



# NEWSLETTER BY IQ DIGITAL

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

V2505.2

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

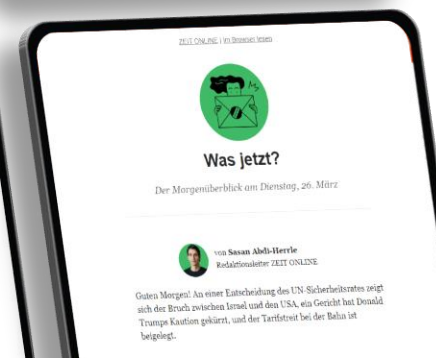
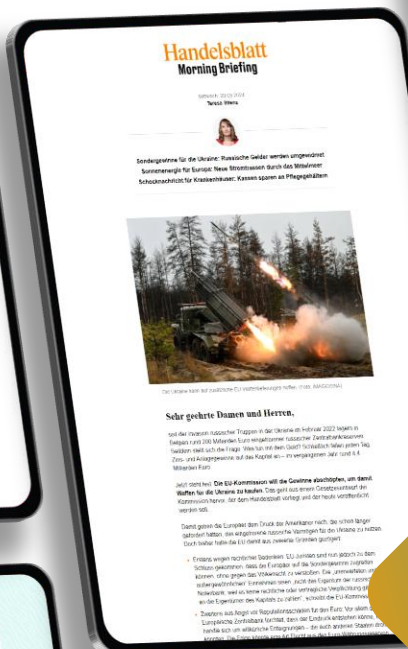
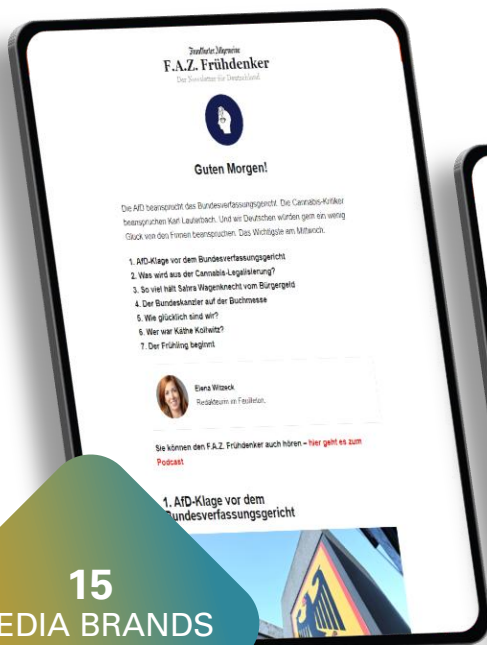
Large variety of excellent newsletters in the iq digital portfolio

Frankfurter Allgemeine  
Handelsblatt  
Harvard Business manager  
Landlust  
manager magazin  
METAL HAMMER  
morningcrunch  
musikexpress.  
RollingStone  
Spektrum.de  
DER SPIEGEL  
Süddeutsche Zeitung  
TAGESSPIEGEL  
WirtschaftsWoche  
DIE ZEIT

15  
MEDIA BRANDS

100+  
NEWSLETTER

11  
THEMATIC  
TOPICS





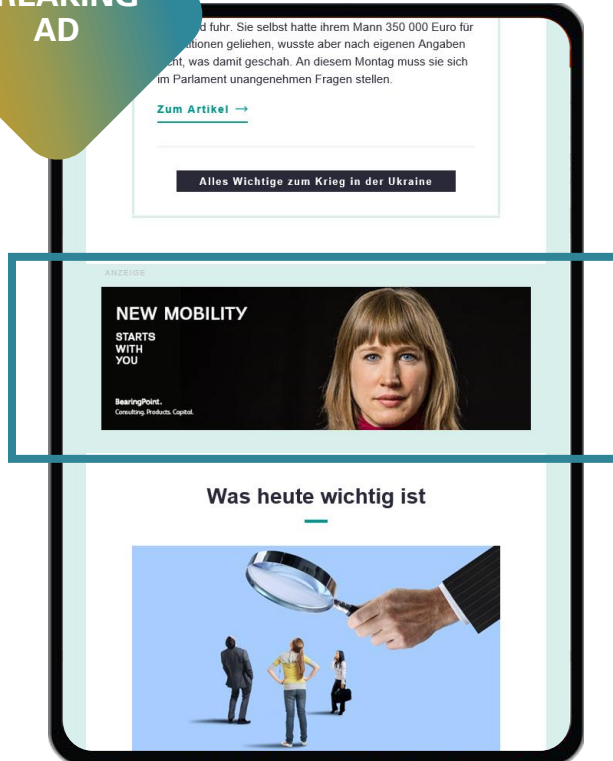
02

# **ADVERTISING MATERIAL**

# ADVERTISING MATERIAL

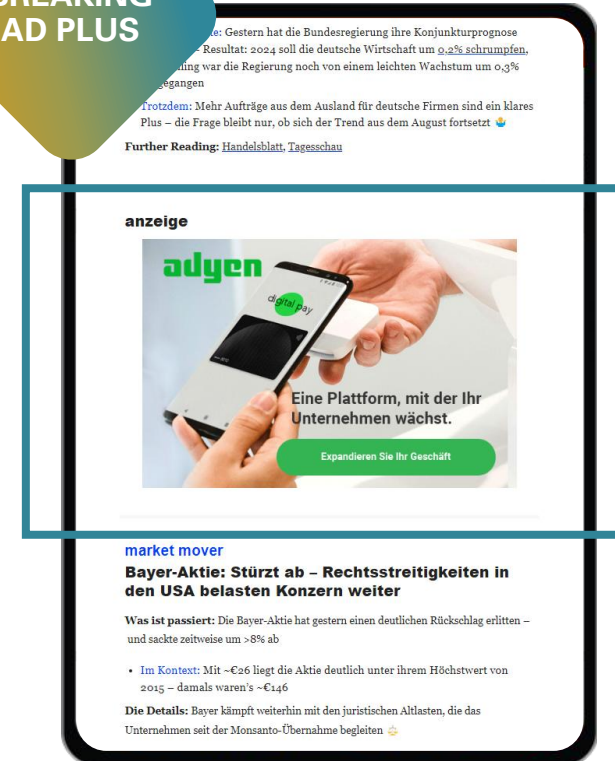
## Newsletter Ads

### BREAKING AD



(Example in the SZ newsletter "SZ am Morgen")  
600×200px

### BREAKING AD PLUS



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



# ADVERTISING MATERIAL

## Native Ads

### NATIVE IMPACT AD

unerlaubter Einreisen einzudämmen. Die Kontrollen sollen am kommenden Montag beginnen und zunächst sechs Monate andauern. [Jetzt Artikel lesen...](#)



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")  
Online: 600x400px | Mobile: 300x400px

bedeuten, die schnell zu einer echten Angst werden. Das zeigt der als Angstmesser bekannte Volatilitätsindex CBOE – er sprang um knapp 20 Prozent auf den höchsten Stand seit Mitte Dezember. [Jetzt Artikel lesen...](#)



Lastenrad statt PKW

#### Verbessere mit dem Urban Arrow FamilyNext deinen Alltag

Lastenfahrräder werden immer beliebter. Das neue Urban Arrow FamilyNext Lastenrad ist der perfekte Begleiter.

[Jetzt entdecken](#)

### NATIVE TEXT AD

Haben Sie ein schönes Wochenende?

Ihr Simon Hüsgen

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!](#)

Jetzt FAZ+ lesen



(Example in the FAZ newsletter "Frühdenker - Der Newsletter für Deutschland")  
Online: 600x300px | Mobile: 300x300px

Welthand...  
6. Wer wird Nachfolger von Justin Trudeau?  
7. Zyklon Alfred bedroht Australien

Diesen Newsletter mit Freunden teilen



Luxusurlaub auf Malta

#### Warum sich ein Kurztrip nach Malta jetzt lohnt

Ein Luxusurlaub auf Malta bietet die perfekte Mischung aus Entspannung, Kultur und mediterranem Flair. Lassen Sie sich von der einzigartigen Atmosphäre und den historischen Schätzen verzaubern. Planen Sie jetzt Ihren unvergesslichen Kurztrip voller Genuss und Abenteuer.

[Mehr erfahren](#)

1. Darüber verhandeln Union und SPD noch



# ADVERTISING MATERIAL

## Display Ads

### BILLBOARD

Deutschland spielt.

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



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

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

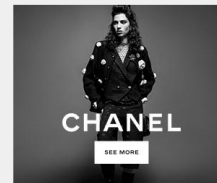
(Example in the WIWO newsletter "Weekender") 800x250px  
scaled to 600x188px in the newsletter

### MOBILE MEDIUM RECTANGLE

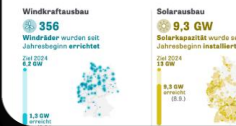
5

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

Anzeige



Der Energiemonitor



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

## DESKTOP FORMATS:

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

## MOBILE FORMATS:

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

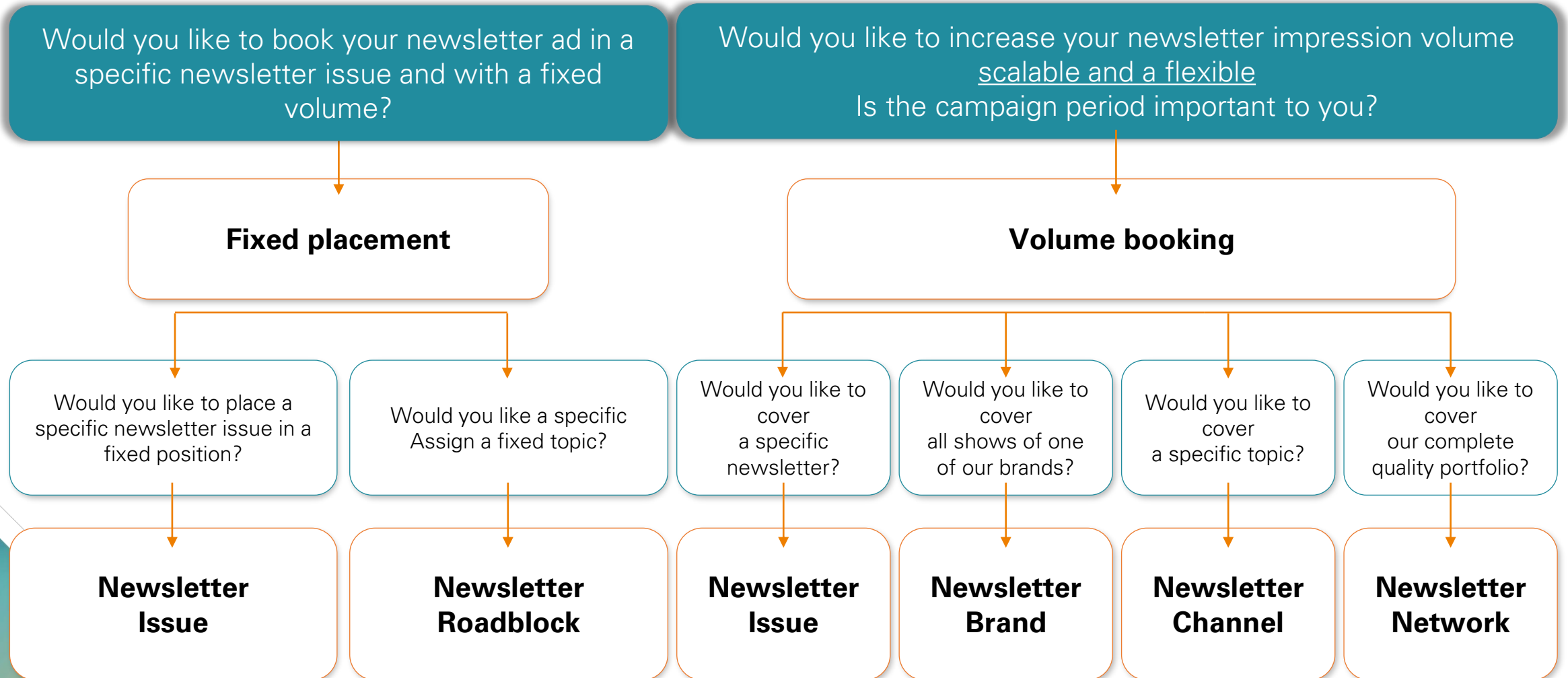


03

# INDIVIDUAL BOOKING OPTIONS

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



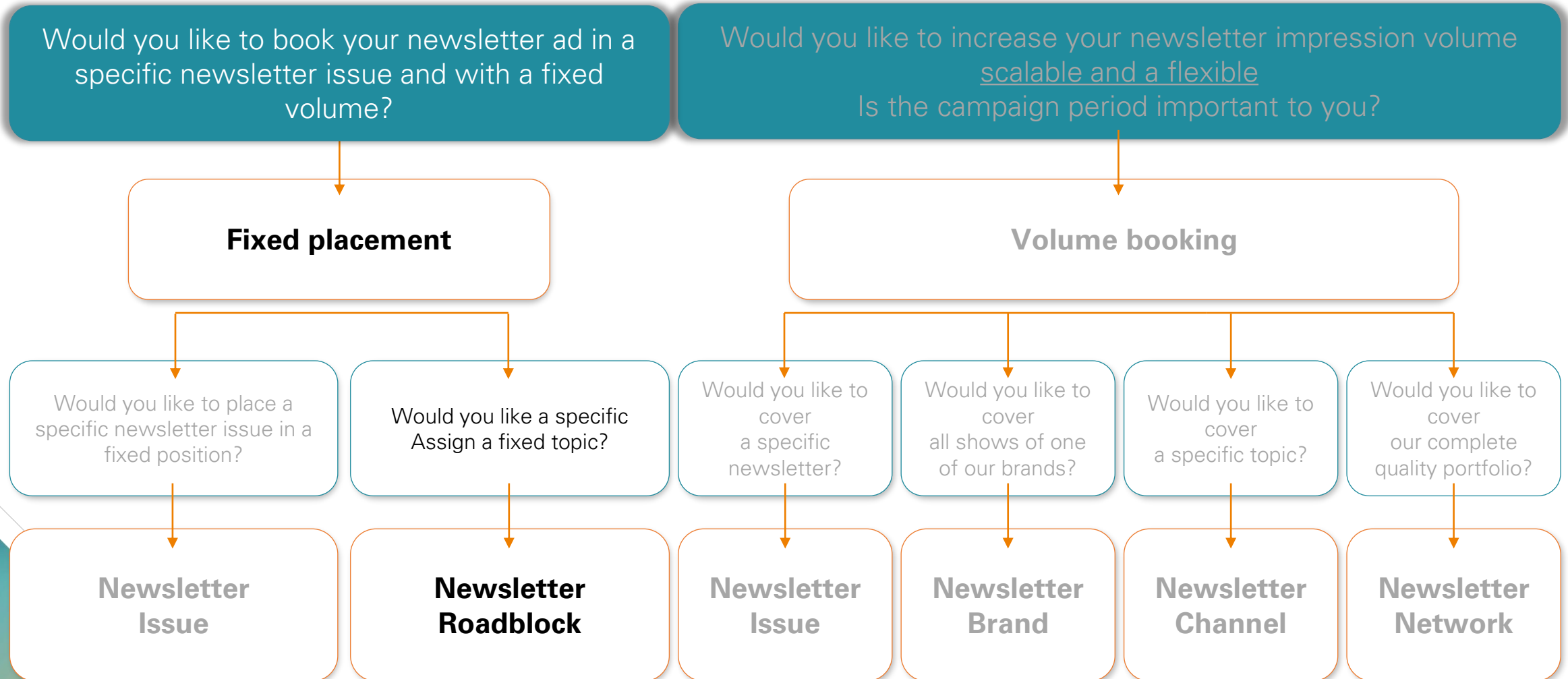


04

## **NEWSLETTER ROADBLOCKS**

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

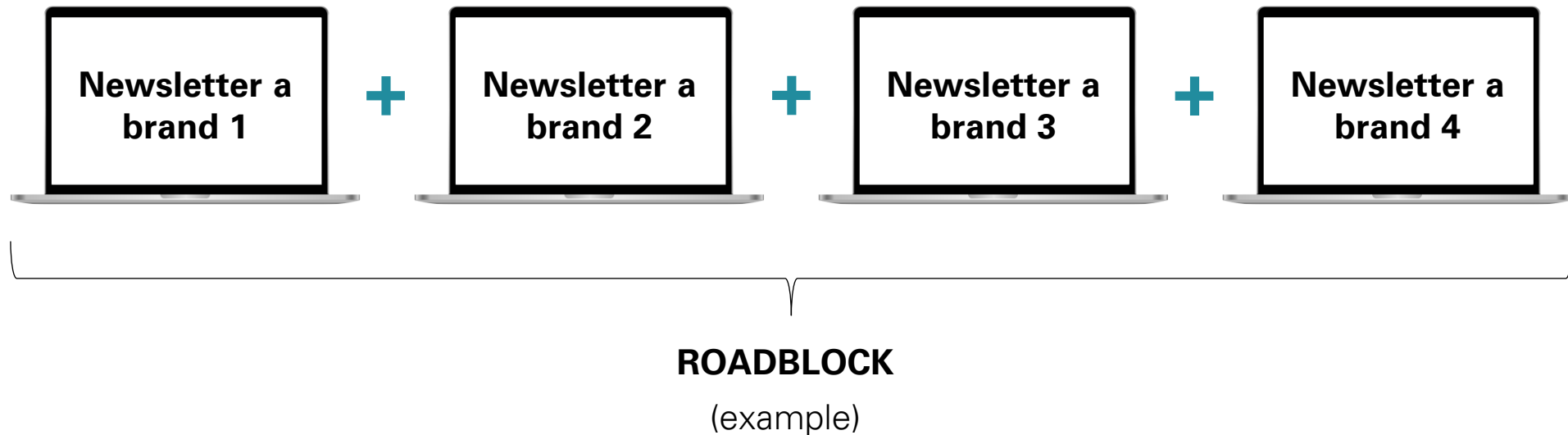




# NEWSLETTER ROADBLOCKS BY IQ DIGITAL

How the Roadblock principle works with a price advantage

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



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

# NEWSLETTER 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



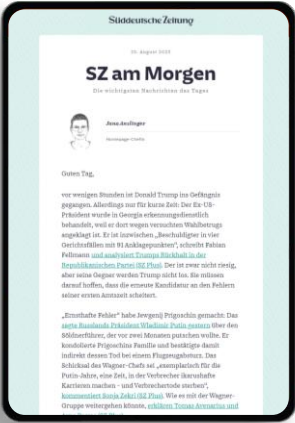
Handelsblatt

Morning  
Briefing



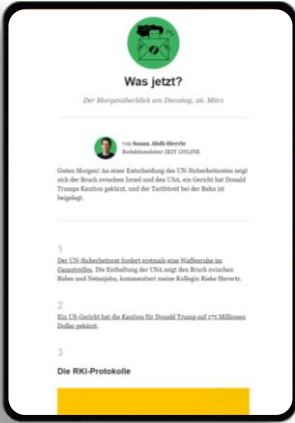
Süddeutsche Zeitung

SZ am Morgen



DIE ZEIT

Was Jetzt?



23

Issues

3,070,000

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

Frühdenker - Newsletter für Germany

+

Handelsblatt

Morning Briefing

+

Handelsblatt

Evening Briefing

+

DER SPIEGEL

Die Lage am Morgen

+

DER SPIEGEL

Die Lage am Abend

+

Süddeutsche Zeitung

SZ am Morgen

+

Süddeutsche Zeitung

SZ am Abend

+

DIE ZEIT

Was jetzt?

45

Issues

6,070,000

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

Wirtschafts Woche

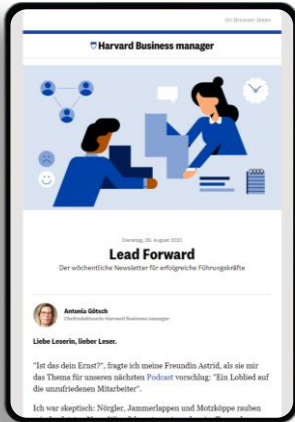
Wirtschaft

Lead Forward

Der Tag

Weekender

Weekender



17

Issues

449,000

Ad impression per booking


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


Fixed placement in 5 newsletters with just one booking

Werbung, 28. August 2013

Zur Oktober-Ausgabe


**Zusätzlich: Aktuelle  
Finanzen**





**WIRTSCHAFT**  
**Kurspraktische für deutsche Aktien dank starker China-Börsen**

Die chinesische Regierung hat erstmals seit 15 Jahren die Stempelsteuer auf Aktien gesenkt. Wie gefällt nicht nur den Anlegern des Landes, auch Deutschen? Interview.



[illegible][illegible]


**WirtschaftsWoche**

BÖRSENWOCHE
 



Freitag, 10.05.2023  
 von der Leiterin Verena

**Lieber Herr Dirk,**


zum Monatsende gab die Woche Informationsschock. Zwar ist die Notierung der in der EZB entgegten den Erwartungen nicht ganz gemessen. Die Kennzahlen, die die Wirtschaft in den Monaten zuvor gut liefen, sind in den ersten Monaten des Jahres 2023 enttäuschend gewesen, was aber wie erwartet wurde. **Wird die Inflation dann wieder unter Kontrolle?**

Die Herausforderung besteht darin, dass die Zentralbanken nicht mit der Zinssteigerung stoppen – nur müssen sie die Inflation in den Zielbereich mit zwei Prozent bringen, ohne die Konjunktur in den Abgrund zu stürzen. Im Grunde sollten die Zentralbanken auf die Inflation mit einem Problem sein, das die Inflation übersteigt. Allerdings, damit die wachstumsfördernde Expansionen Erhöhungen lassen sich die Hintergründe besser verstehen.



Aufstieg und die regionalen Unterschiede. Alles in der Euro-Zone schaffen die Werte nur ausstimmend. Besonders bei den Werten der Energiegewinnung, besonders Länder wie Deutschland haben mit höheren Energiepreisen zu kämpfen.


2022/2023 | Dr. Roman Kroll



**Geld**

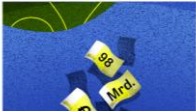
*Dies haben Sie dir*

---

 **Dr. Jan Gahleitner**  
Assessments-Geld

**Lehre Kommunikation und Kunst:**

In dem schönen Film, in dem ich den Herrmannswasser in der Innenstadt betrete, fällt ich mich erst überfallen, dann kommt das Mikroskop. Die Verkleinerungen und Verkleiner haben für meinen Geschmack oft etwas so wie das Kadaverstapen, da sie auf jedes Band, jedes Einzelblatt, jedes Kieselstein, so deren Inhalt zu brennend waren. Die Sticker werden an der Kasse eingetragten, um kommen die Verkäufer an Ihre Position. Ich glaube Ihnen das, aber weiß das nicht, dass sie mir auch in Gemeindefällen und Handarbeit als Hochleistungsriten, bekamen sie dafür nur gering (Hochleistungsriten?)



Ad impression per booking

18



# NEWSLETTER ROADBLOCK "B2B BACKGROUND"

Fixed placement in 8 newsletters with just one booking

TAGESSPIEGEL

Background  
Agrar & Ernährung



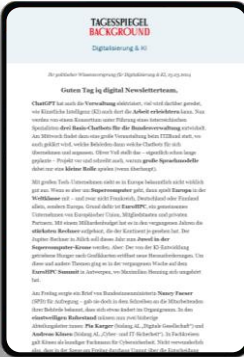
TAGESSPIEGEL

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

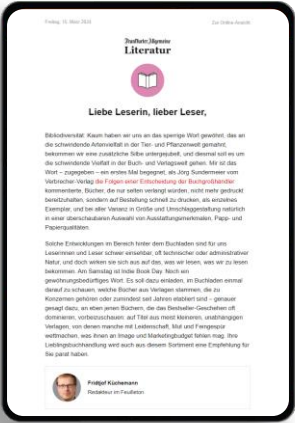
With the iq digital newsletter roadblocks you benefit from a price advantage compared to individual bookings.

# NEWSLETTER ROADBLOCK "LIFESTYLE"

Fixed placement in 5 newsletters with just one booking

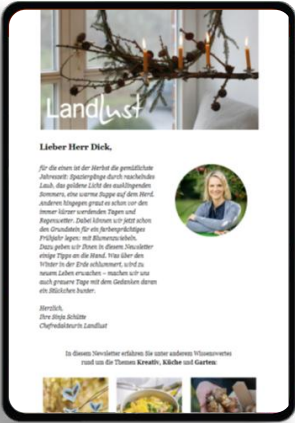
Frankfurter Allgemeine

Literatur



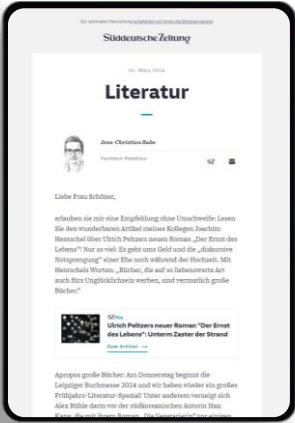
Landlust

Noch mehr  
Landlust



Süddeutsche Zeitung

Literatur



Süddeutsche Zeitung

SZ-Magazin



DIE ZEIT

ZEITmagazin –  
Was für ein Tag



15

Issues

508,000

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



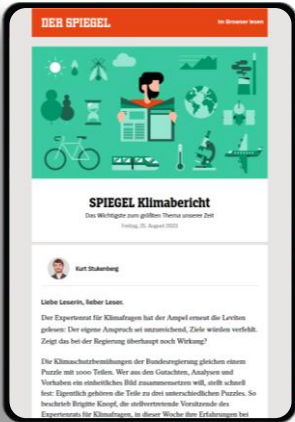
Spektrum.de

Newsletter



DER SPIEGEL

Klimabericht



7

Issues

173,000

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

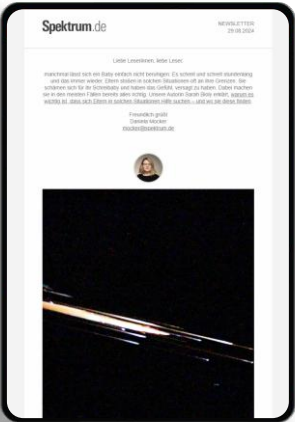
Frankfurter Allgemeine

Wissen



Spektrum.de

Newsletter



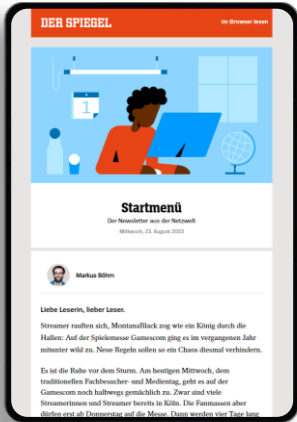
DER SPIEGEL

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

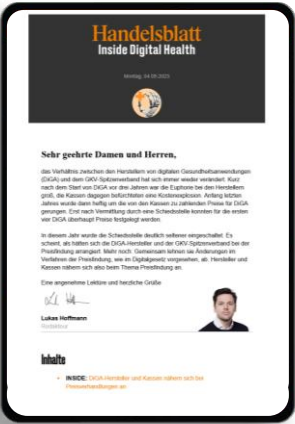
Frankfurter Allgemeine

Gesundheit



Handelsblatt

Inside  
Digital Health



Süddeutsche Zeitung

Gesundheit!



DIE ZEIT

Das tut mir gut



5

Issues

186,500

Ad impression per booking

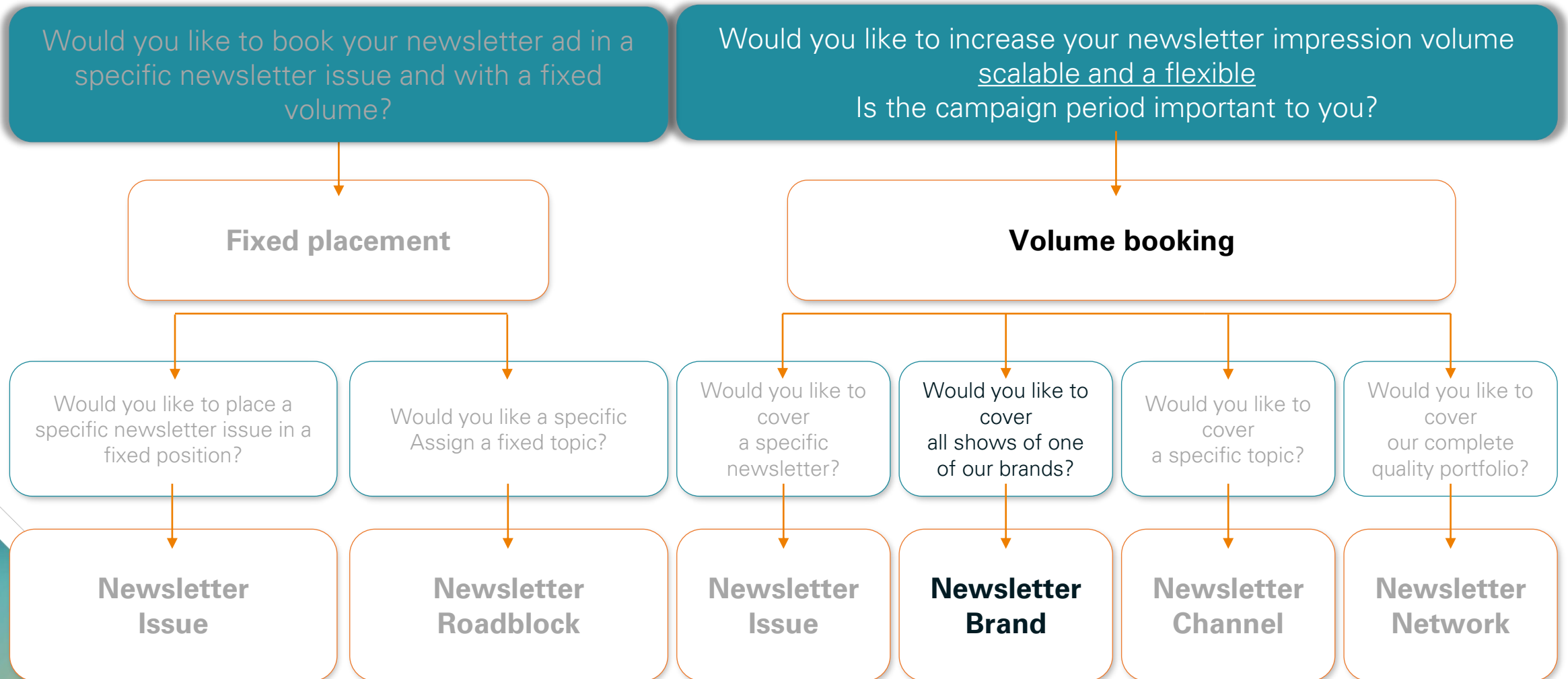
With the iq digital newsletter roadblocks you benefit from a price advantage compared to individual bookings.

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

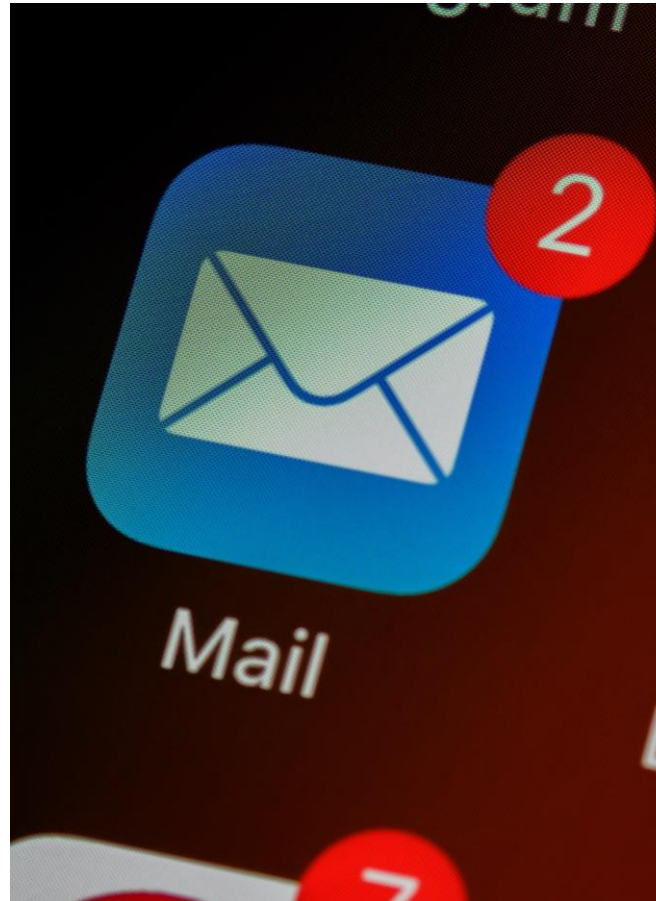
**Frankfurter Allgemeine**

**manager magazin**  
Harvard Business manager

**Süddeutsche Zeitung**

**DIE ZEIT**

**morningcrunch**



**Handelsblatt**

**DER SPIEGEL**

**Wirtschafts  
Woche**

**Landlust**

**RollingStone**  
**musikexpress.** **METAL HAMMER**

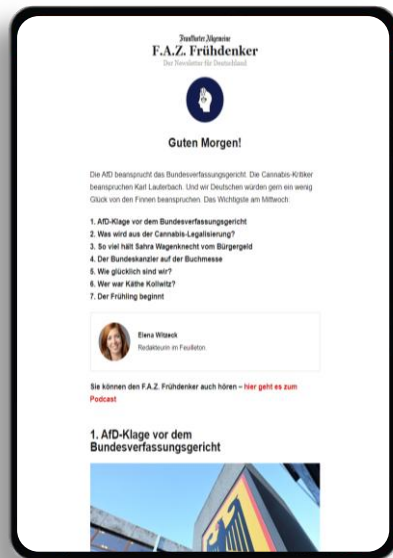


# NEWSLETTER BRAND „F.A.Z.“

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

Frankfurter Allgemeine

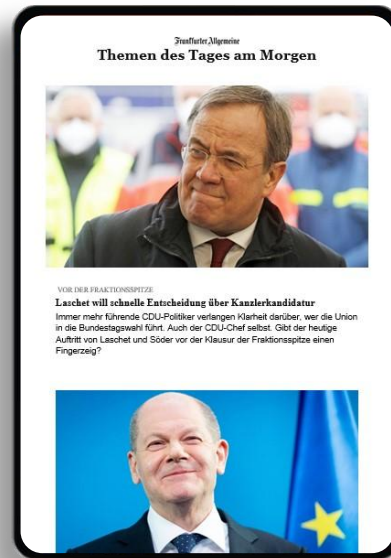
Frühdenker –  
Der Newsletter für Deutschland



+

Frankfurter Allgemeine

Themen des Tages



+



19

Newsletter

2,6 m

Ad Impressions per week

Breaking Ad\*

Advertising format

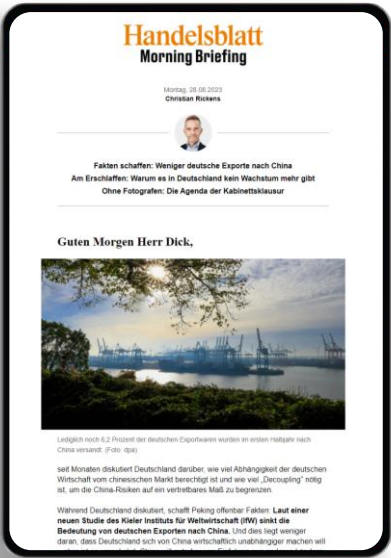
\*Other advertising formats available on request

# NEWSLETTER BRAND „HANDELSBLATT“

Place yourself in all Handelsblatt newsletters with just one booking

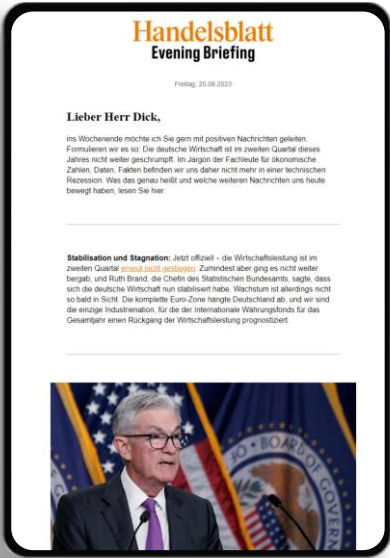
## Handelsblatt

Morning Briefing



## Handelsblatt

Evening Briefing



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

15

Newsletter

3 m

Ad Impressions per week

Breaking Ad\*

Advertising format

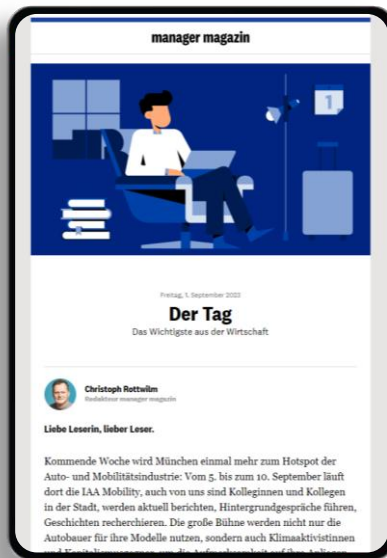
\*Other advertising formats available on request

# NEWSLETTER BRAND "MANAGER MAGAZIN & HARVARD BUSINESS MANAGER"

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

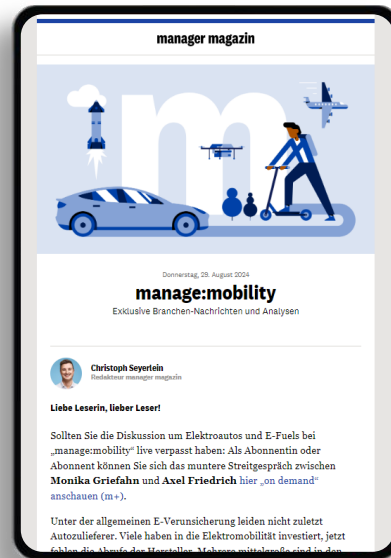
**manager magazin**

Der Tag



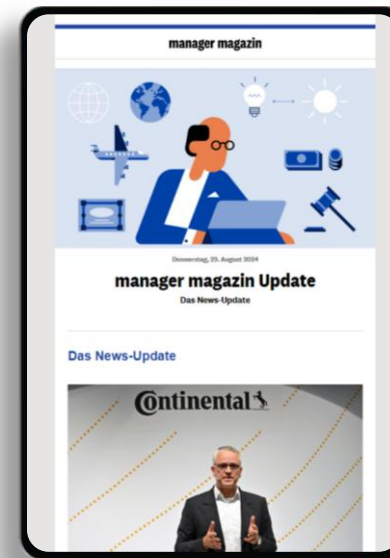
**manager magazin**

Update



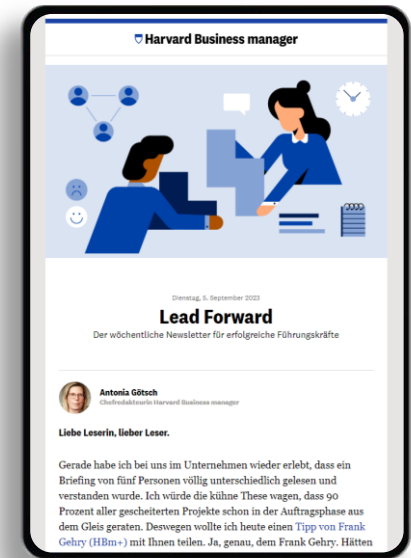
**manager magazin**

manage:mobility



**Harvard Business manager**

Lead Forward



4

Newsletter

309,000

Ad Impressions per week

Breaking Ad\*

Advertising format

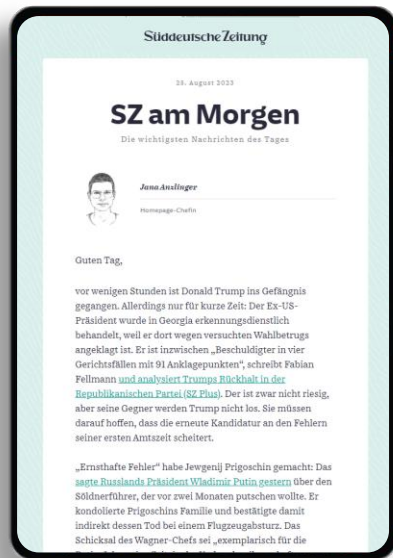
\*Other advertising formats available on request

# NEWSLETTER BRAND „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 Bella Italia	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	

26

Newsletter

1,9 m

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request



# NEWSLETTER BRAND „WIRTSCHAFTSWOCHE“

Place yourself in all WirtschaftsWoche newsletters with just one booking

■ WirtschaftsWoche

BörsenWoche

■ WirtschaftsWoche

Coach

■ WirtschaftsWoche

Das Beste für Ihr Geld

■ WirtschaftsWoche

Daily Punch

■ WirtschaftsWoche

Editor's Pick

■ WirtschaftsWoche

Weekender

■ WirtschaftsWoche

Weltmarktführer



7

Newsletter

623,000

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request

# NEWSLETTER BRAND “DIE ZEIT”

Place yourself in all DIE ZEIT newsletters with just one booking

DIE ZEIT

ZEIT am  
Wochenende



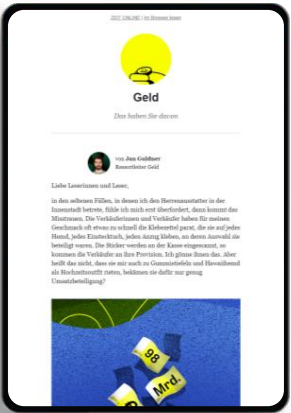
DIE ZEIT

Das tut mir gut



DIE ZEIT

Geld



DIE ZEIT

Natürlich  
Intelligent



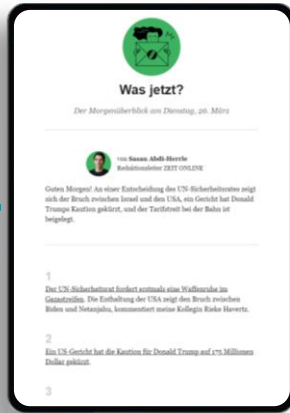
DIE ZEIT

ZEITmagazin –  
Was für ein Tag



DIE ZEIT

Was jetzt?



DIE ZEIT

Was jetzt,  
America?



7

Newsletter

973,000

Ad Impressions per week

Breaking Ad\*

Advertising format

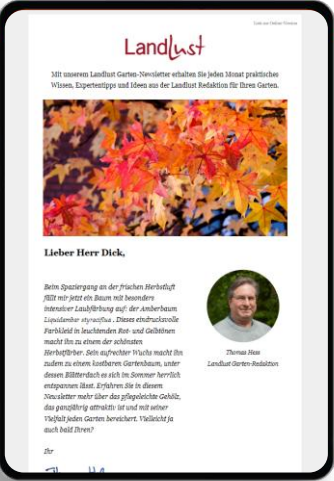
\*Other advertising formats available on request

# NEWSLETTER BRAND „LANDLUST“

Place yourself in all Landlust newsletters with just one booking

Landlust

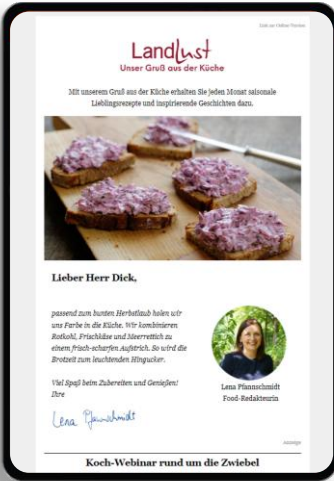
Garten



+

Landlust

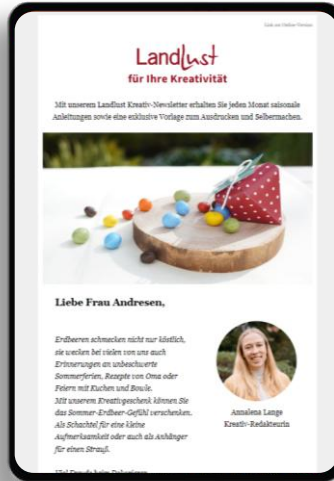
Küchen



+

Landlust

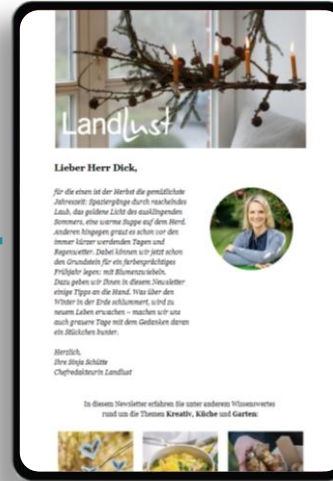
Kreativ



+

Landlust

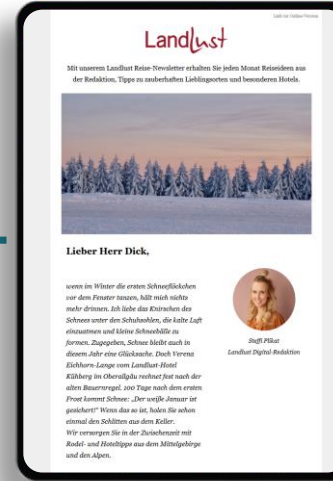
Newsletter



+

Landlust

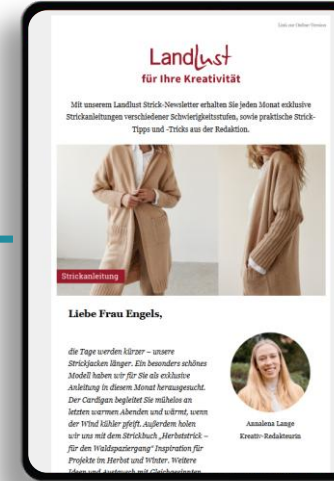
Reise



+

Landlust

Strick



6

Newsletter

268,000

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request

# NEWSLETTER BRAND "MORNINGCRUNCH"

Place yourself in all Morningcrunch newsletters with just one booking

morningcrunch

AI Crunch

+

morningcrunch

Automotive Crunch

+

morningcrunch

Crypto Crunch

+

morningcrunch

Deals Crunch

+

morningcrunch

Immo Crunch

+

morningcrunch

Markets Crunch

6

Newsletter

192,000

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request

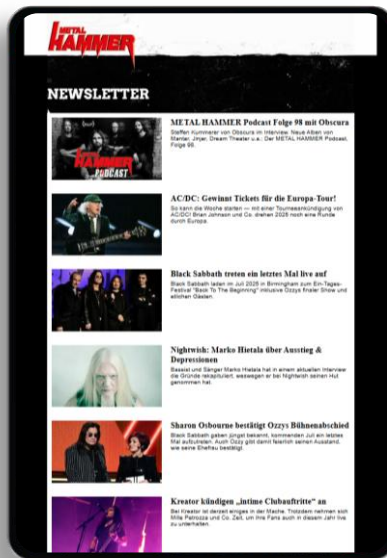


# NEWSLETTER BRAND „METAL HAMMER & MUSIKEXPRESS & ROLLING STONE“

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



Newsletter



musikexpress.

Newsletter



RollingStone

Newsletter



RollingStone

Wohnzimmer



4

Newsletter

13,000

Ad Impressions per week

Breaking Ad\*

Advertising format

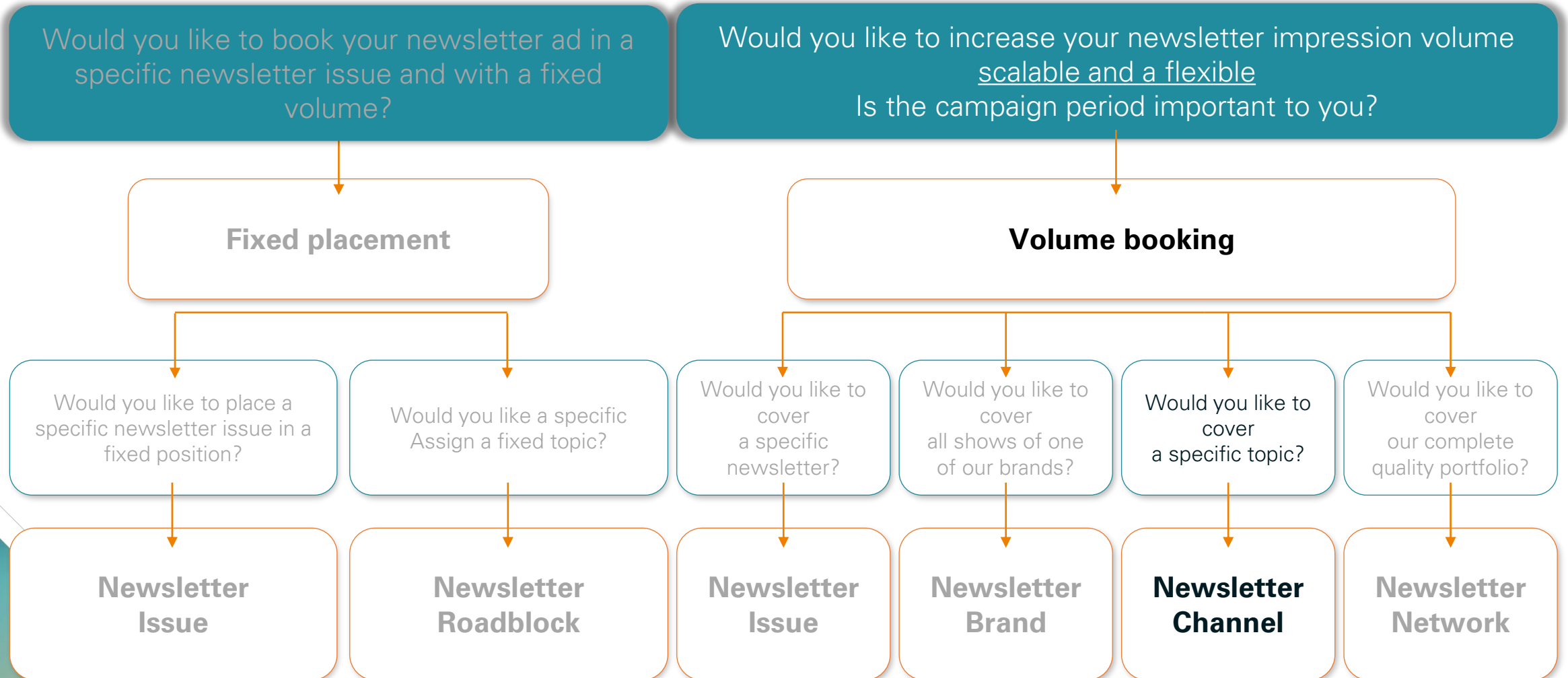
\*Other advertising formats available on request

06

## **NEWSLETTER CHANNEL**

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



# NEWSLETTER CHANNEL

The most exciting newsletter issues bundled by topic for you

QUALITY  
MEDIA



ECONOMY



FINANCES



LIFESTYLE



SUSTAINABILITY



SCIENCE &  
INNOVATION



HEALTH



JOURNEY



FOOD



DIGITALISATION  
& IT



FEEL GOOD



# NEWSLETTER CHANNEL „QUALITY MEDIA“

Place yourself in all news newsletters with just one booking

<b>Frankfurter Allgemeine</b> Frühdenker- Newsletter für Deutschland	<b>Frankfurter Allgemeine</b> Meinung	<b>Frankfurter Allgemeine</b> Themen des Tages	<b>Handelsblatt</b> Morning Briefing	<b>Handelsblatt</b> Evening Briefing	<b>manager magazin</b> Update
<b>DER SPIEGEL</b> Die Lage am Abend	<b>DER SPIEGEL</b> Die Lage am Morgen	<b>DER SPIEGEL</b> Die Lage am Sonntag	<b>DER SPIEGEL</b> Der Tag	<b>Süddeutsche Zeitung</b> SZ am Morgen	<b>Süddeutsche Zeitung</b> SZ am Abend
<b>TAGESSPIEGEL</b> Morgen- lage	<b>TAGESSPIEGEL</b> Abend- lage	<b>Wirtschafts Woche</b> Editor's Pick	<b>DIE ZEIT</b> Was jetzt?		

16

Newsletter

9,7 m

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request



# NEWSLETTER CHANNEL "ECONOMY"

Place yourself in all business newsletters with just one booking

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

**28**

Newsletter

**1,3 m**

Ad Impressions per week

**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "FINANCE"

Place yourself in all financial newsletters with just one booking

<small>Frankfurter Allgemeine</small> PRO Finanzen	Handelsblatt Finance Briefing	Handelsblatt Geld- anlage	morningcrunch AI Crunch	morningcrunch Automotive Crunch
morningcrunch Crypto Crunch	morningcrunch Deals Crunch	morningcrunch Immo Crunch	morningcrunch Markets Crunch	<small>Stiddeutsche Zeitung</small> Geld
TAGESSPIEGEL Background Sustainable Finance	<small>Wirtschafts Woche</small> Börsen- Woche	<small>Wirtschafts Woche</small> Coach	<small>Wirtschafts Woche</small> Das Beste für Ihr Geld	<small>DIE ZEITUNG</small> Geld

15

Newsletter

1 m

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL „LIFESTYLE“

Place yourself in all lifestyle newsletters with just one booking

<b>Frankfurter Allgemeine</b> Literatur	<b>Frankfurter Allgemeine</b> Stil	<b>Landlust</b> Noch mehr Landlust	<b>METAL HAMMER</b> Newsletter	<b>musikexpress.</b> Newsletter
<b>Handelsblatt</b> Wochen- ende	<b>RollingStone</b> Newsletter	<b>RollingStone</b> Wohn- zimmer	<b>DER SPIEGEL</b> Bücher	<b>DER SPIEGEL</b> Neue Filme und Serien
<b>Süddeutsche Zeitung</b> Literatur	<b>Süddeutsche Zeitung</b> SZ- Magazin	<b>DIE ZEIT</b> ZEIT am Wochen- ende	<b>DIE ZEIT</b> ZEITmagazin – Was für ein Tag	

14

Newsletter

651,000

Ad Impressions per week

Breaking Ad\*

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "SUSTAINABILITY"

Place yourself in all sustainability newsletters with just one booking

**Handelsblatt**

Energie Briefing

**Spektrum.de**

Newsletter

**DER SPIEGEL**

Klimabericht

**TAGESSPIEGEL**

Background  
Energie & Klima

**TAGESSPIEGEL**

Background  
Sustainable  
Finance

**5**

Newsletter

**246,000**

Ad Impressions per week

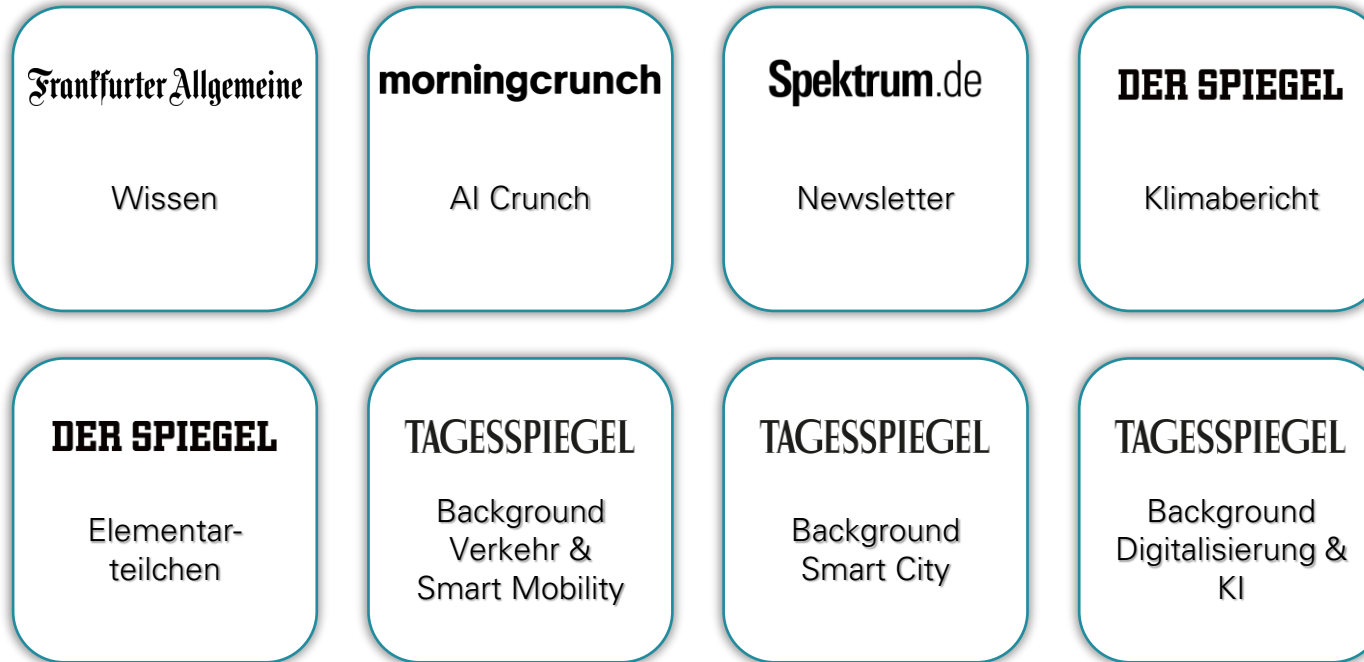
**Breaking Ad\***

Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "SCIENCE & INNOVATION"

Place yourself in all science newsletters with just one booking



8

Newsletter

320,000

Ad Impressions per week

Breaking Ad\*

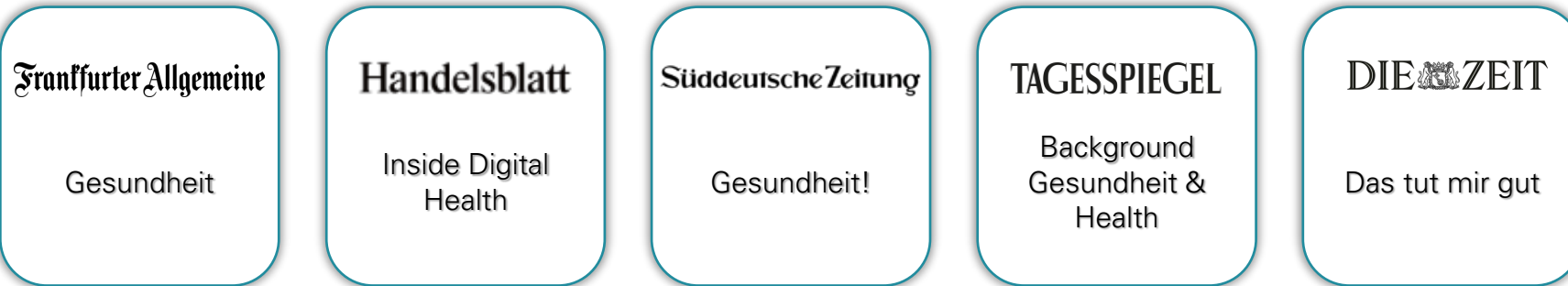
Advertising format

\*Other advertising formats available on request



# NEWSLETTER CHANNEL "HEALTH"

Place yourself in all health newsletters with just one booking



**5**  
Newsletter

**229,000**  
Ad Impressions per week

**Breaking Ad\***  
Advertising format

\*Other advertising formats available on request

# NEWSLETTER CHANNEL "TRAVEL"

Place yourself in all travel newsletters with just one booking

Landlust

Noch mehr  
Landlust

**DER SPIEGEL**

Gute Reise

*Süddeutsche Zeitung*

Bella Italia

*Süddeutsche Zeitung*

Österreich

*Süddeutsche Zeitung*

Gerne draußen!

**5**

Newsletter

**331,000**

Ad Impressions per week

**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

**388,000**  
Ad Impressions per week

**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

**278,000**  
Ad Impressions per week

**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

<b>Frankfurter Allgemeine</b> Essen & Trinken	<b>Frankfurter Allgemeine</b> Literatur	<b>Frankfurter Allgemeine</b> Stil	<b>Handelsblatt</b> Wochen- ende	<b>Landlust</b> Noch mehr Landlust	<b>METAL HAMMER</b> Newsletter	<b>musikexpress.</b> Newsletter	<b>RollingStone</b> Newsletter
<b>RollingStone</b> Wohn- zimmer	<b>DER SPIEGEL</b> Bücher	<b>DER SPIEGEL</b> Gute Reise	<b>DER SPIEGEL</b> Kochen ohne Kohle	<b>DER SPIEGEL</b> Neue Filme und Serien	<b>Süddeutsche Zeitung</b> Bella Italia	<b>Süddeutsche Zeitung</b> Das Rezept	<b>Süddeutsche Zeitung</b> Gerne draußen!
<b>Süddeutsche Zeitung</b> Literatur	<b>Süddeutsche Zeitung</b> Österreich	<b>Süddeutsche Zeitung</b> satt und glücklich	<b>Süddeutsche Zeitung</b> SZ- Magazin	<b>DIE ZEIT</b> Wochen- ende	<b>DIE ZEIT</b> ZEITmagazin – Was für ein Tag		

**22**

Newsletter

**834,000**

Ad Impressions per week

**Breaking Ad\***

Advertising format

\*Other advertising formats available on request



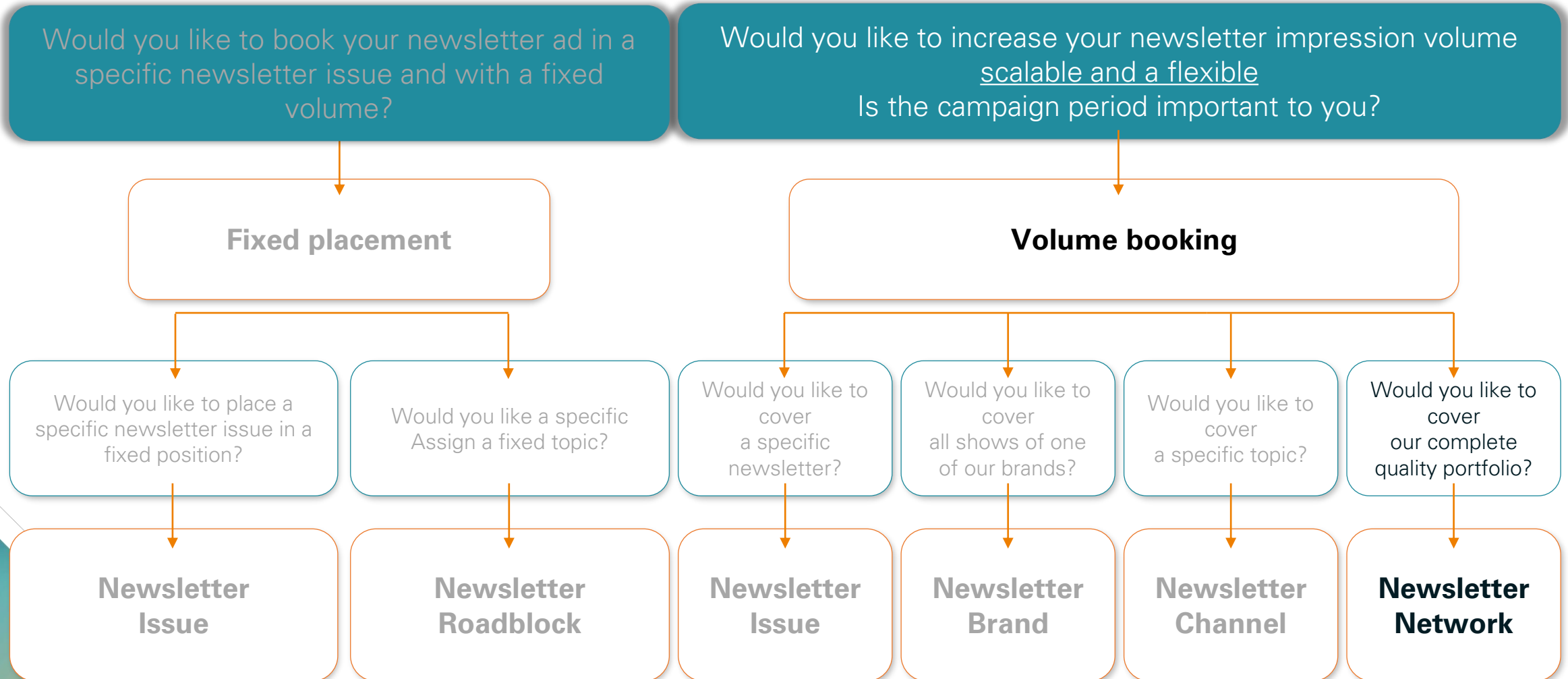


07

# NEWSLETTER NETWORK

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



# NEWSLETTER NETWORK

All media brands & all topics in just one booking

Frankfurter Allgemeine

Handelsblatt

Harvard Business manager

Landlust

manager magazin

METAL  
HAMMER

morningcrunch

musikexpress.

RollingStone

Spektrum.de

DER SPIEGEL

Süddeutsche Zeitung

TAGESSPIEGEL

Wirtschafts  
Woche

DIE ZEIT

15

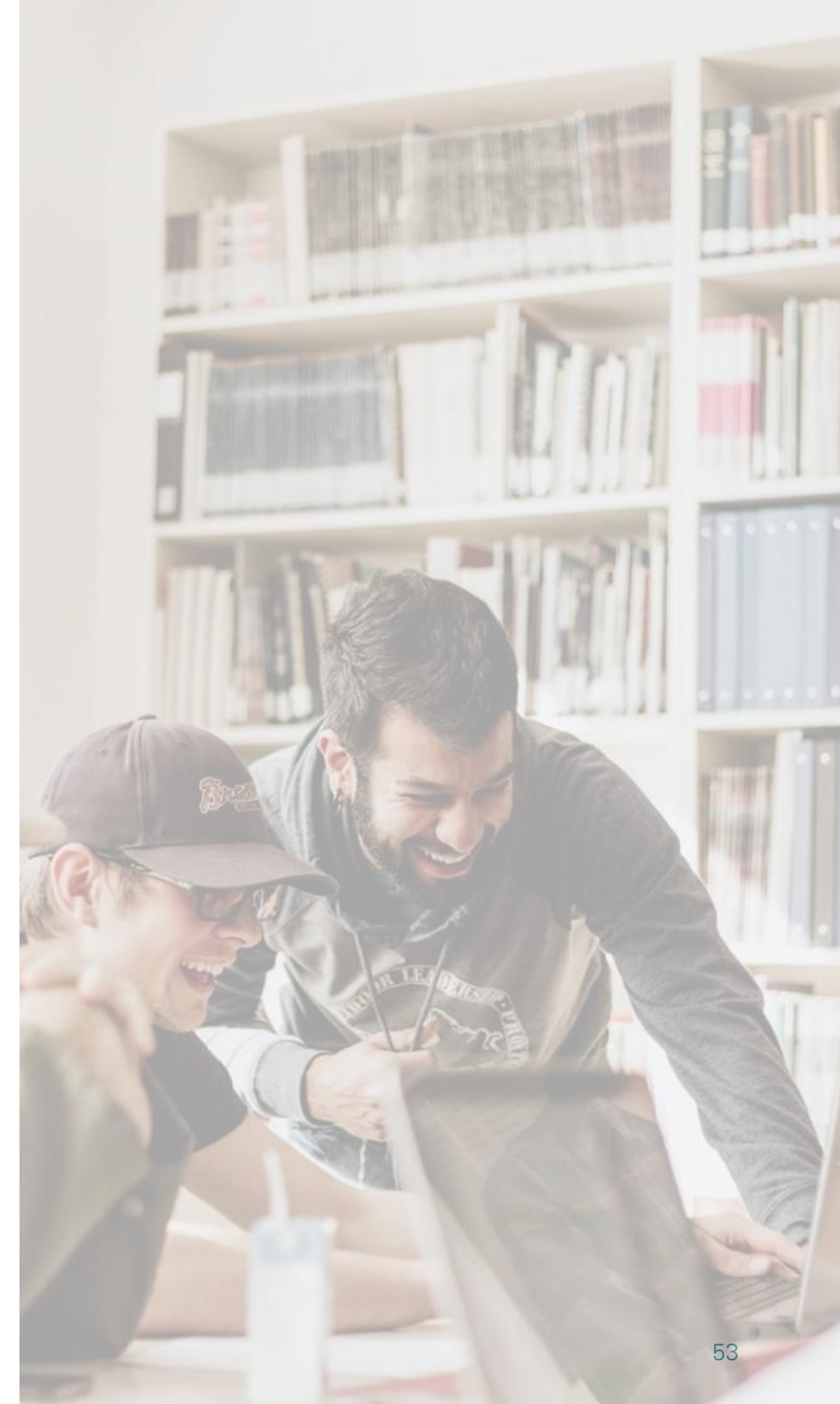
Media Brands

108

Newsletter

12,9 m

Ad Impressions per week

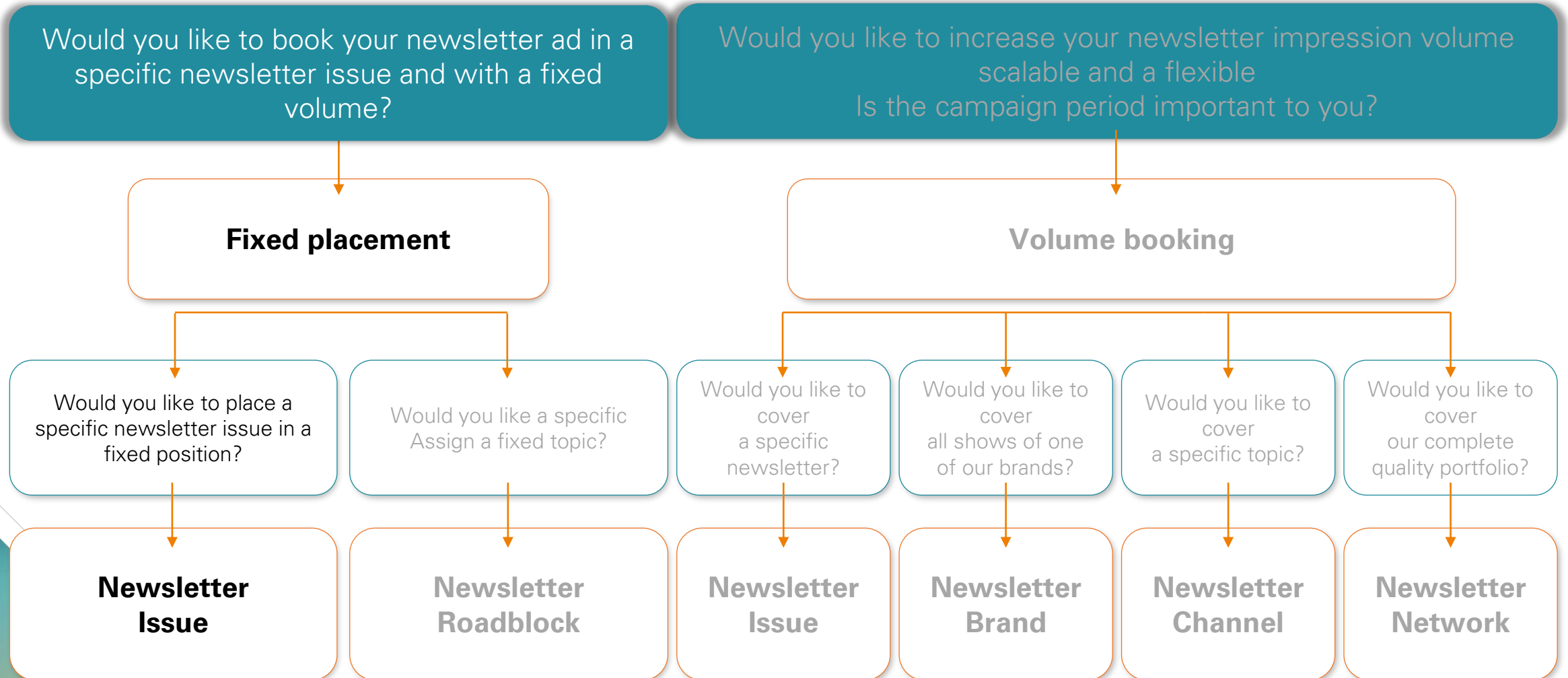


08

# NEWSLETTER ISSUE

# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes







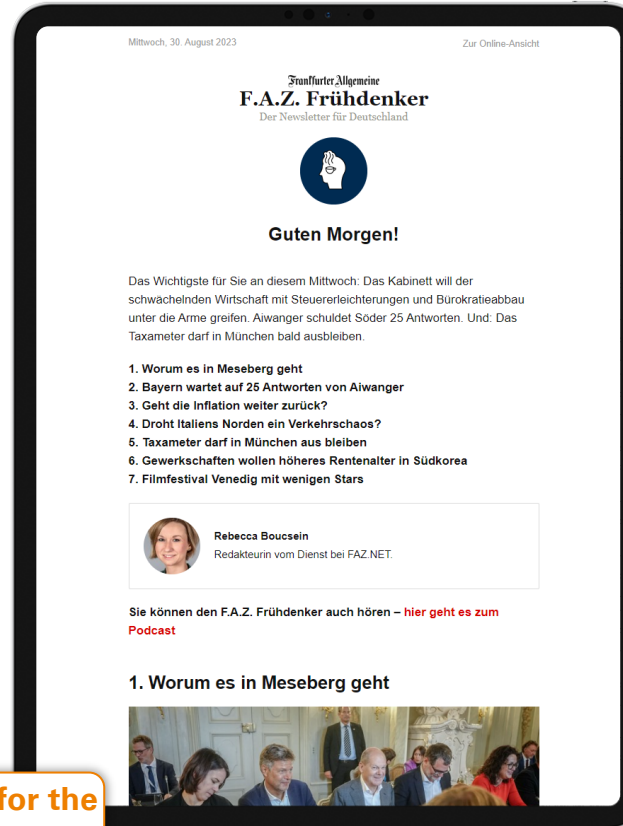
# QUALITY MEDIA

# 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

Newsletter Ads, Native Ads & Display Ads

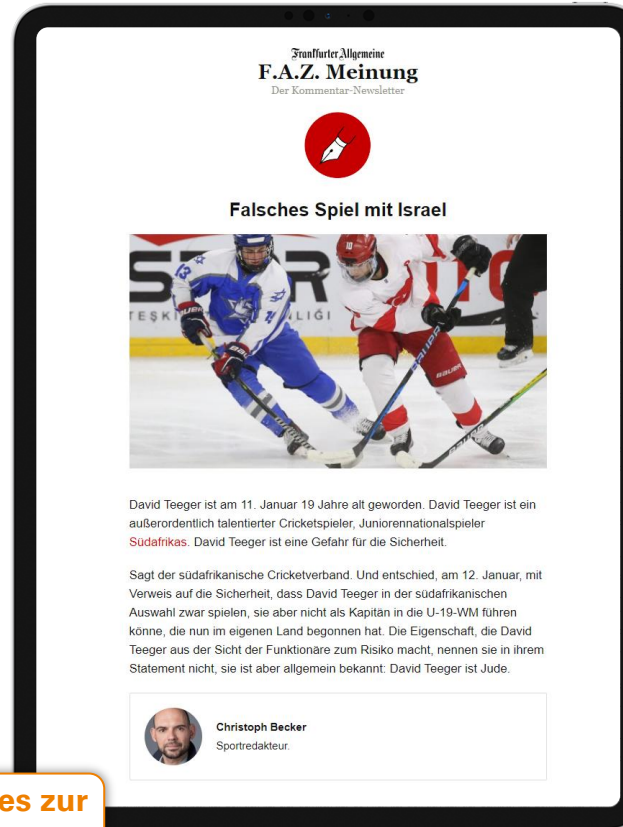
# MEINUNG

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

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

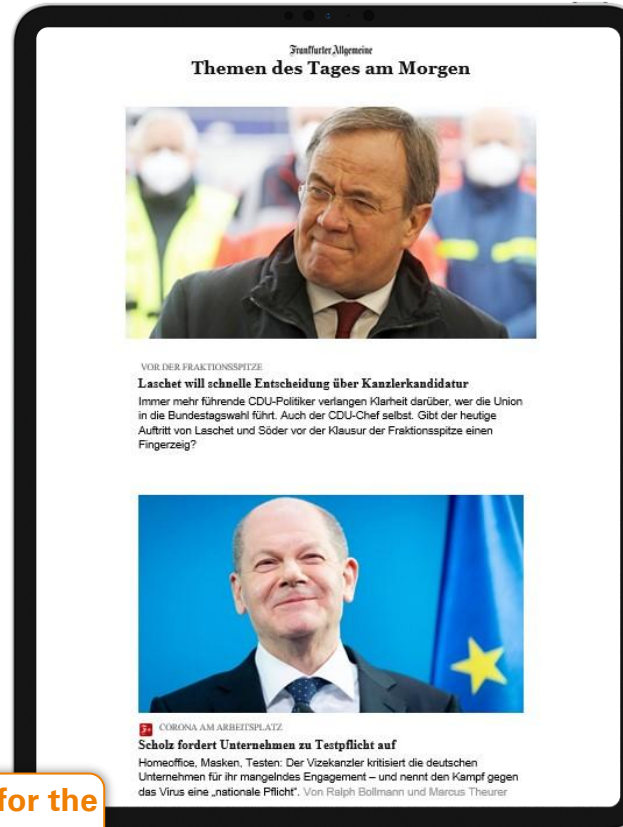
# THEMEN DES TAGES

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

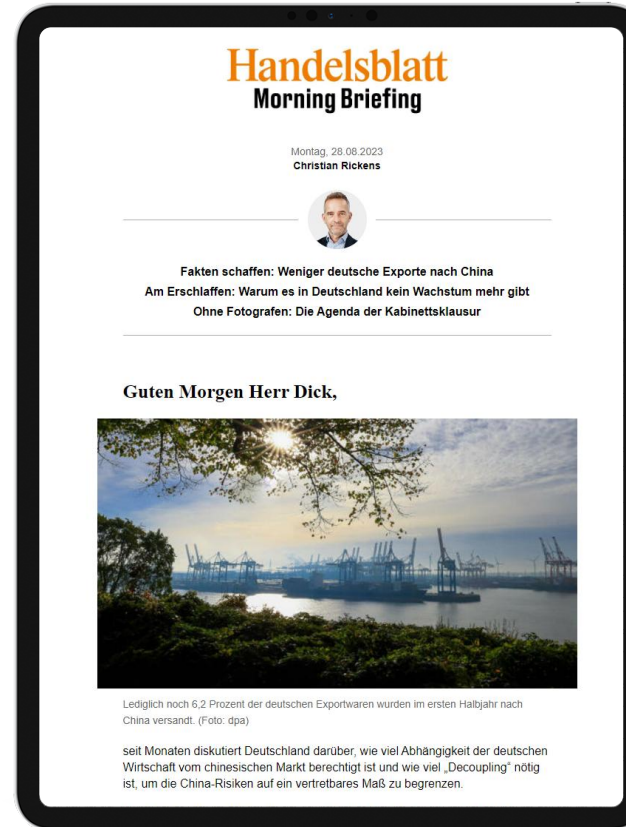
Newsletter Ads, Native Ads & Display Ads

# MORNING BRIEFING

Handelsblatt

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 1,1500,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

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



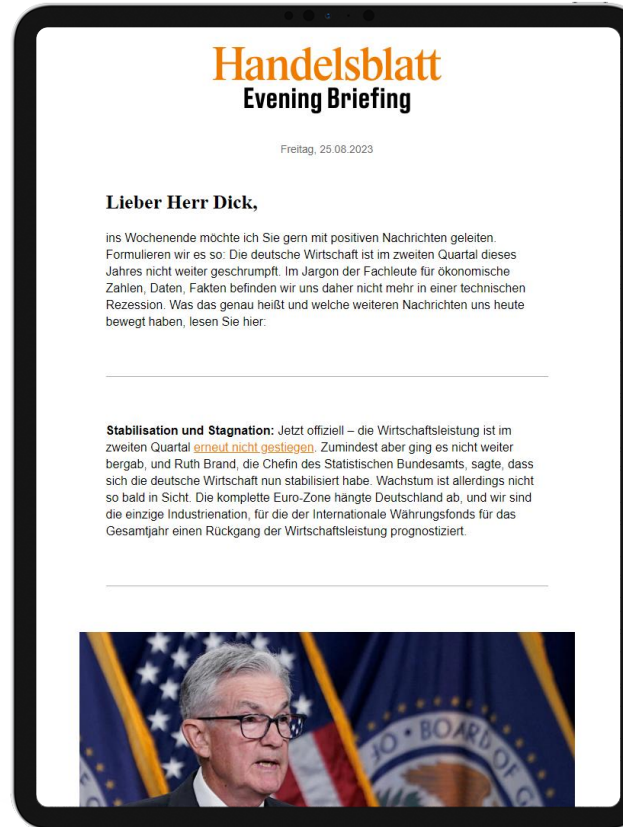
# EVENING BRIEFING

Handelsblatt

## DESCRIPTION OF THE

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

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



## RANGE PER BOOKING

Ø 1,060,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

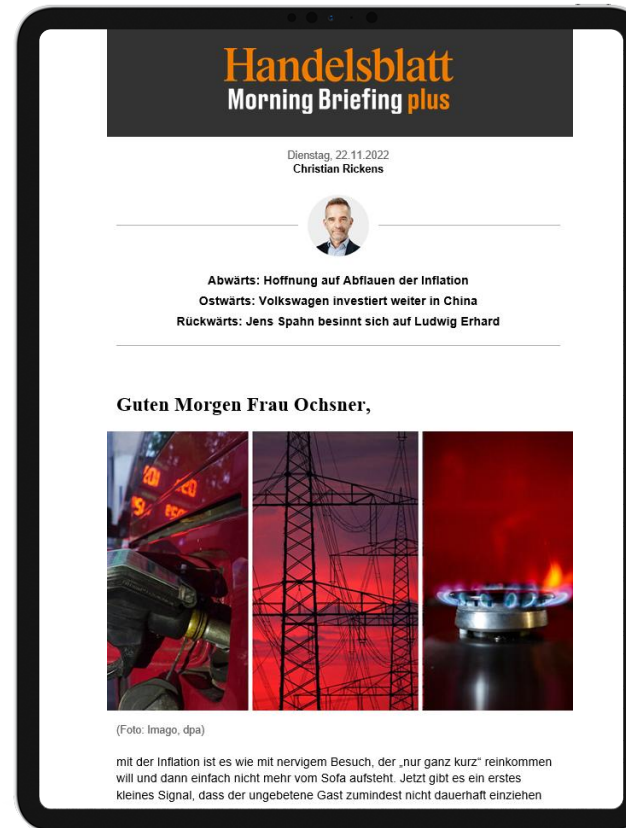
Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# MORNING BRIEFING PLUS

Handelsblatt

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 300,000 Ad Impressions

## PUBLICATION DATE

Monday - Saturday

## MINIMUM BOOKING FREQUENCY

1 week = 6 issues

## BOOKING OPTION

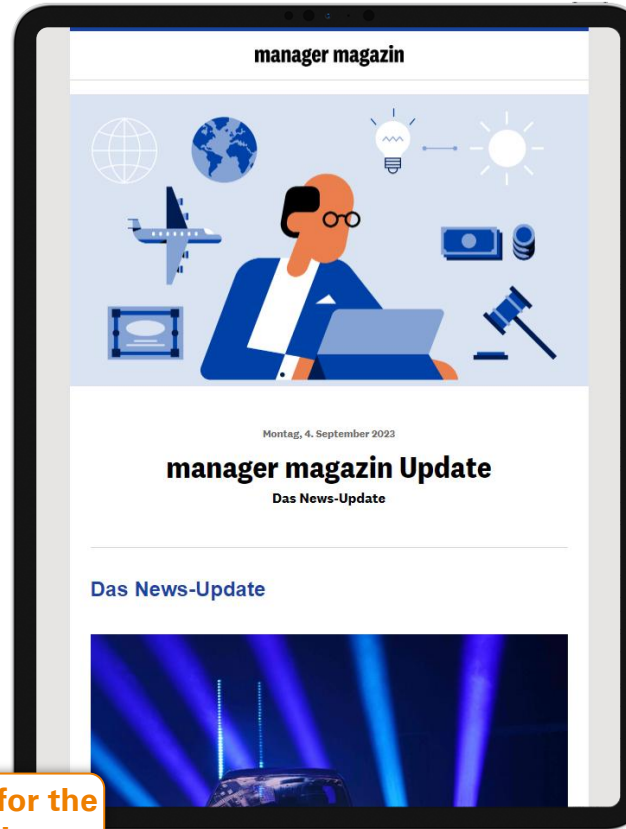
Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# UPDATE

Manager Magazin

## DESCRIPTION OF THE

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



[Click here for the  
online view](#)

## RANGE PER BOOKING

Ø 50,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday (4x daily)

## MINIMUM BOOKING FREQUENCY

1 week = 20 issues

## BOOKING OPTION

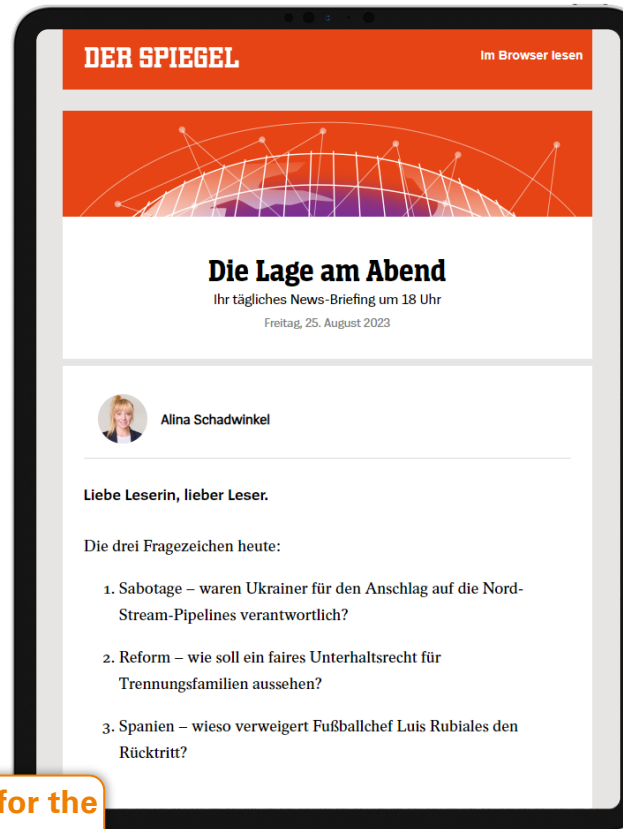
Newsletter Ads, Native Ads & Display Ads

# DIE LAGE AM ABEND

SPIEGEL

## DESCRIPTION OF THE

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



[Click here for the  
online view](#)

## RANGE PER BOOKING

Ø 570,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

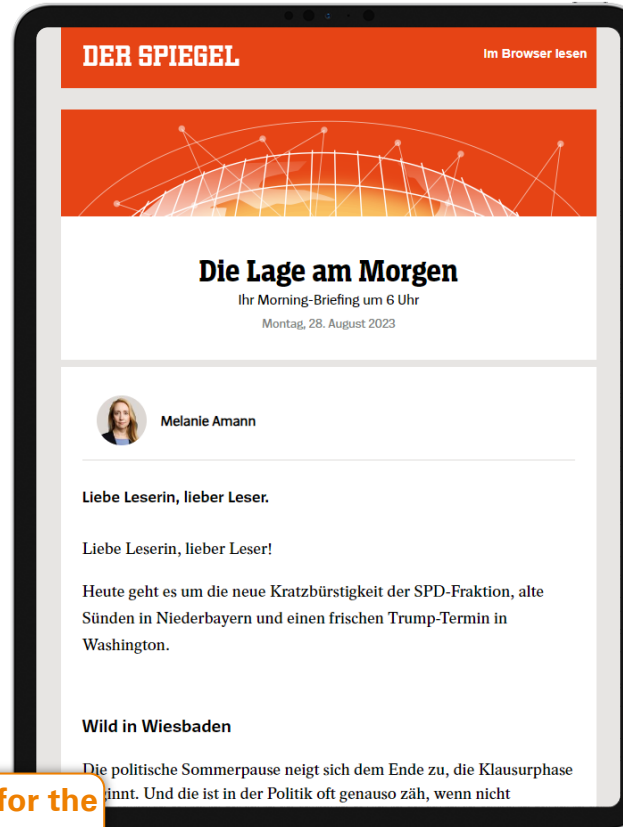
Newsletter Ads, Native Ads & Display Ads

# DIE LAGE AM MORGEN

SPIEGEL

## DESCRIPTION OF THE

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



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 820,000 Ad Impressions

## PUBLICATION DATE

Monday - Saturday

## MINIMUM BOOKING FREQUENCY

1 week = 6 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads



# DIE LAGE AM SONNTAG

SPIEGEL

## DESCRIPTION OF THE

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



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 210,000 Ad Impressions

## PUBLICATION DATE

Sunday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

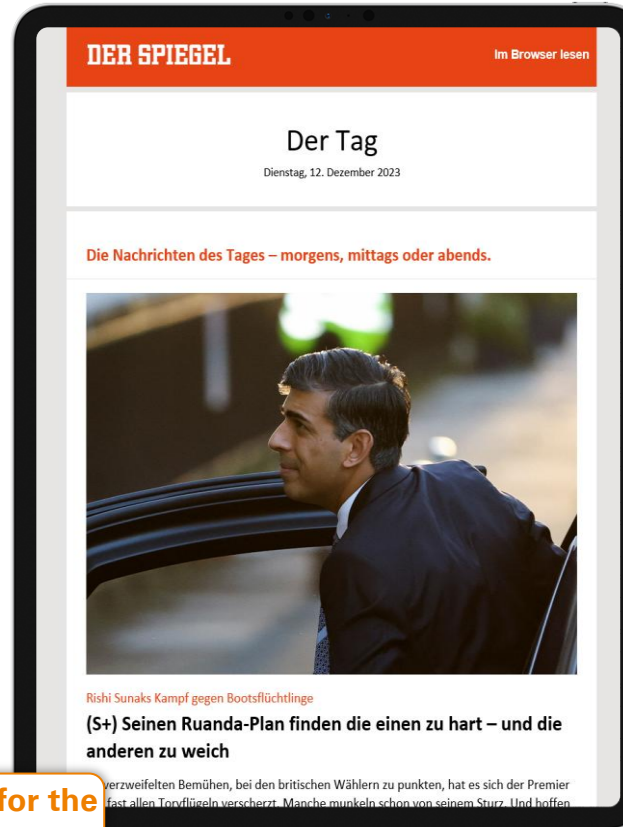
Newsletter Ads, Native Ads & Display Ads

# DER TAG

SPIEGEL

## DESCRIPTION OF THE

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



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 190,000 Ad Impressions

## PUBLICATION DATE

Monday - Sunday

## MINIMUM BOOKING FREQUENCY

1 week = 7 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

# 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

Newsletter Ads, Native Ads & Display Ads

# 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

Newsletter Ads, Native Ads & Display Ads

# 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

Newsletter Ads, Native Ads & Display Ads



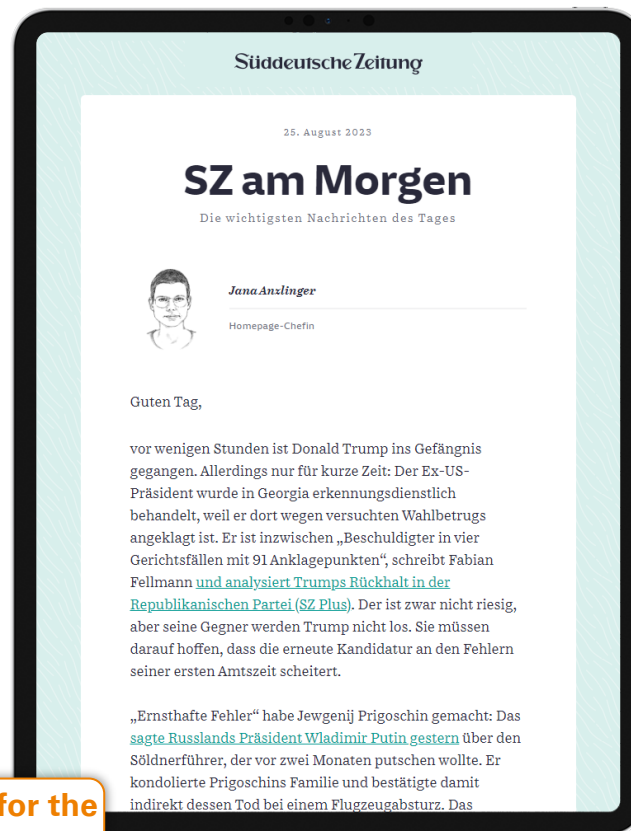
# SZ AM MORGEN | SZ AM ABEND

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

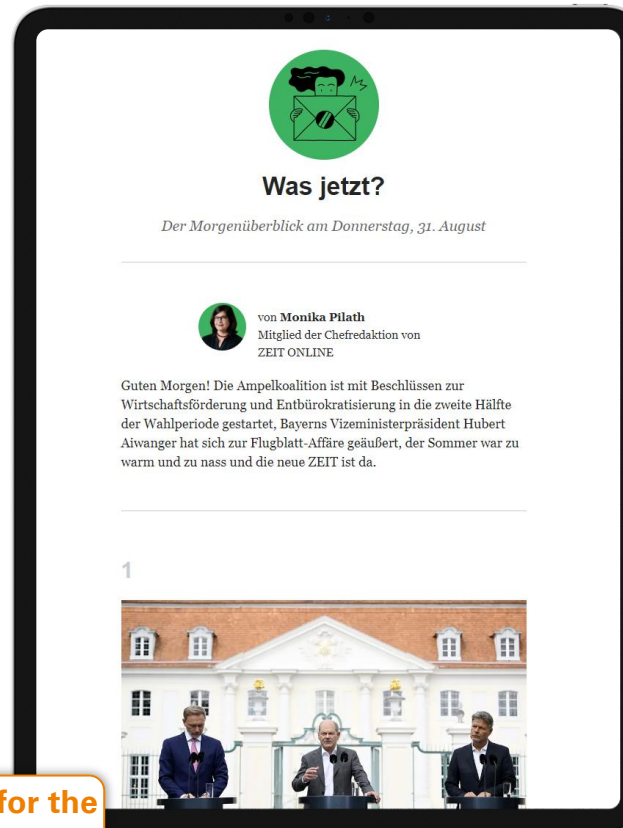
Newsletter Ads, Native Ads & Display Ads

# WAS JETZT?

DIE ZEIT

## 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 DIE ZEIT chiefs on duty and occasionally the editor-in-chief.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 490,000 Ad Impressions

## PUBLICATION DATE

Monday - Sunday (Saturday: Good News)

## MINIMUM BOOKING FREQUENCY

1 week = 7 issues

## BOOKING OPTION

Newsletter Ads & Display Ads



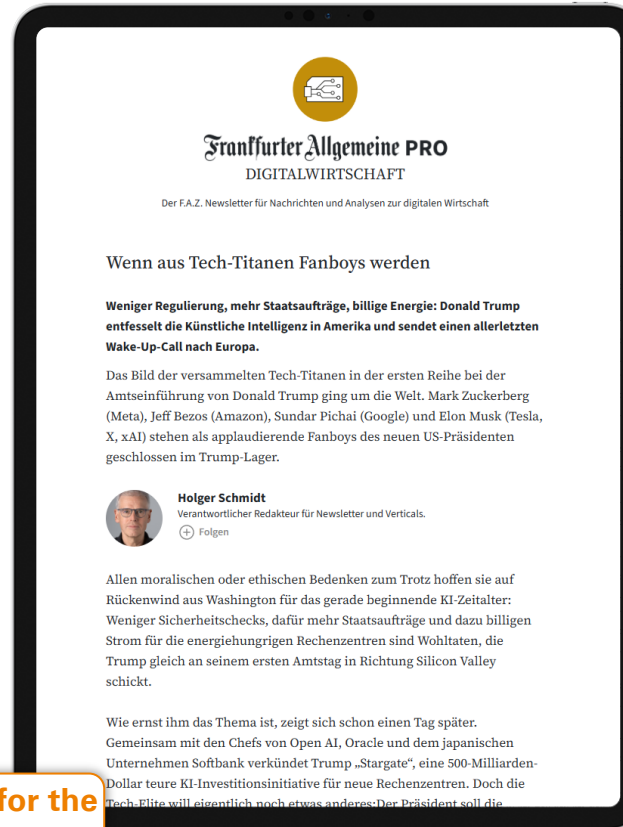
# ECONOMY

# FAZ PRO DIGITALWIRTSCHAFT

F.A.Z.

## DESCRIPTION OF THE

F.A.Z. PRO 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

Newsletter Ads, Native Ads & Display Ads

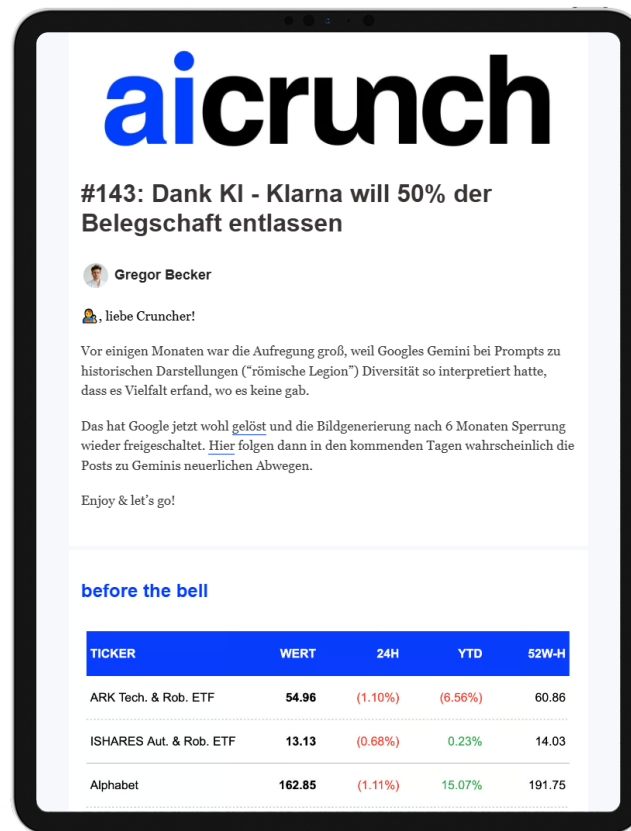
# AI CRUNCH

Morningcrunch

## DESCRIPTION OF THE

The Next Big Thing?

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



## RANGE PER BOOKING

Ø 40,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

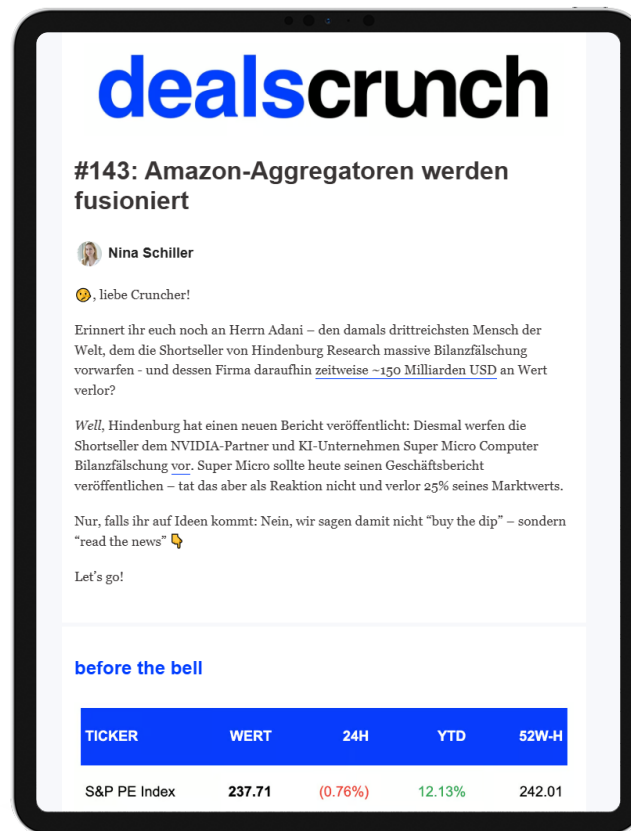
# DEALS CRUNCH

Morningcrunch

## DESCRIPTION OF THE

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

Updates from the world of dealmakers.



## RANGE PER BOOKING

Ø 50,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

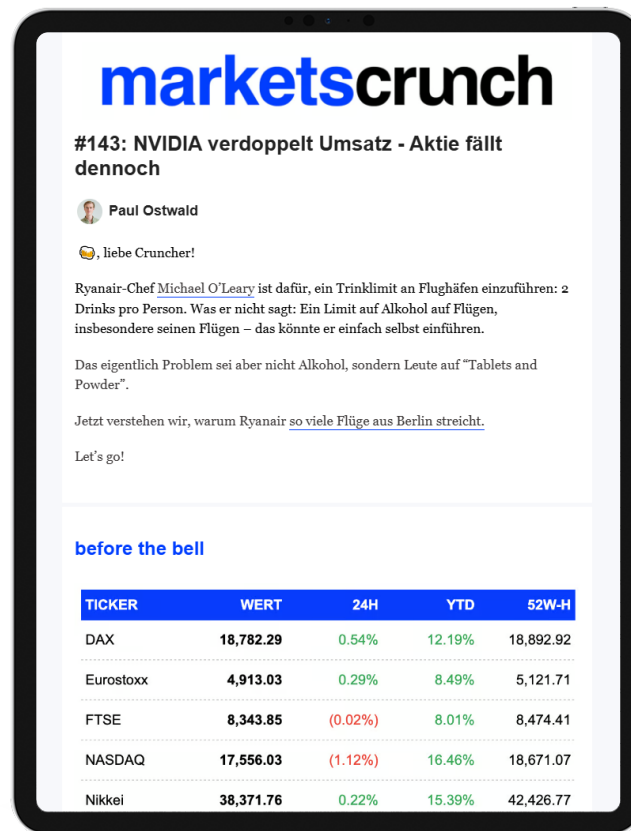


# MARKETS CRUNCH

Morningcrunch

## DESCRIPTION OF THE

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



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

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

## RANGE PER BOOKING

Ø 80,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

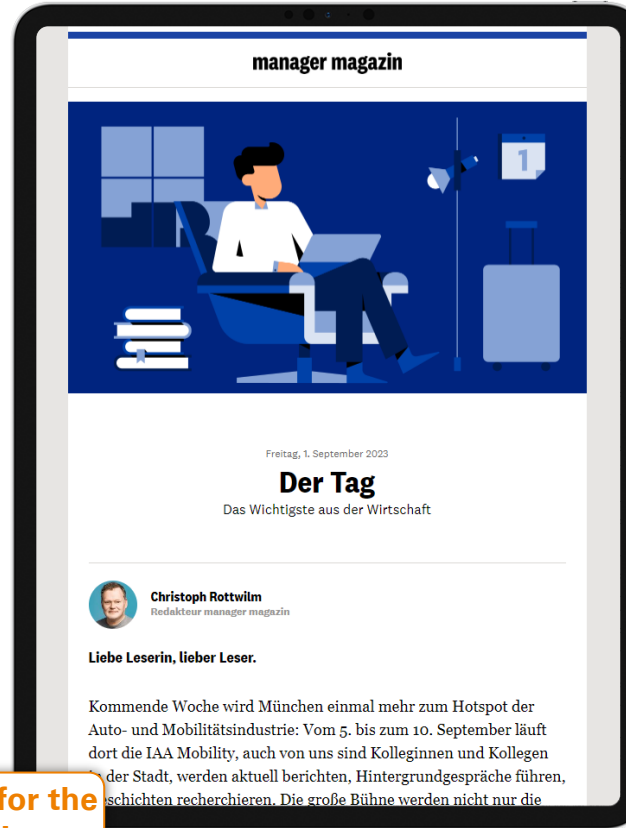
Newsletter Ads, Native Ads & Display Ads

# DER TAG

Manager Magazin

## DESCRIPTION OF THE

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



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 240,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

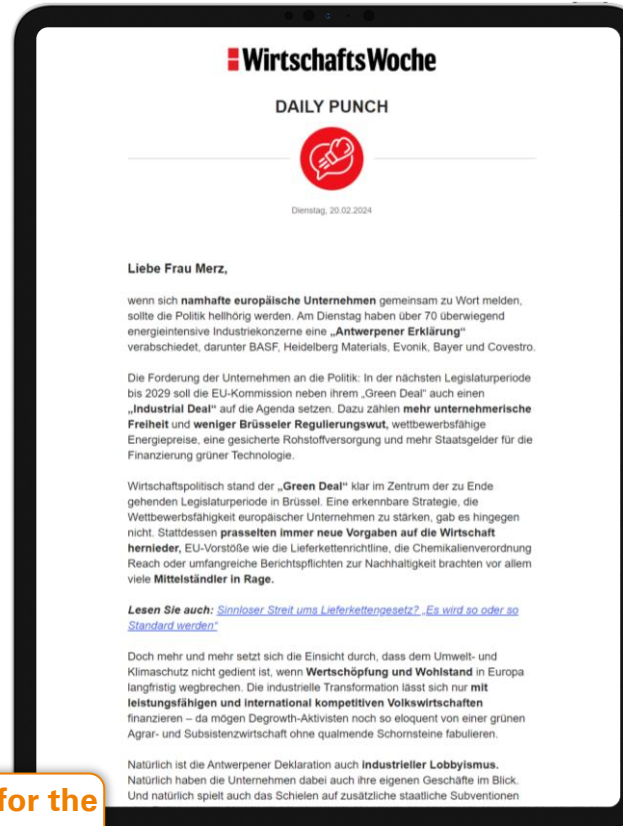
# DAILY PUNCH

WirtschaftsWoche

## DESCRIPTION OF THE

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

Click here for the  
online view



## RANGE PER BOOKING

Ø 45,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

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

# EDITOR'S PICK

WirtschaftsWoche

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 210,000 Ad Impressions

## PUBLICATION DATE

Monday - Sunday

## MINIMUM BOOKING FREQUENCY

1 week = 7 issues

## BOOKING OPTION

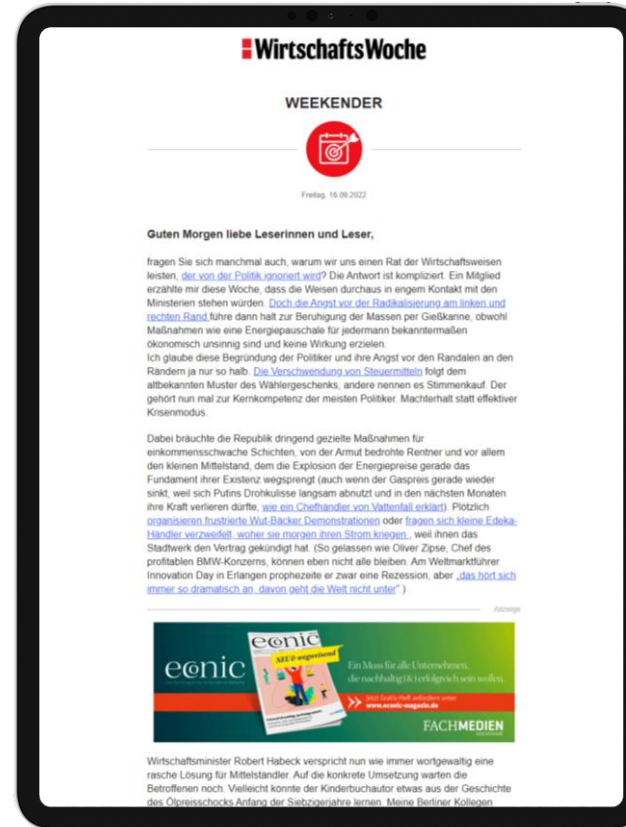
Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# WEEKENDER

WirtschaftsWoche

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 90,000 Ad Impressions

## PUBLICATION DATE

Friday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

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



# FINANCES



# PRO FINANZEN

F.A.Z.

## DESCRIPTION OF THE

Expert analysis, practical advice and clear guidance for your financial decisions - compact, understandable and precise.



## RANGE PER BOOKING

Ø 145,000 ad impressions

## PUBLICATION DATE

Tuesday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

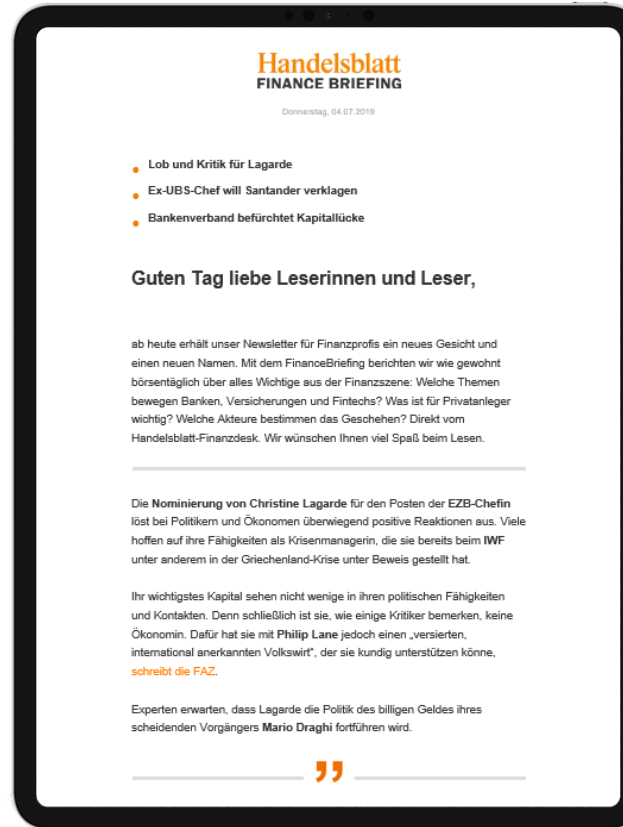
Newsletter Ads, Native Ads & Display Ads

# FINANCE BRIEFING

Handelsblatt

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 300,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

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

# GELDANLAGE

Handelsblatt

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 50,000 Ad Impressions

## PUBLICATION DATE

Thursday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

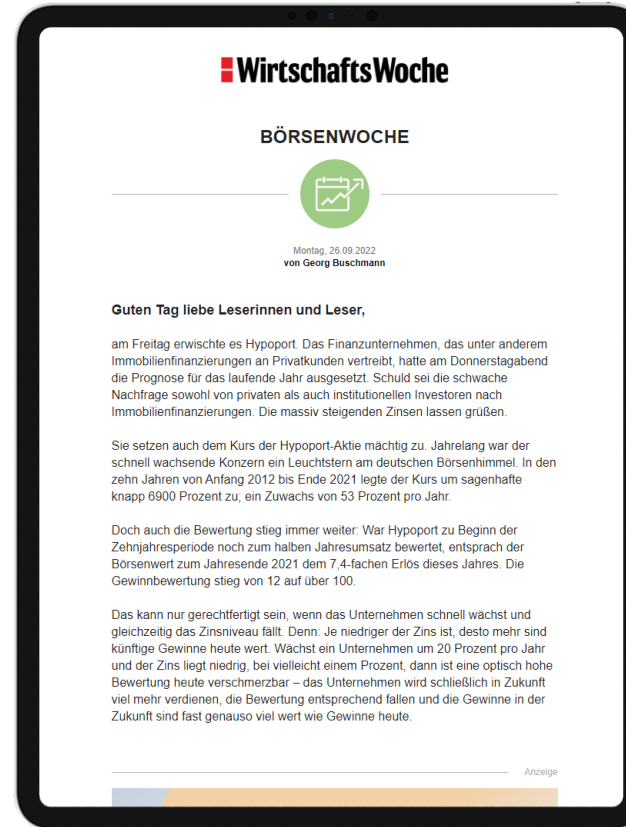
Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# BÖRSENWOCHE

WirtschaftsWoche

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 95,000 Ad Impressions

## PUBLICATION DATE

Montag

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

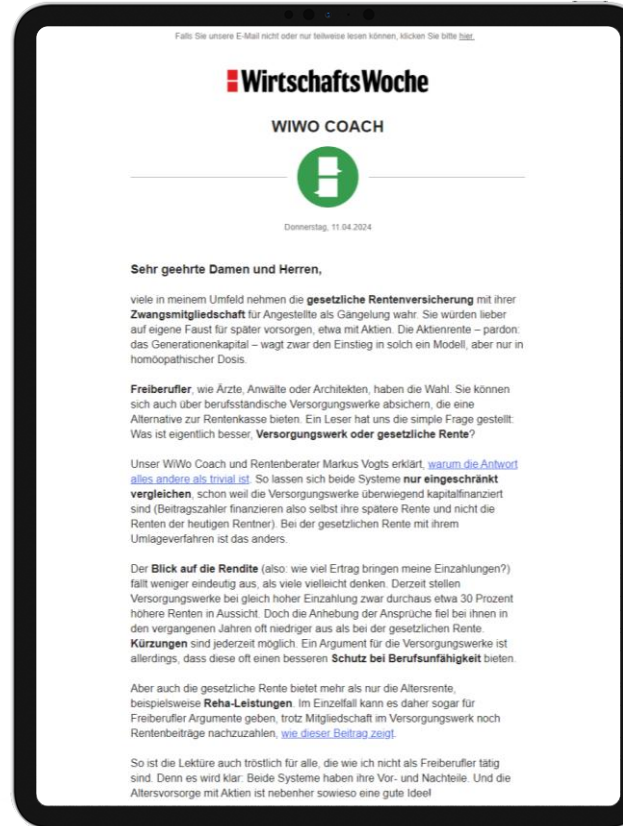
Newsletter Ads, Native Ads & Display Ads  
(Exception: Mobile Halfpage Ad)

# COACH

WirtschaftsWoche

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 90,000 Ad Impressions

## PUBLICATION DATE

Thursday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

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

# DAS BESTE FÜR IHR GELD

WirtschaftsWoche

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 80,000 Ad Impressions

## PUBLICATION DATE

Sunday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

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





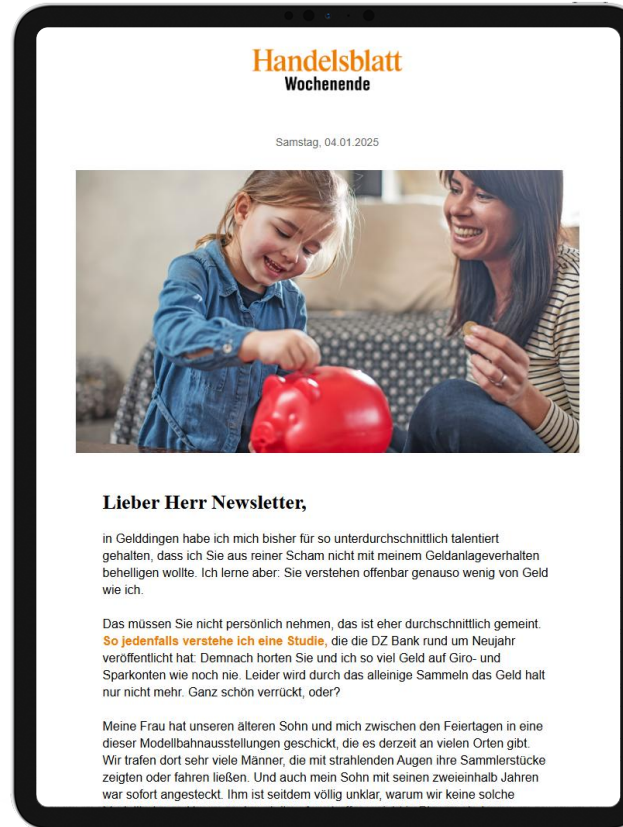
# LIFESTYLE

# WOCHENENDE

Handelsblatt

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 20,000 Ad Impressions

## PUBLICATION DATE

Saturday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

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

# NOCH MEHR LANDLUST

Landlust

## DESCRIPTION OF THE

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

**TRAVEL**  
1ST THURSDAY OF  
THE MONTH



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 Blumenzwiebeln. 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**:

**EDITORIAL**  
2ST THURSDAY OF  
THE MONTH

**KITCHEN**  
3ST THURSDAY OF  
THE MONTH

**GARDEN**  
4ST TUESDAY OF  
THE MONTH

**KNIT**  
4ST THURSDAY OF  
THE MONTH

**CREATIVE**  
1ST TUESDAY OF  
THE MONTH

## RANGE PER BOOKING

Ø 268,000 Ad Impressions

## PUBLICATION DATE

Tuesday or Thursday  
(depending on issue)

## MINIMUM BOOKING FREQUENCY

4 weeks = 6 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

# 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

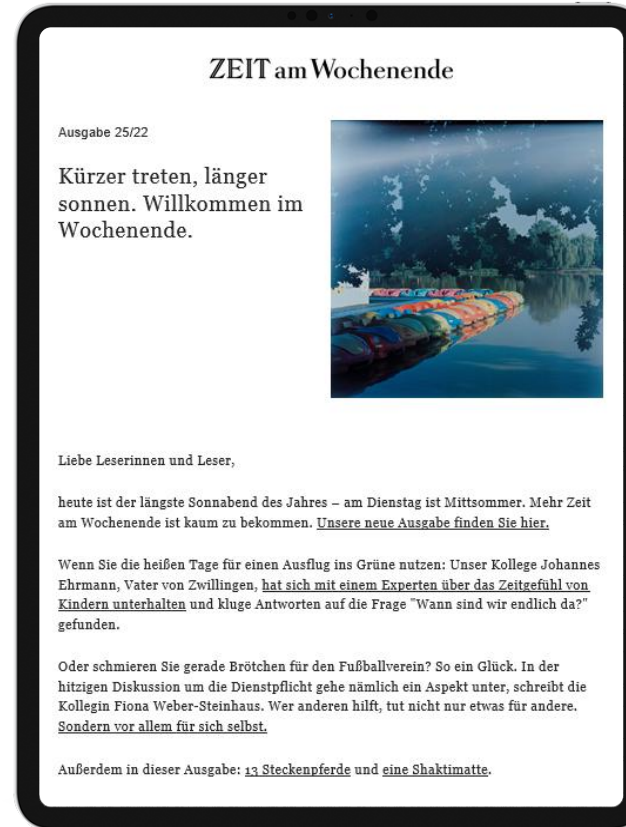
Newsletter Ads, Native Ads & Display Ads

# ZEIT AM WOCHENENDE

## DIE ZEIT

### DESCRIPTION OF THE

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



### RANGE PER BOOKING

Ø 80,000 Ad Impressions

### PUBLICATION DATE

Friday

### MINIMUM BOOKING FREQUENCY

1 week = 1 issue

### BOOKING OPTION

Newsletter Ads & Display Ads



# WAS FÜR EIN TAG

ZEITmagazin

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 130,000 ad impressions

## PUBLICATION DATE

Wednesday - Tuesday  
(no issue on Sundays)

## MINIMUM BOOKING FREQUENCY

1 week = 6 issues

## BOOKING OPTION

Newsletter Ads & Display Ads





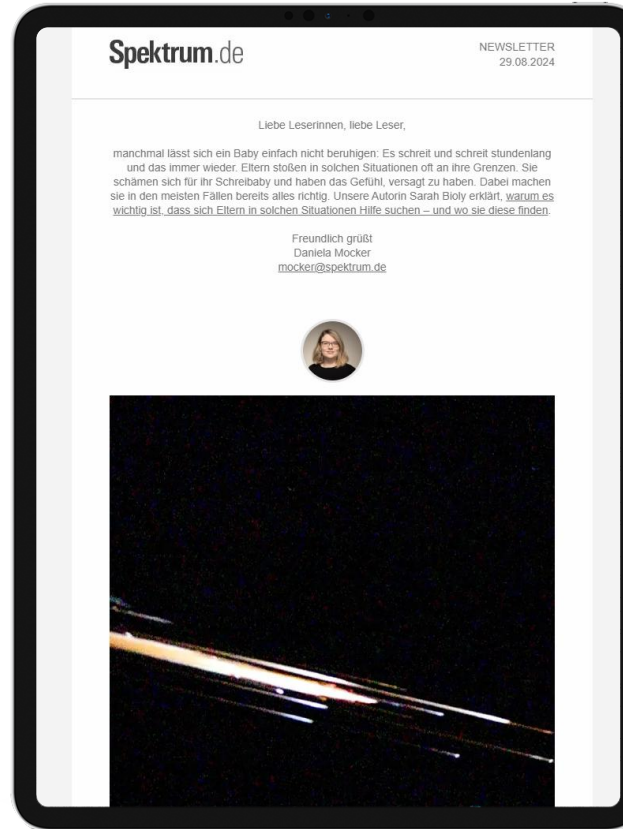
# SUSTAINABILITY

# NEWSLETTER

Spectrum.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

Newsletter Ads, Native Ads & Display Ads



# 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

Newsletter Ads, Native Ads & Display Ads



# HEALTH

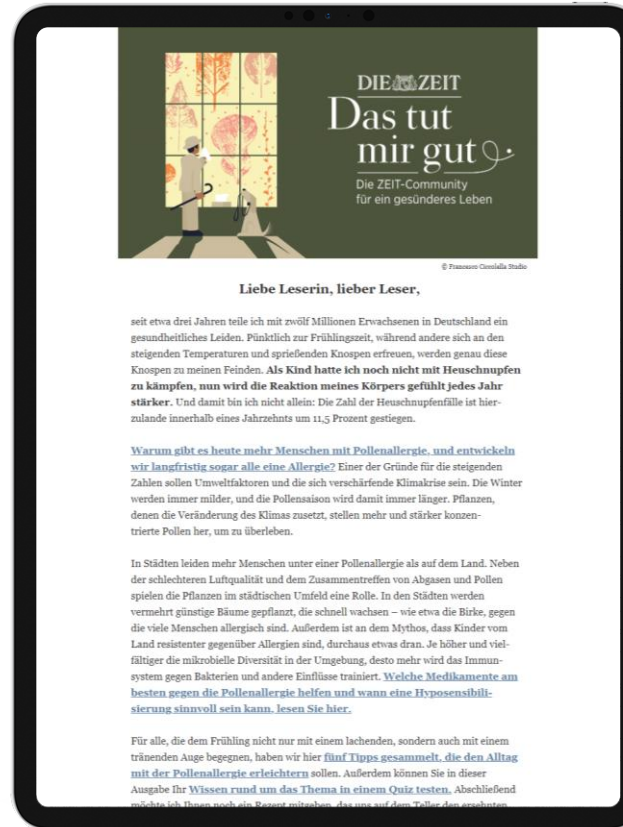


# DAS TUT MIR GUT

DIE ZEIT

## DESCRIPTION OF THE

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



## RANGE PER BOOKING

Ø 120.000 Ad Impressions

## PUBLICATION DATE

Friday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

Newsletter Ads & Display Ads





# SOCIETY & CULTURE

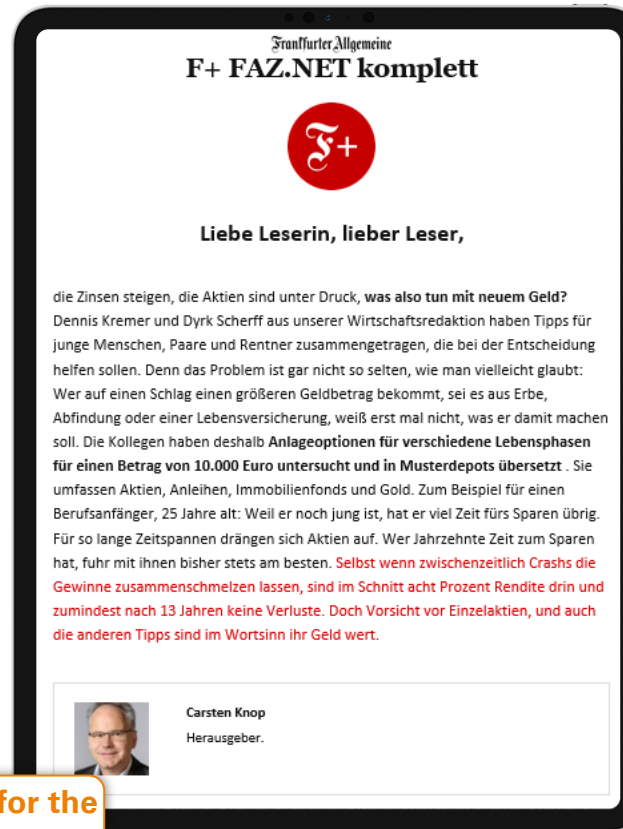
# F+ NEWSLETTER

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

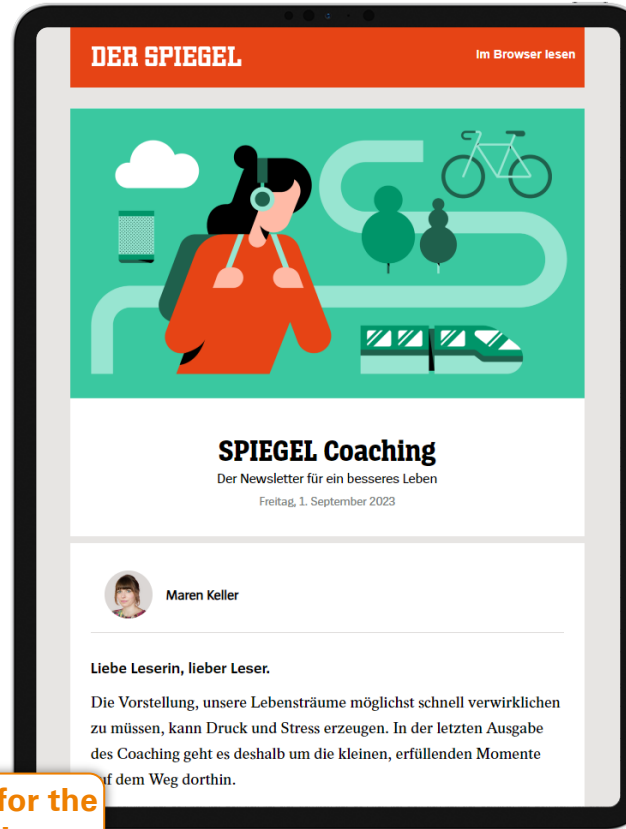
Newsletter Ads, Native Ads & Display Ads

# COACHING

SPIEGEL

## DESCRIPTION OF THE

Change, but how? With smart training from SPIEGEL.



[Click here for the online view](#)

## RANGE PER BOOKING

Ø 55,000 Ad Impressions

## PUBLICATION DATE

Friday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

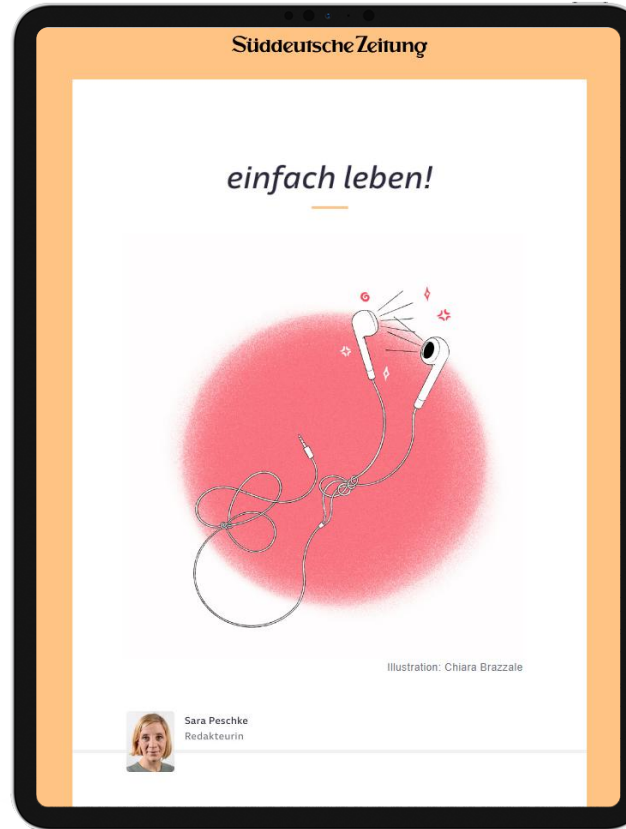
Newsletter Ads, Native Ads & Display Ads

# 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

Monday

## MINIMUM BOOKING FREQUENCY

1 week = 1 issue

## BOOKING OPTION

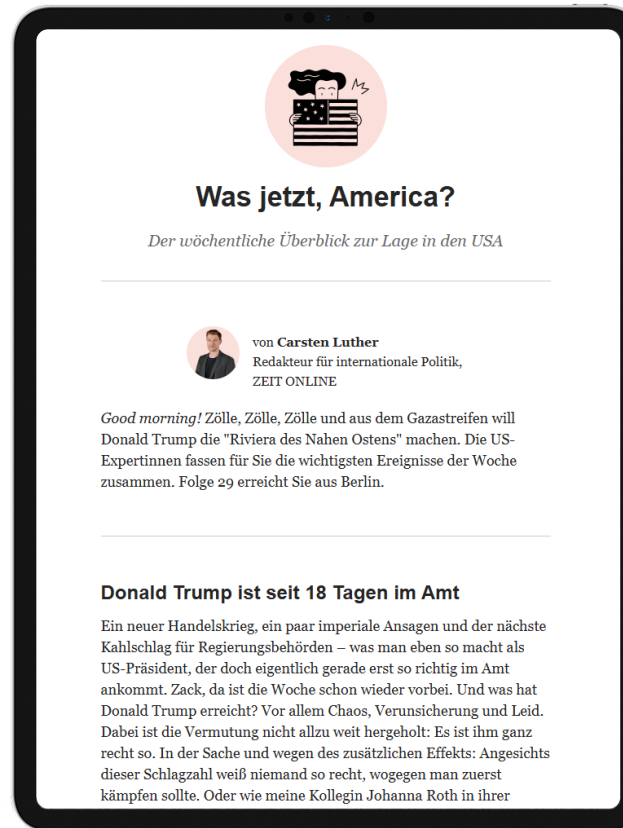
Newsletter Ads, Native Ads & Display Ads

# WAS JETZT, AMERICA?

DIE ZEIT

## DESCRIPTION OF THE

How is the USA developing under President Donald Trump? In the What Now, America? newsletter, the ZEIT correspondents give you an overview of the situation in the USA.



## RANGE PER BOOKING

Ø 110.000 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

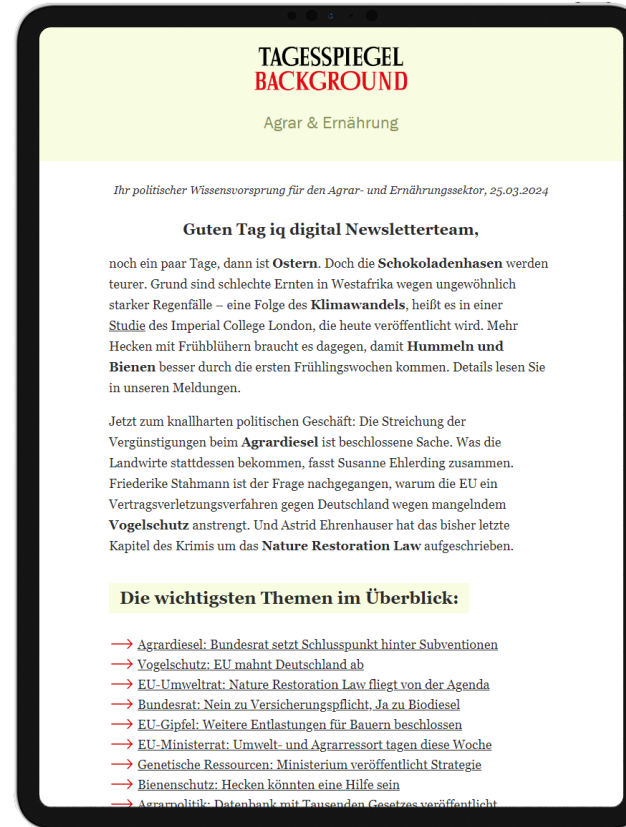
Tagesspiegel

## 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

Newsletter Ads, Native Ads & Display Ads

# BACKGROUND DIGITALISIERUNG & KI

Tagesspiegel

## DESCRIPTION OF THE

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

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

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



## RANGE PER BOOKING

Ø 71,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

# BACKGROUND ENERGIE & KLIMA

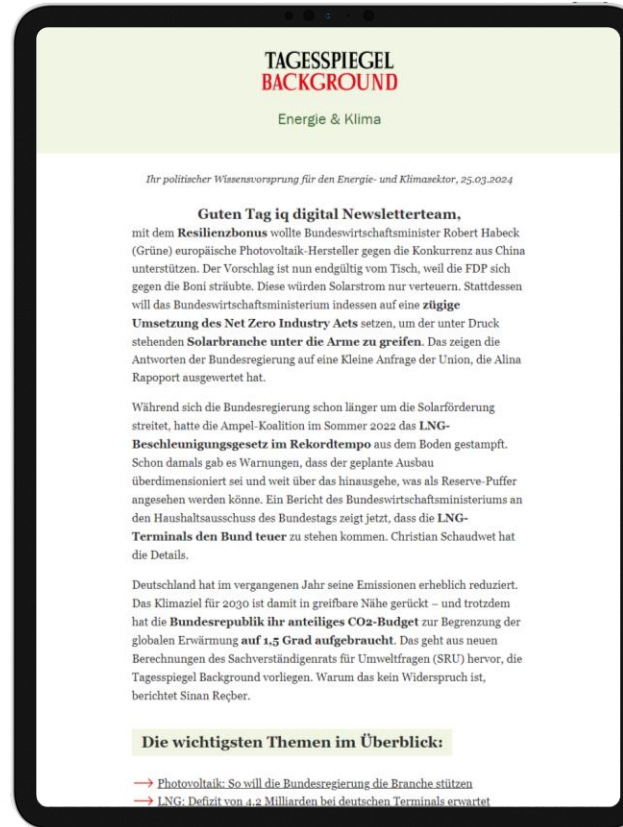
Tagesspiegel

## DESCRIPTION OF THE

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

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

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



## RANGE PER BOOKING

Ø 65,000 Ad Impressions

## PUBLICATION DATE

Monday Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

# BACKGROUND GESUNDHEIT & HEALTH

Tagesspiegel

## DESCRIPTION OF THE

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

It not only provides information, but also concrete guidance.

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

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



## RANGE PER BOOKING

Ø 42,000 Ad Impressions

## PUBLICATION DATE

Monday Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads

# BACKGROUND VERKEHR & SMART MOBILITY

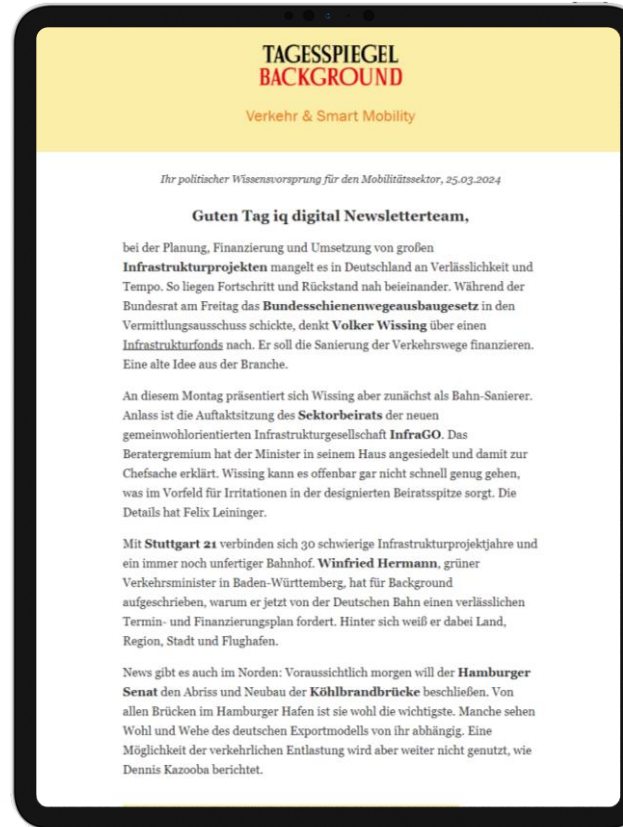
Tagesspiegel

## DESCRIPTION OF THE

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

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

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



## RANGE PER BOOKING

Ø 42,000 Ad Impressions

## PUBLICATION DATE

Monday - Friday

## MINIMUM BOOKING FREQUENCY

1 week = 5 issues

## BOOKING OPTION

Newsletter Ads, Native Ads & Display Ads