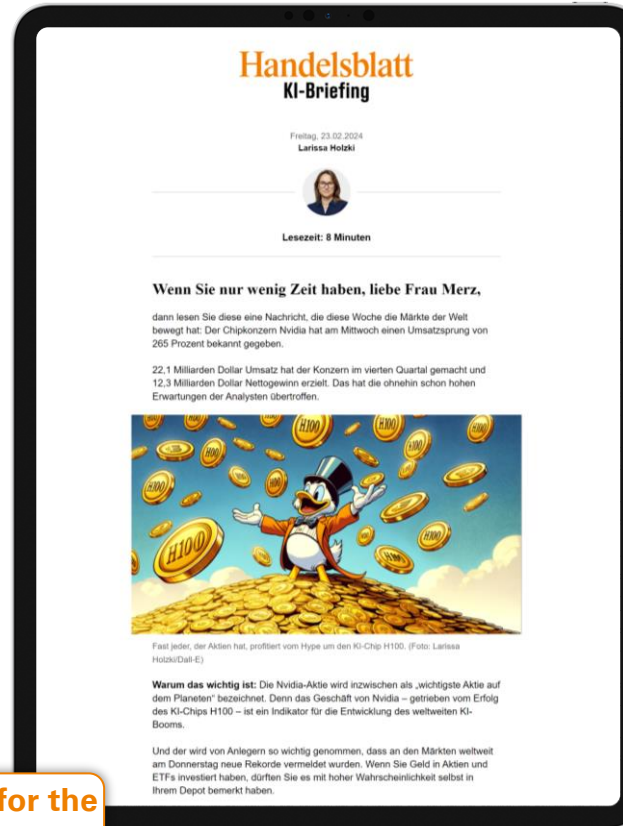
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# KI-BRIEFING

Handelsblatt

## DESCRIPTION OF THE

The rapid development of technology brings with it challenges and questions: What can AI do that we can't? How do humans and machines work together? And who is liable if the algorithm makes mistakes? The AI team reports on trends and best practice, answers the most important questions - and reveals an AI trick every Friday.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 48,000 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

# 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

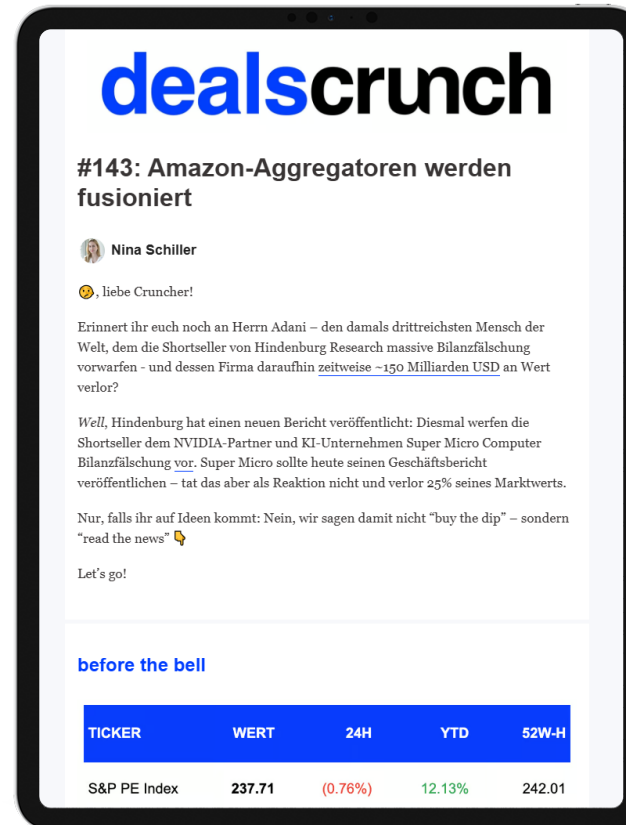
# DEALS CRUNCH

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

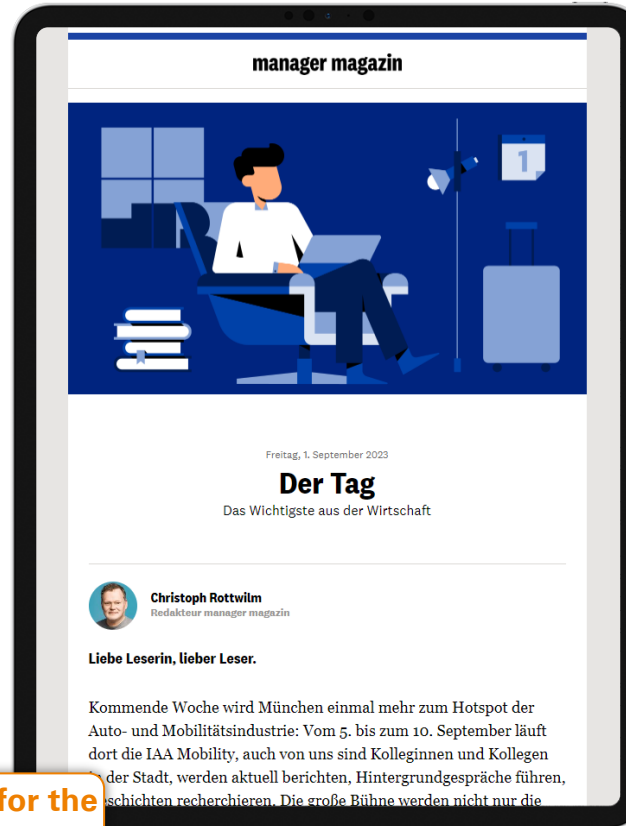
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

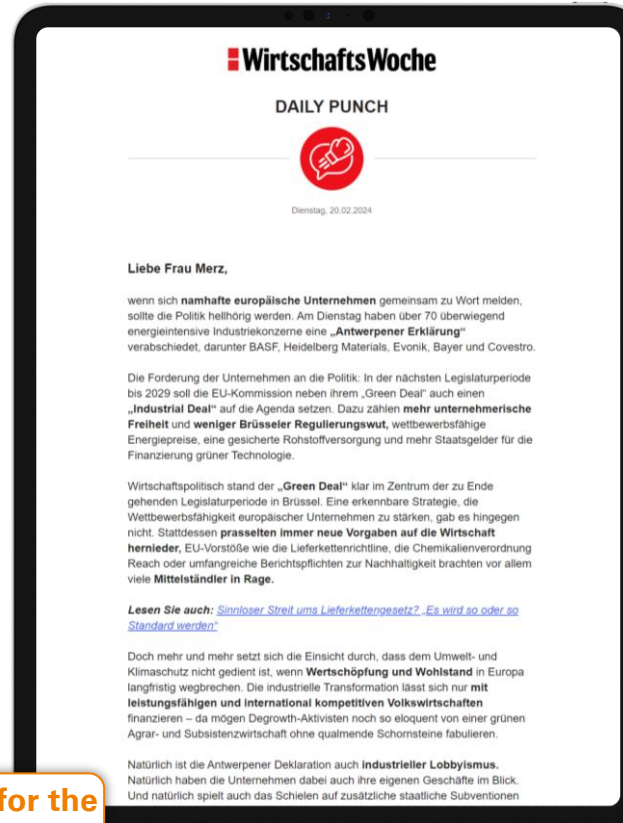
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

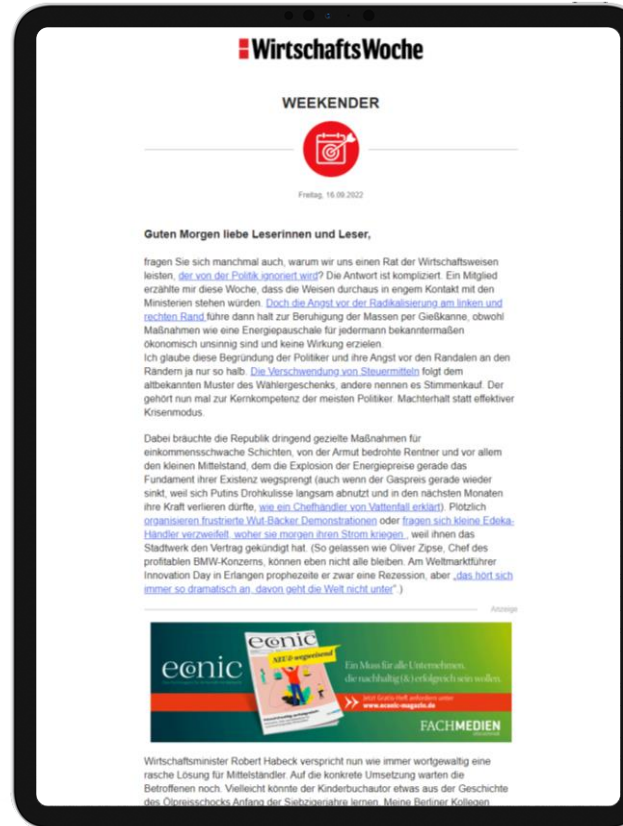
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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



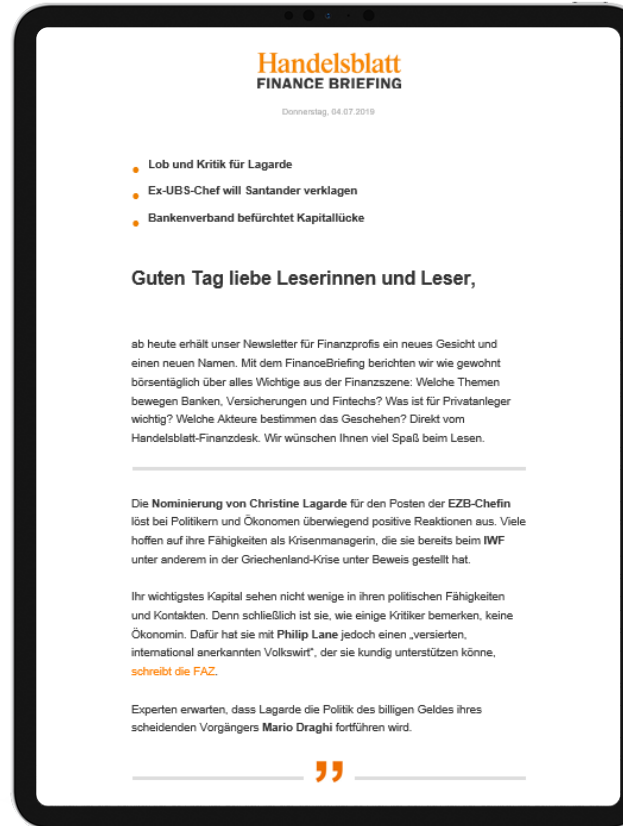
# FINANCES

# 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

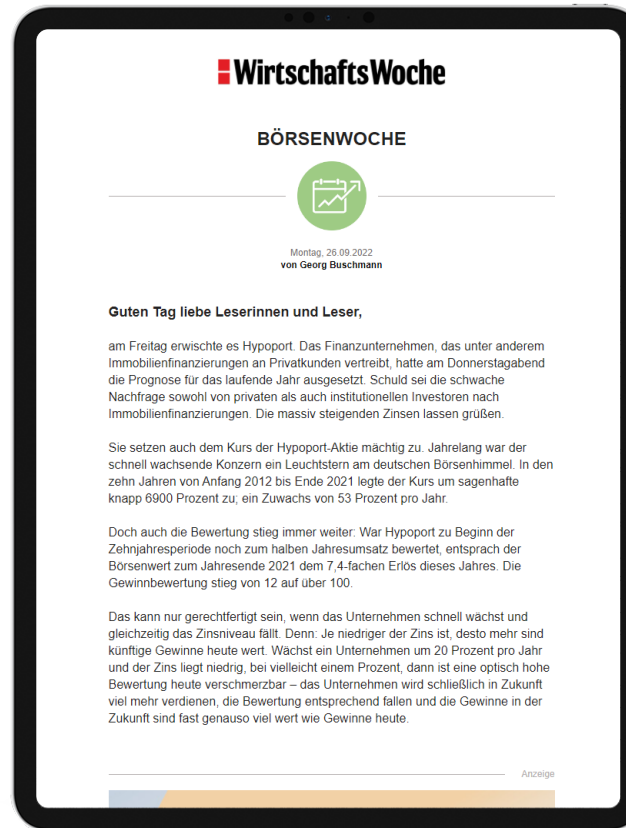
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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

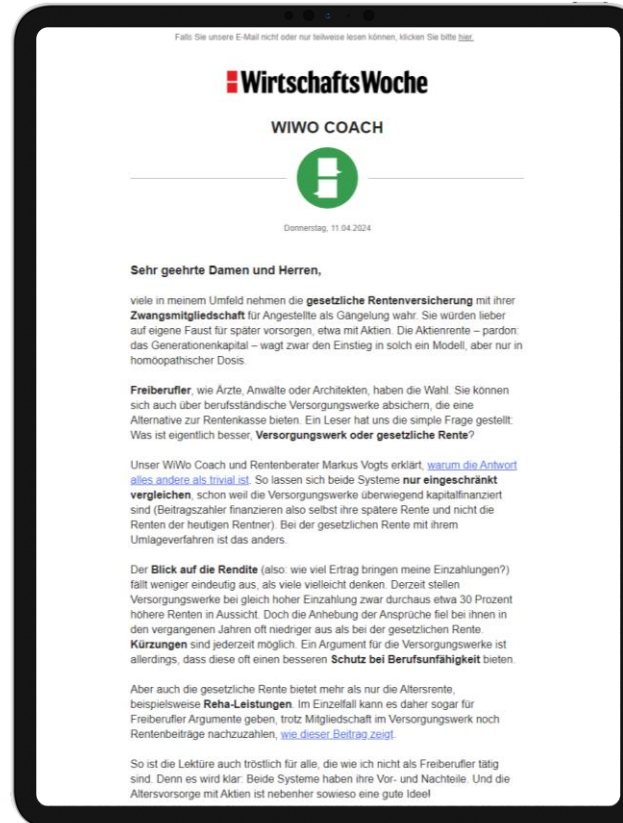
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller

# 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



# LIFESTYLE



# 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.



Lieber Herr Dick,

*für die einen ist der Herbst die gemüthlichste 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 Blumen Zwiebeln. 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 graue 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:**

**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

## 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

# NEWSLETTER

Süddeutsche Zeitung Magazine

## DESCRIPTION OF THE

Week after week, an exciting preview of the contents of the upcoming magazine issue.



## RANGE PER BOOKING

Ø 70,000 Ad Impressions

## PUBLICATION DATE

Thursday and Saturday

## MINIMUM BOOKING FREQUENCY

1 week = 2 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



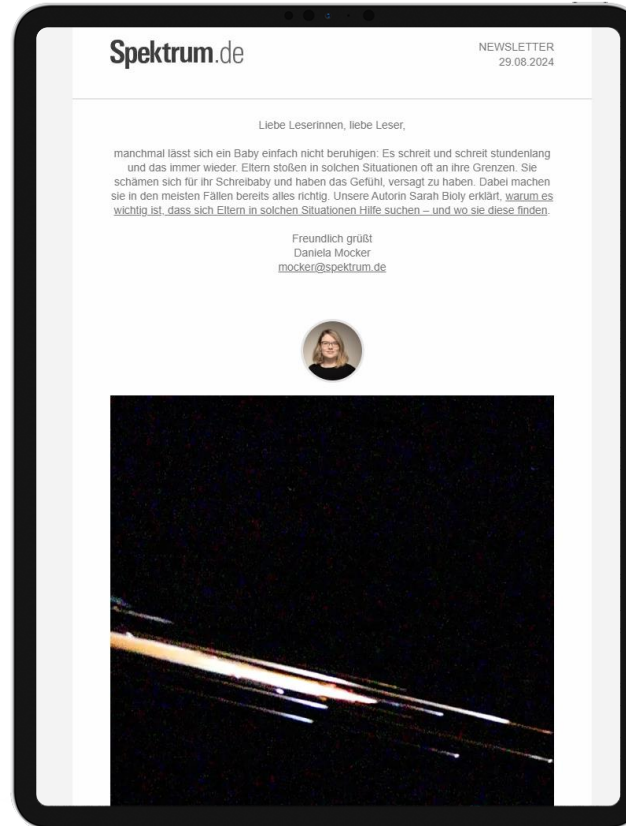
# SUSTAINABILITY

# NEWSLETTER

Spektrum.com

## 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



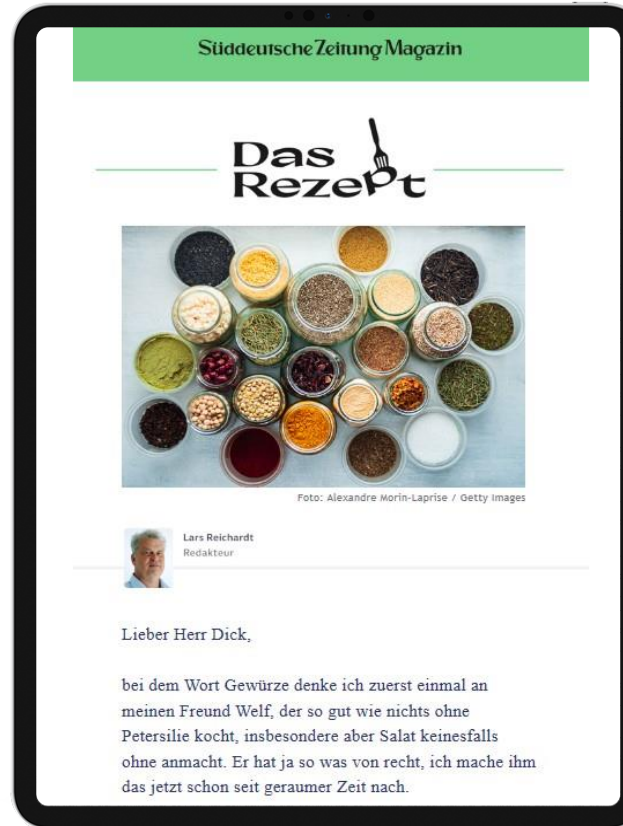
# FOOD

# DAS REZEPT

Süddeutsche Zeitung Magazine

## DESCRIPTION OF THE

The best recipes from SZ-Magazin and SZ. Always the right recommendation from our top chefs and professional cooks.



## RANGE PER BOOKING

Ø 84,000 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, Mobile Halfpage Ad



# SOCIETY & CULTURE



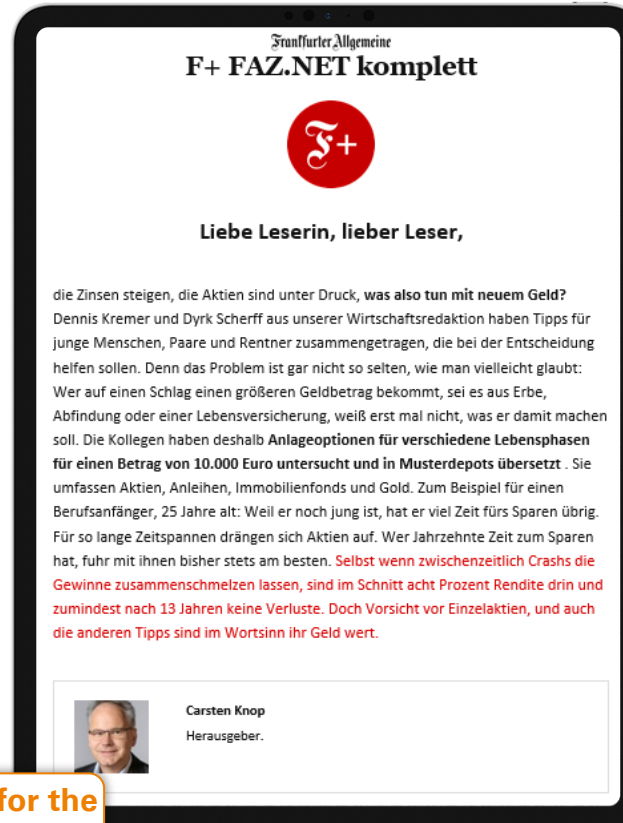
# F+ NEWSLETTER

Frankfurter Allgemeine Zeitung

## DESCRIPTION OF THE

In this newsletter you will find the best of the week from FAZ.net.

Carsten Knoop selects the best exclusive articles of the whole week for you. Bundled - in one newsletter.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 190,000 Ad Impressions

## PUBLICATION DATE

Saturday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

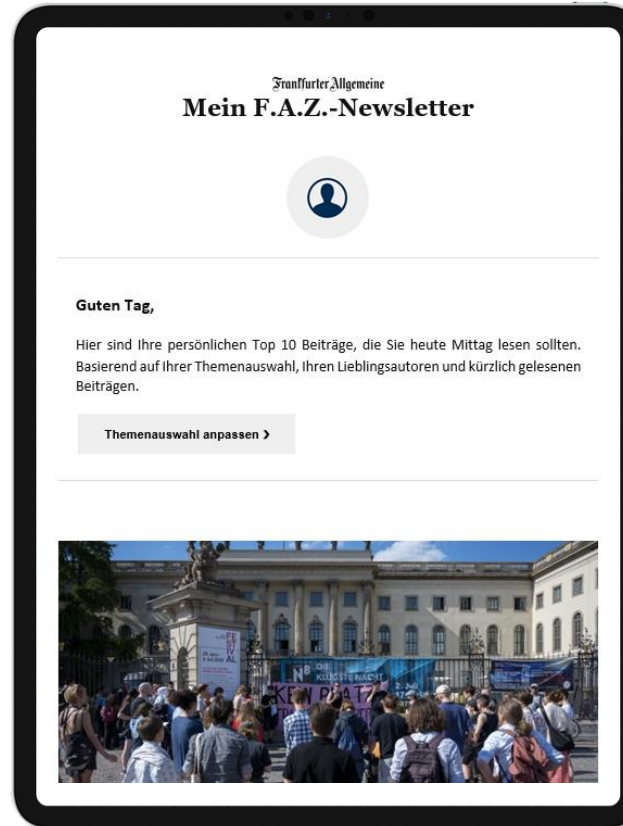
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# MEIN FAZ NEWSLETTER

Frankfurter Allgemeine Zeitung

## DESCRIPTION OF THE

The newsletter with your personal top 10 articles. Based on your choice of topics, your favourite authors and recently read articles.



## RANGE PER BOOKING

Ø 57,000 Ad Impressions

## PUBLICATION DATE

Monday - Sunday

## MINIMUM BOOKING FREQUENCY

1 week = 7 issues

## BOOKING OPTION

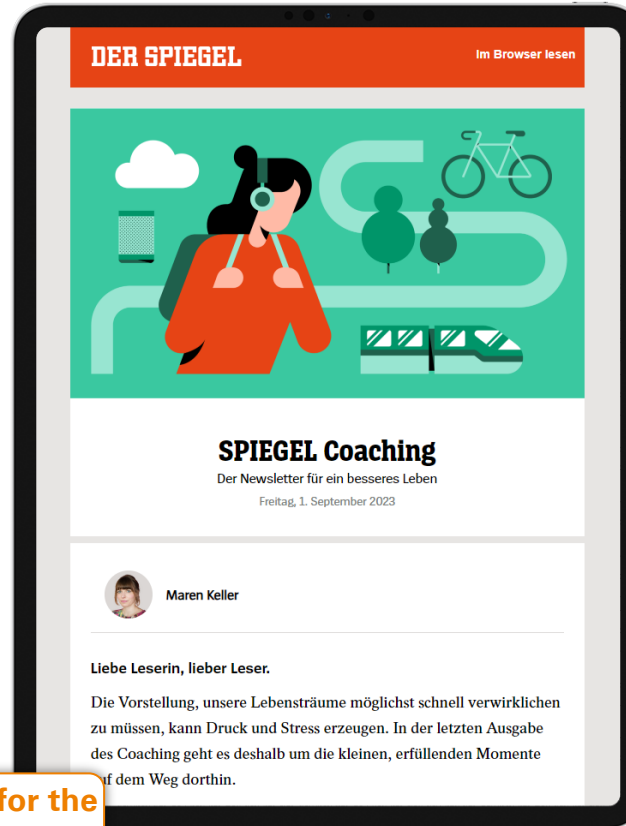
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

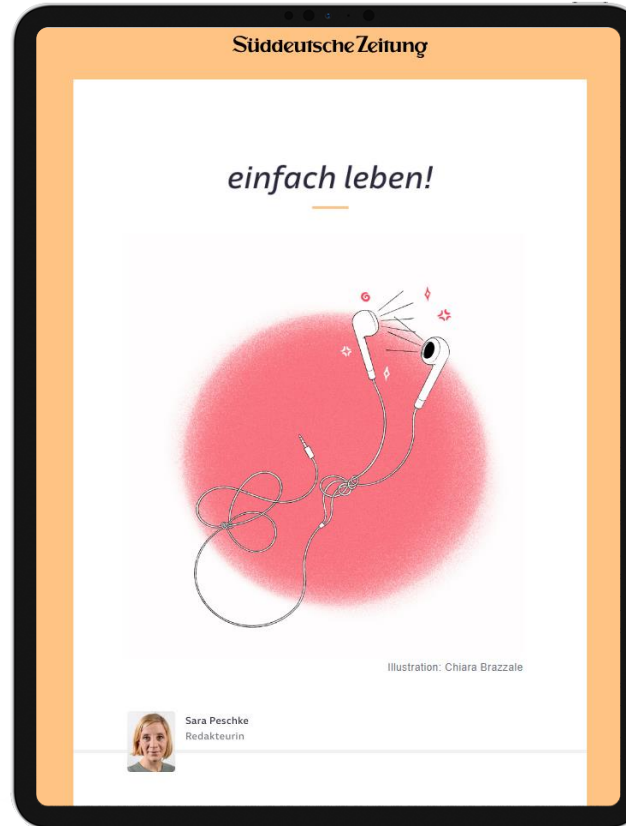
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# EINFACH LEBEN!

Süddeutsche Zeitung

## DESCRIPTION OF THE

Every Monday in the morning: useful tips for everyday life and good ideas for a better life.



## RANGE PER BOOKING

Ø 45,000 Ad Impressions

## PUBLICATION DATE

Montag

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

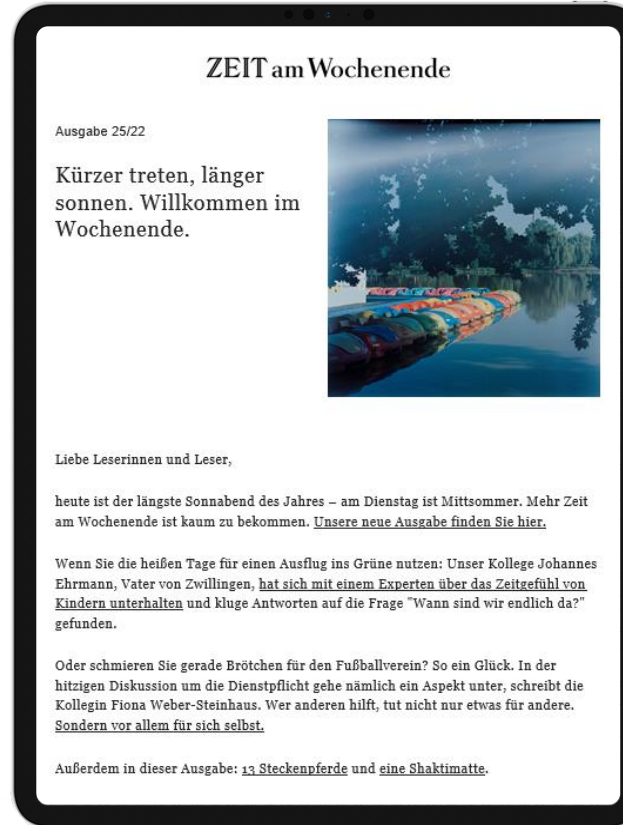
Breaking Ad, Breaking Ad Plus, Native Impact Ad, Native Text Ad, Billboard, Banner 2:1/3:1/4:1, Mobile Medium Rectangle, Mobile Content Ad 1:1, Mobile Interscroller, Mobile Halfpage Ad

# 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

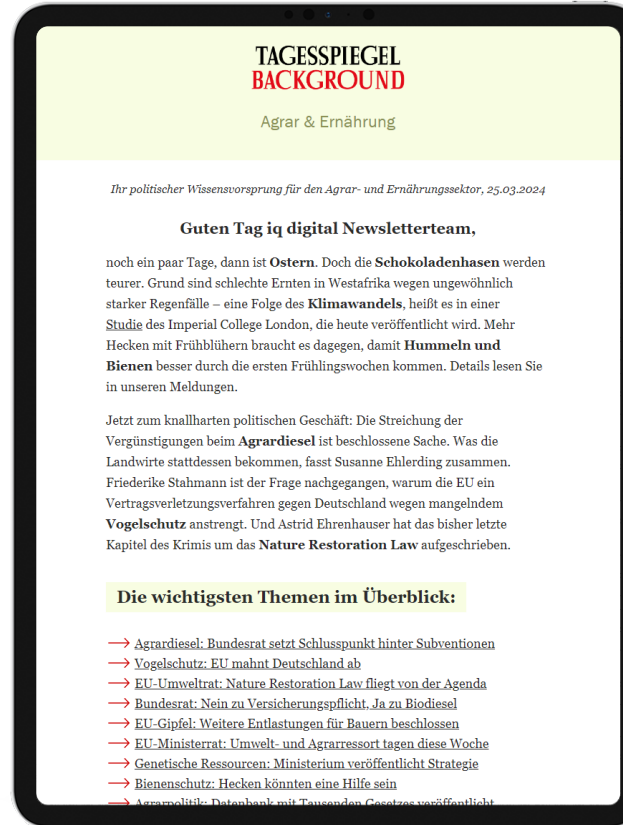
Tagesspiegel

## 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

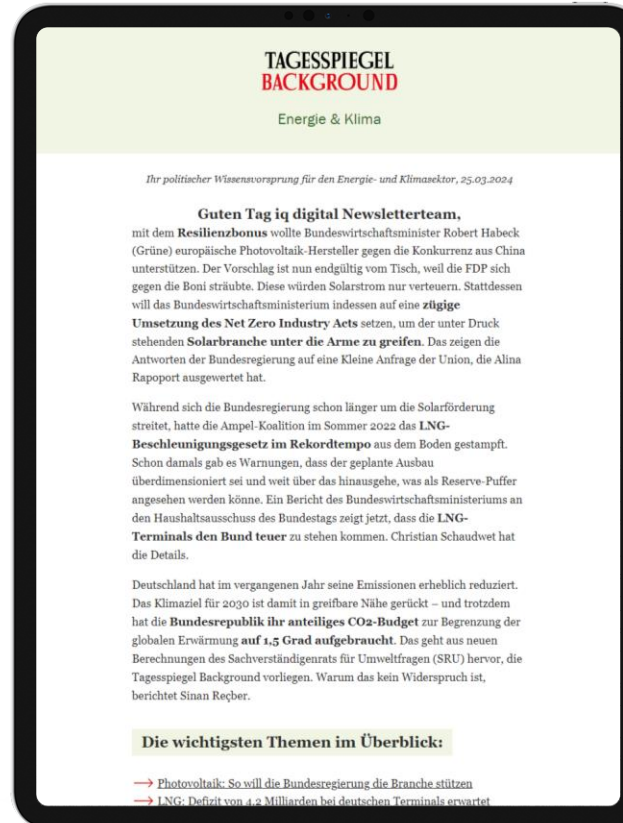
Tagesspiegel

## 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

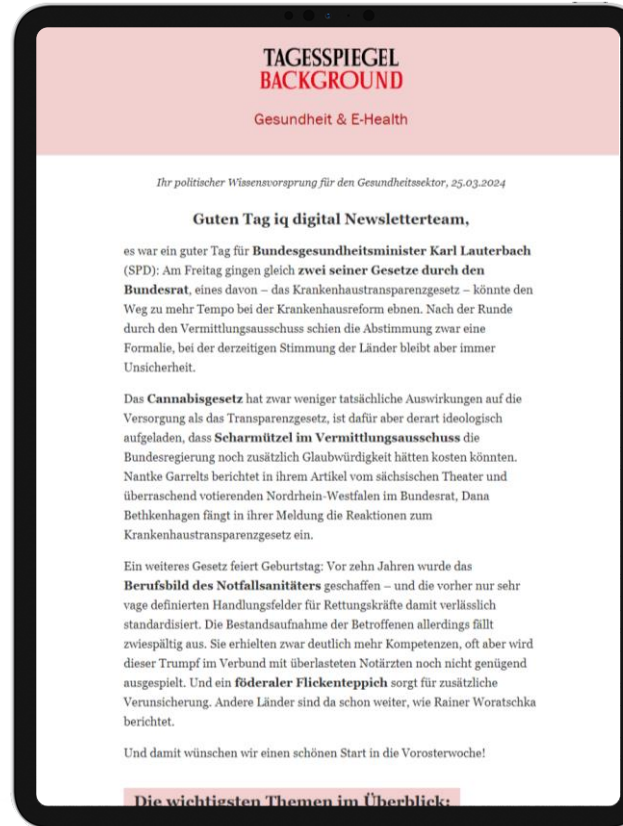
## DESCRIPTION OF THE

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

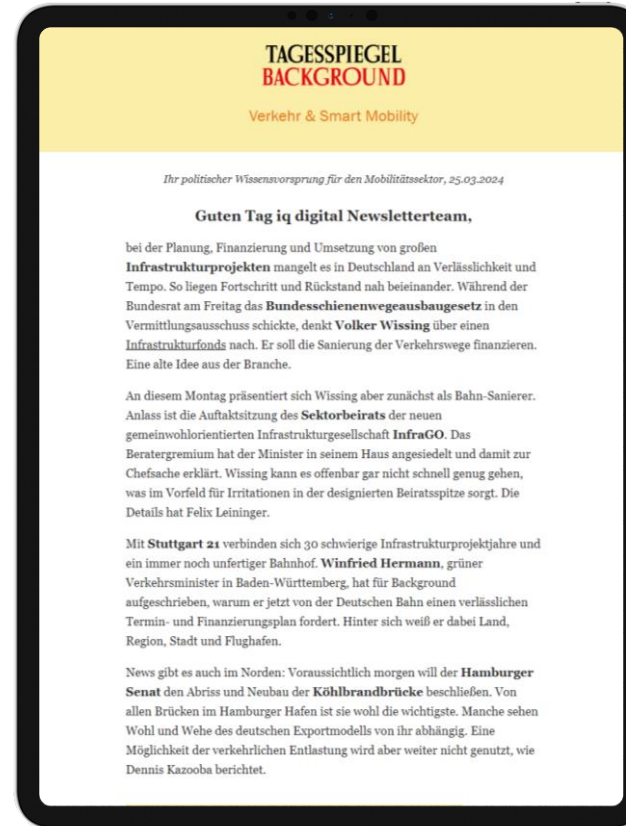
Tagesspiegel

## 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