

A vibrant, celebratory scene featuring two women with long blonde hair, smiling joyfully. They are surrounded by a dense shower of multi-colored confetti (orange, blue, pink, yellow) falling around them. The background is a shimmering, multi-colored tinsel curtain. The overall mood is festive and positive. A large white triangle with a teal border is positioned on the left side of the image, containing the text.

NEWSLETTERS IN THE IQ DIGITAL PORTFOLIO

Relevant communication solutions
for your message in our quality
media newsletters

AGENDA

1	Our portfolio
2	Advertising Formats
3	Individual booking options
4	Newsletter Roadblocks
5	Newsletter Channel
6	Newsletter Brand
7	Newsletter Network
8	Newsletter Issue

01

OUR PORTFOLIO

OUR PORTFOLIO

Wide variety of excellent newsletters in the iq digital portfolio

iq digital offers 13 MEDIA BRANDS with 109 NEWSLETTERS and 12 TOPICS

Frankfurter Allgemeine

Süddeutsche Zeitung

ZEIT  ONLINE

Handelsblatt

 Wirtschafts
Woche

DER SPIEGEL

manager magazin

 Harvard Business manager

ndn

morningcrunch

ARIVA DE

Spektrum.de

TAGESSPIEGEL

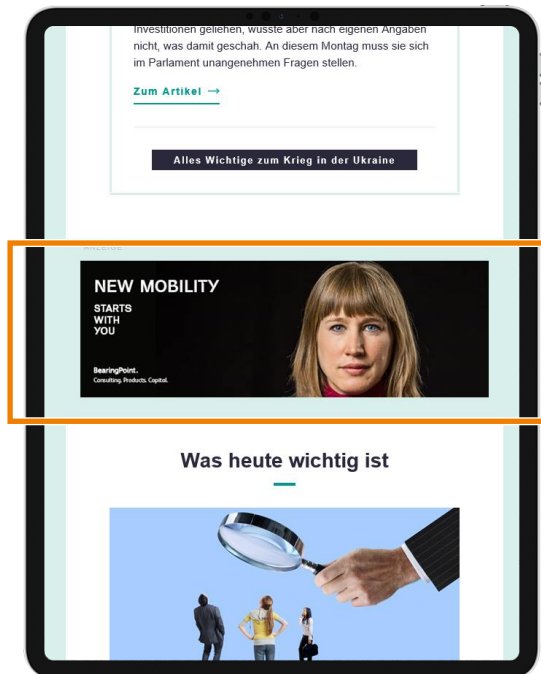
02

ADVERTISING FORMATS

ADVERTISING FORMAT

Branded display advertising in all newsletters

Breaking Ad



(Customer example in SZ-Newsletter „SZ am Morgen“) 600x200px

03

**INDIVIDUAL
BOOKING OPTIONS**

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

Would you like to place your newsletter ad with a guaranteed volume and a flexible campaign period is not relevant for you?

Fixed placement

Would you like to book a fixed position to a specific newsletter issue?

Newsletter Issue

Do you want to book a specific topic?

Newsletter Roadblock

Would you like to scale your newsletter impression volume and a flexible campaign period is important to you?

Volume booking

Would you like to book a specific newsletter?

Newsletter Show

Would you like to book all shows of one of our brands?

Newsletter Brand

Would you like to book a specific topic?

Newsletter Channel

Would you like to book our complete quality portfolio?

Newsletter Network

NEWSLETTER CPM PRICE LIST

iq digital Portfolio



		Breaking Ad
Newsletter Issue	PC 1	75 €
Newsletter Brand or Newsletter Channel	PC 2	55 €
Newsletter Network	PC 3	35 €

Preiskategorien:

- PC1:** Newsletter Issue → CPM booking of a single issue, e.g. "HB Morning Briefing" newsletter
PC2: Newsletter Brand → CPM booking of all newsletters of a brand, e.g. all newsletters of "FAZ.net"
Newsletter Channel → CPM booking of a thematic section, e.g. all newsletters on the topic "News"
PC3: Newsletter Netzwerk → CPM booking of all newsletters in the iq digital portfolio

Minimum booking volume 3,500 EUR net/net

04

**NEWSLETTER
ROADBLOCKS**

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

Would you like to place your newsletter ad with a guaranteed volume and a flexible campaign period is not relevant for you?

Fixed placement

Would you like to book a specific newsletter issue in a fixed position?

Newsletter Issue

Would you like to book a specific topic in a fixed position?

Newsletter Roadblock

Do you want to scale your newsletter impression volume and a flexible campaign period is important to you?

Volume booking

Would you like to book a specific newsletter?

Newsletter Show

Would you like to book all shows of one of our brands?

Newsletter Brand

Would you like to book a specific topic?

Newsletter Channel

Would you like to book our complete quality portfolio?

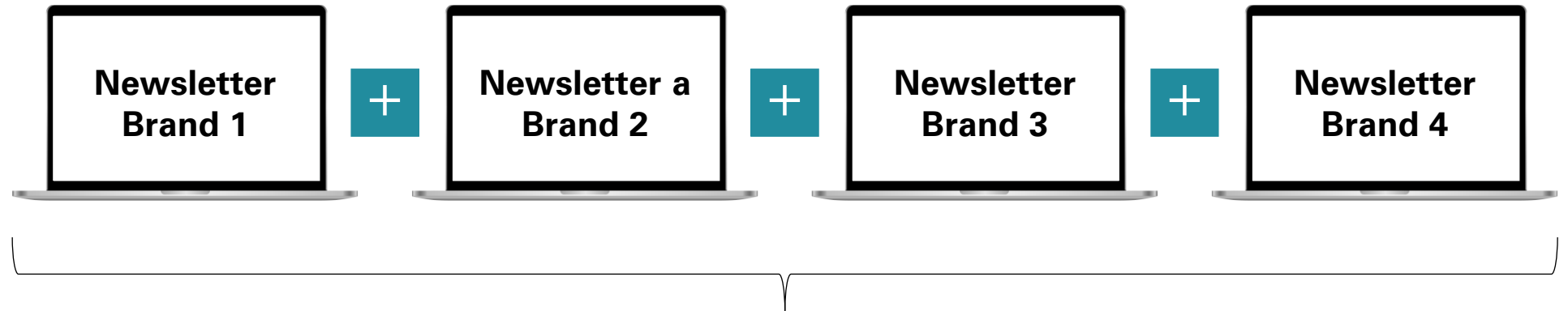
Newsletter Netzwerk

NEWSLETTER ROADBLOCKS BY IQ DIGITAL

This is how the Roadblock principle works with a price advantage



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



ROADBLOCK

(Example)

In addition, you benefit from a **price advantage** compared to an individual subscription to the included newsletters.

NEWSLETTER ROADBLOCKS

The most exciting newsletter issues bundled for you by topic

QUALITY MEDIA



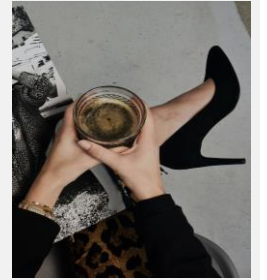
ECONOMY



FINANCE



LIFESTYLE



B2B
BACKGROUND



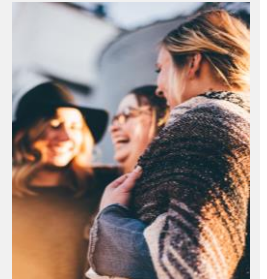
SUSTAINA-
BILITY



SCIENCE &
INNOVATION



HEALTH

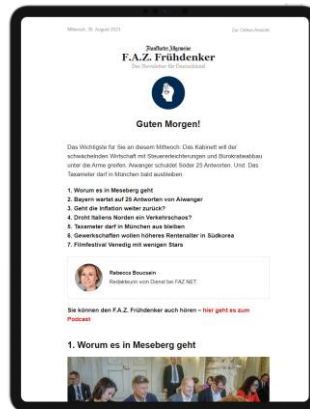


NEWSLETTER ROADBLOCK „QUALITY MEDIA“

Fixed placement in 4 newsletters with only one booking

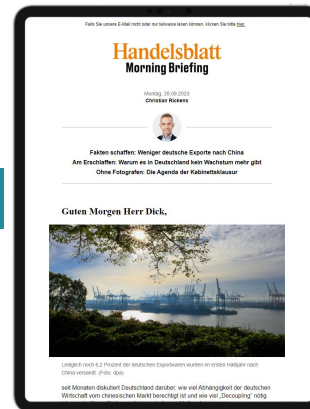
Frankfurter Allgemeine

Frühdenker - Newsletter für Deutschland



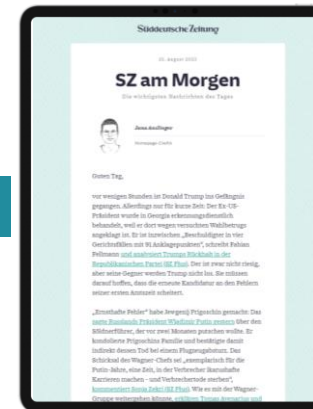
Handelsblatt

Morning Briefing



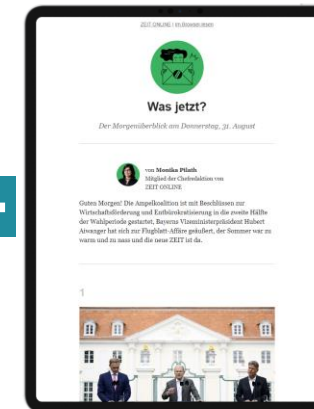
Süddeutsche Zeitung

SZ am Morgen



ZEIT ONLINE

Was jetzt?



23 issues

3,168,000 Ad Impression per booking

47,520 EUR (gross)

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 only one booking

Frankfurter Allgemeine

Handelsblatt

Handelsblatt

DER SPIEGEL

DER SPIEGEL

Süddeutsche Zeitung

Süddeutsche Zeitung

ZEITUNG ONLINE

Frühdenker – Newsletter für Deutschland

Morning Briefing

Evening Briefing

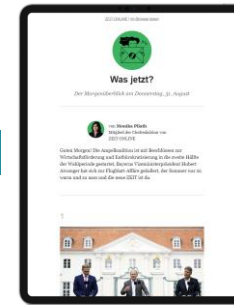
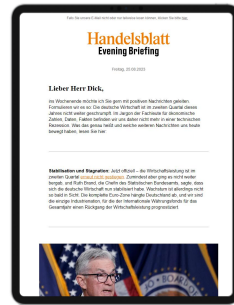
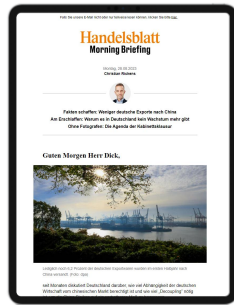
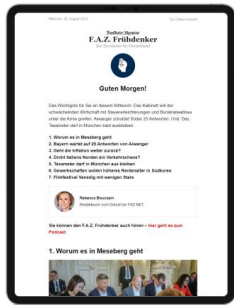
Die Lage am Morgen

Die Lage am Abend

SZ am Morgen

SZ am Abend

Was jetzt?



45 issues

5,993,000 Ad Impression per booking

89,895 EUR (gross)

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 only one booking

Frankfurter Allgemeine

Harvard Business manager

manager magazin

Süddeutsche Zeitung

Wirtschafts Woche

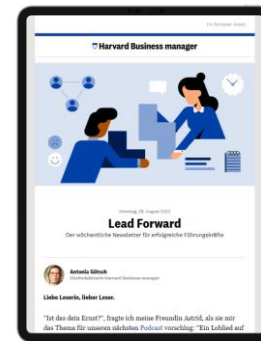
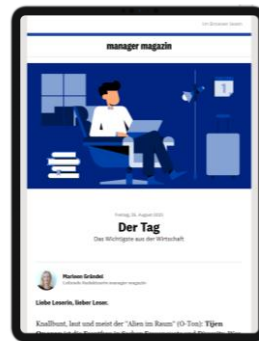
Wirtschaft

Lead Forward

Der Tag

Plan W

Weekender



14 issues

375,000 Ad Impression per booking

26,250 EUR (gross)

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

NEWSLETTER ROADBLOCK „FINANCE“

Fixed placement in 7 newsletters with only one booking

	Frankfurter Allgemeine	Handelsblatt	Süddeutsche Zeitung		ZEIT ONLINE					
Ariva Weekly Newsletter	Finanzen-Analysen	Finance Briefing	Geld	BörsenWoche	Geld					
	+		+		+		+		+	

14 issues

473,500 Ad Impression per Booking

21,308 EUR (gross)

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

NEWSLETTER ROADBLOCK B2B BACKGROUND

Our 8 B2B newsletters with the widest reach in one booking.

TAGESSPIEGEL

Background
Agrar & Ernährung



TAGESSPIEGEL

Background
Cybersecurity



TAGESSPIEGEL

Background
Digitalisierung & KI



TAGESSPIEGEL

Background
Energie & Klima



TAGESSPIEGEL

Background
Gesundheit & Health



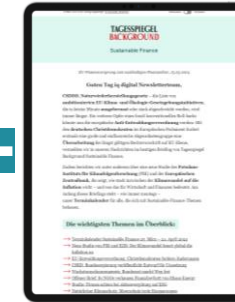
TAGESSPIEGEL

Background
Smart City



TAGESSPIEGEL

Background
Sustainable Finance



TAGESSPIEGEL

Background
Verkehr & Smart Mobility



29 issues

262,735 ad impressions per booking

36,233 EUR (gross)

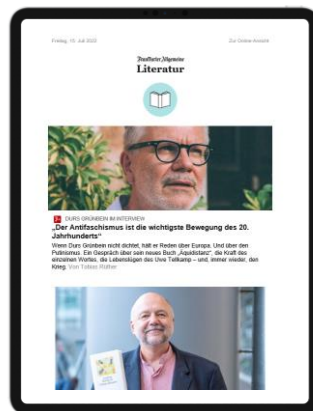
With iq digital newsletter roadblocks you benefit from a price advantage compared to individual bookings.

NEWSLETTER ROADBLOCK „LIFESTYLE“

Fixed placement in 4 newsletters with only one booking

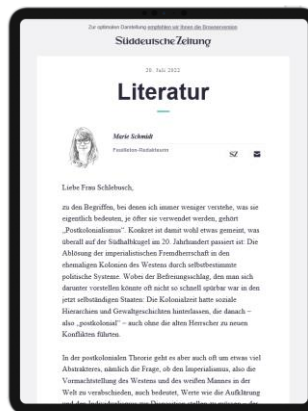
Frankfurter Allgemeine

Literatur



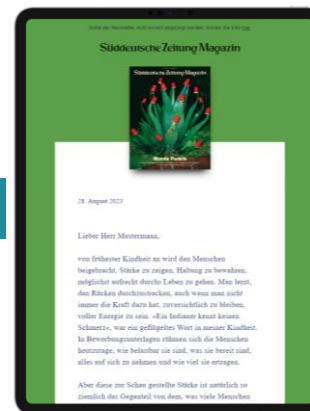
Süddeutsche Zeitung

Literatur



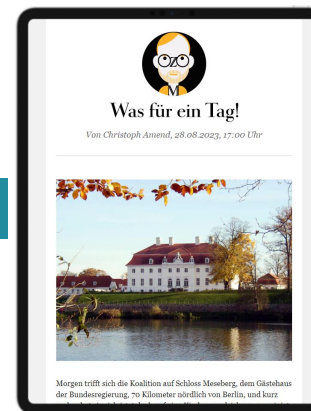
Süddeutsche Zeitung

SZ-Magazin



ZEIT ONLINE

ZEITmagazin –
Was für ein Tag



10 issues

284,000 Ad Impression per booking

12,780 EUR (gross)

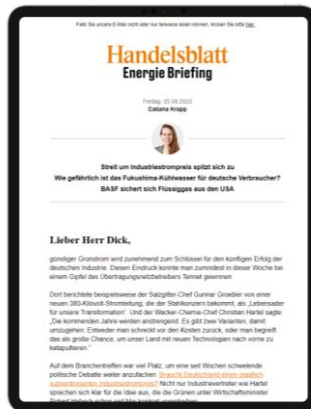
With the iq digital newsletter roadblocks, you benefit from a price advantage compared to individual bookings.

NEWSLETTER ROADBLOCK „SUSTAINABILITY“

Fixed placement in 5 newsletters with only one booking

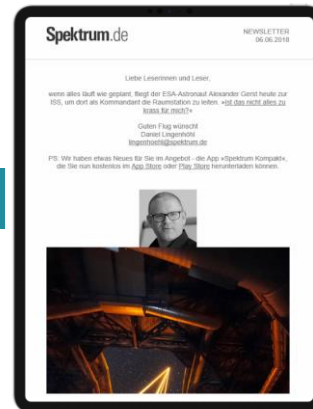
Handelsblatt

Energie Briefing



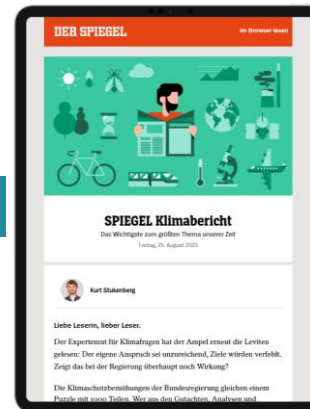
Spektrum.de

Newsletter



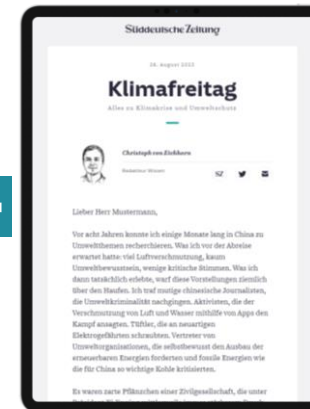
DER SPIEGEL

Klimabericht



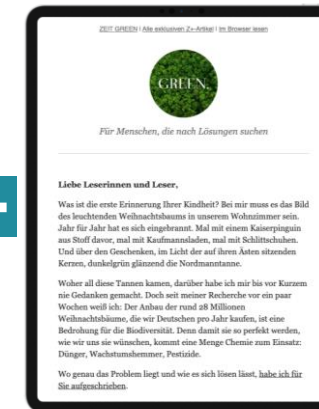
Stiddeutsche Zeitung

Klimafreitag



ZEIT ONLINE

Green



9 issues

176,800 Ad Impression per booking

12,376 EUR (gross)

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 only one booking

Frankfurter Allgemeine

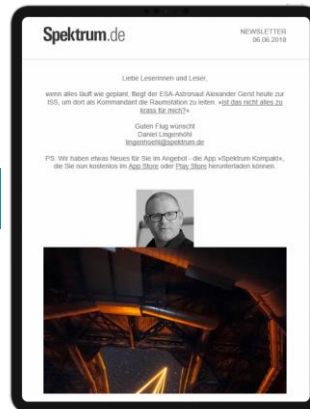
Wissen



8 issues

Spektrum.de

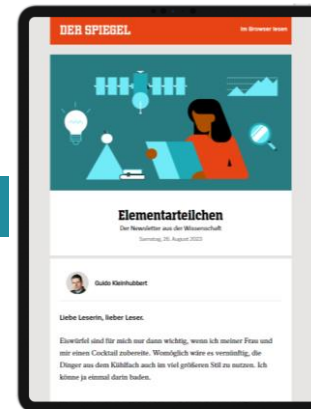
Newsletter



141,300 Ad Impression per booking

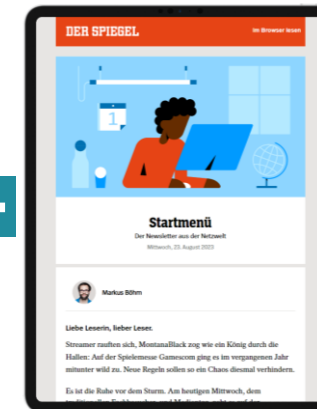
DER SPIEGEL

Elementarteilchen



DER SPIEGEL

Startmenü



9,891 EUR (gross)

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 only one booking

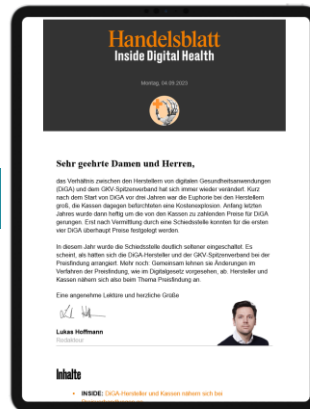
Frankfurter Allgemeine

Gesundheit



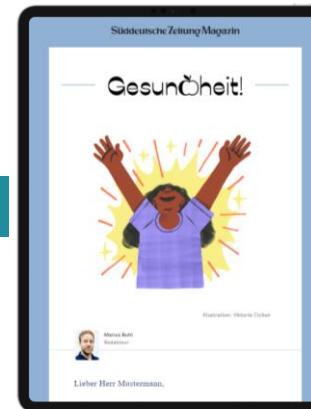
Handelsblatt

Inside Digital Health



Süddeutsche Zeitung

Gesundheit!



ZEIT ONLINE

Das tut mir gut



5 issues

100,100 Ad Impression per booking

7,007 EUR (gross)

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

05

**NEWSLETTER
CHANNEL**

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

Would you like to place your newsletter ad with a guaranteed volume and a flexible campaign period is not relevant for you?

Fixed placement

Would you like to book a fixed position to a specific newsletter issue?

Newsletter Issue

Would you like to book a specific topic in a fixed position?

Newsletter Roadblock

Would you like to book a specific newsletter?

Newsletter Show

Would you like to book all shows of one of our brands?

Newsletter Brand

Would you like to book a specific topic?

Newsletter Channel

Would you like to book our complete quality portfolio?

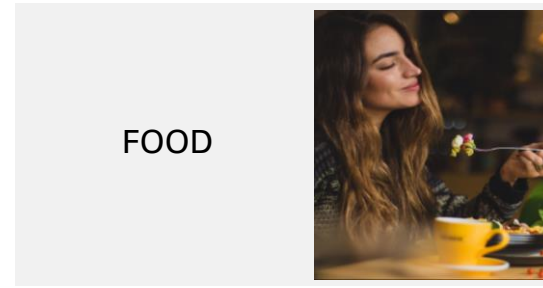
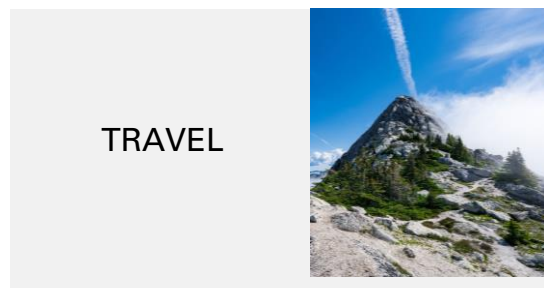
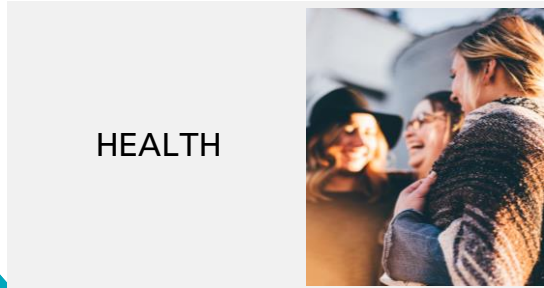
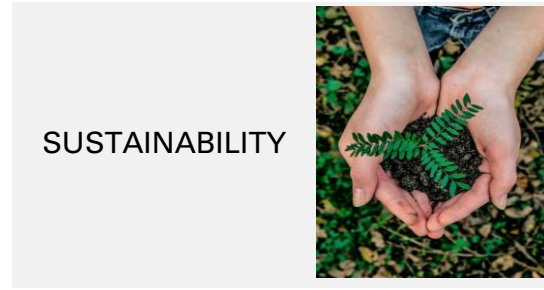
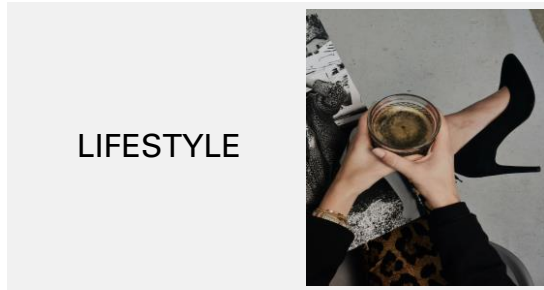
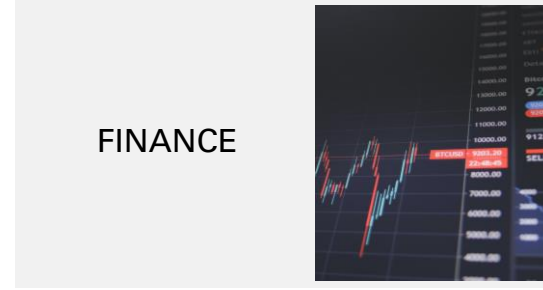
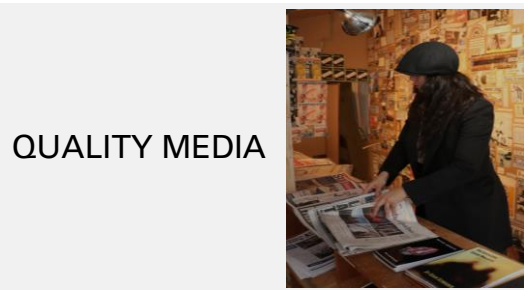
Newsletter Network

Would you like to scale your newsletter impression volume and a flexible campaign period is important to you?

Volume booking

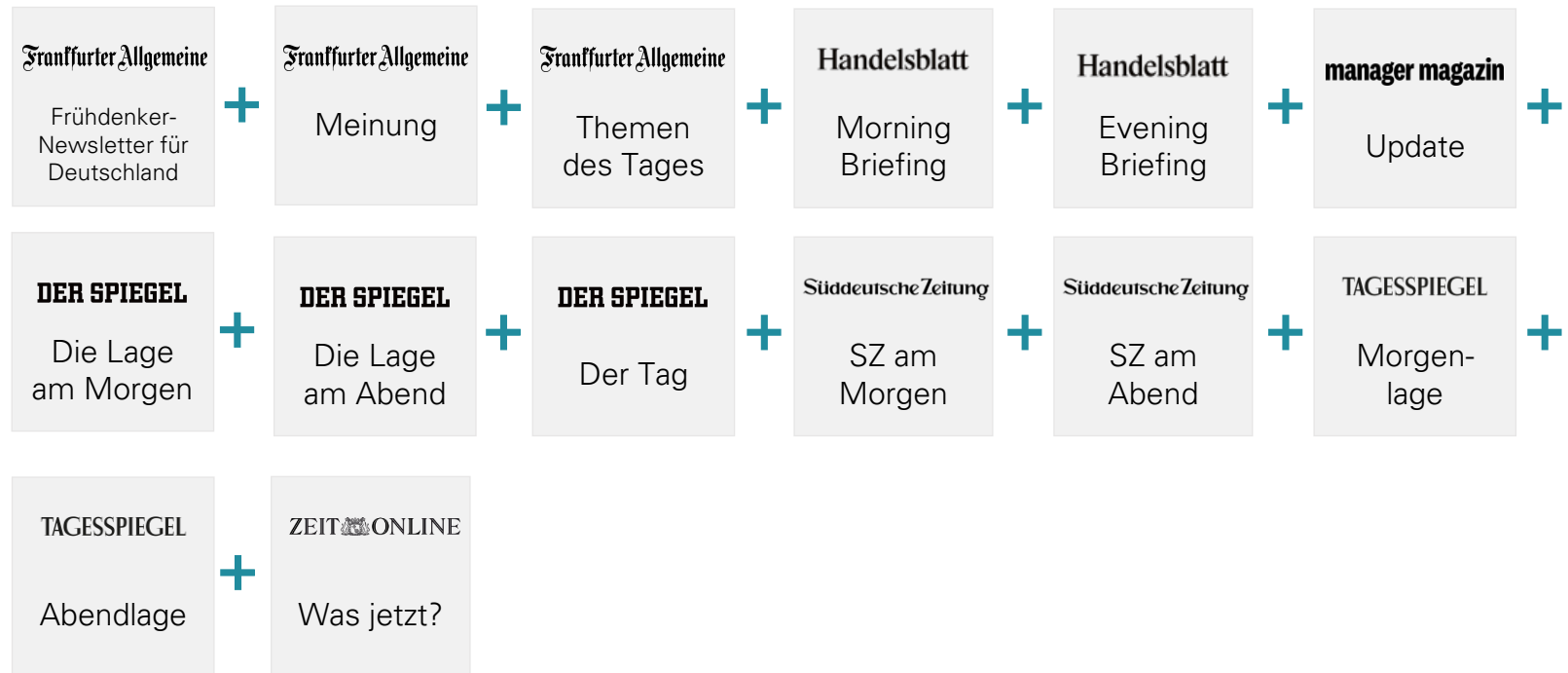
NEWSLETTER CHANNEL

The most exciting newsletter issues bundled for you by topic



NEWSLETTER CHANNEL „QUALITY MEDIA“

Place yourself in all news newsletters with just one booking



14
Newsletters

1.9 Mio.
Subscribers

Advertising format:
Breaking Ad

NEWSLETTER CHANNEL „ECONOMY“

Place yourself in all finance newsletters with just one booking



adn adaption	Frankfurter Allgemeine D:Economy	Frankfurter Allgemeine Wirtschaft	Handelsblatt Branchen: Automobil- industrie	Handelsblatt Branchen: Banken	Handelsblatt Branchen: Handel	Handelsblatt Branchen: IT	Harvard Business manager Lead Forward
manager magazin Der Tag	manager magazin manage: mobility	morningcrunch AI Crunch	morningcrunch Markets Crunch	morningcrunch Deals Crunch	Süddeutsche Zeitung Plan W	TAGESSPIEGEL Background Sustainable Finance	
	TAGESSPIEGEL Background Verkehr & Smart Mobility	TAGESSPIEGEL Background Cybersecurity	TAGESSPIEGEL Background Digitalisierung & KI	TAGESSPIEGEL Background Energie & Klima	TAGESSPIEGEL Background Gesundheit & Health	TAGESSPIEGEL Background Smart City	
	TAGESSPIEGEL Background Agrar & Ernährung	Wirtschafts Woche Weekender	Wirtschafts Woche Weltmarkt- führer	ZEIT ONLINE ZEIT für Unternehmer			

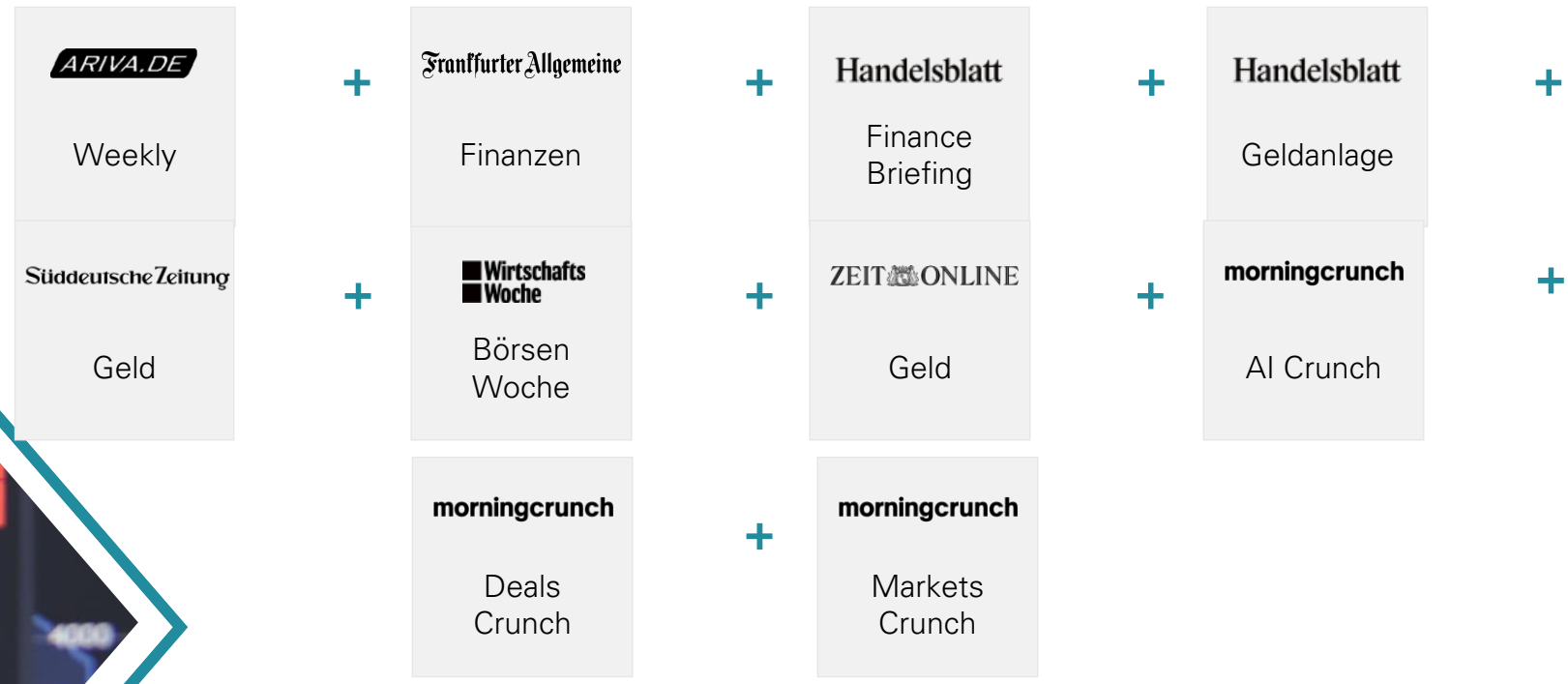
25
Newsletters

495 k
Subscribers

Advertising format:
Breaking Ad

NEWSLETTER CHANNEL „FINANCE“

Place yourself in all finance newsletters with just one booking



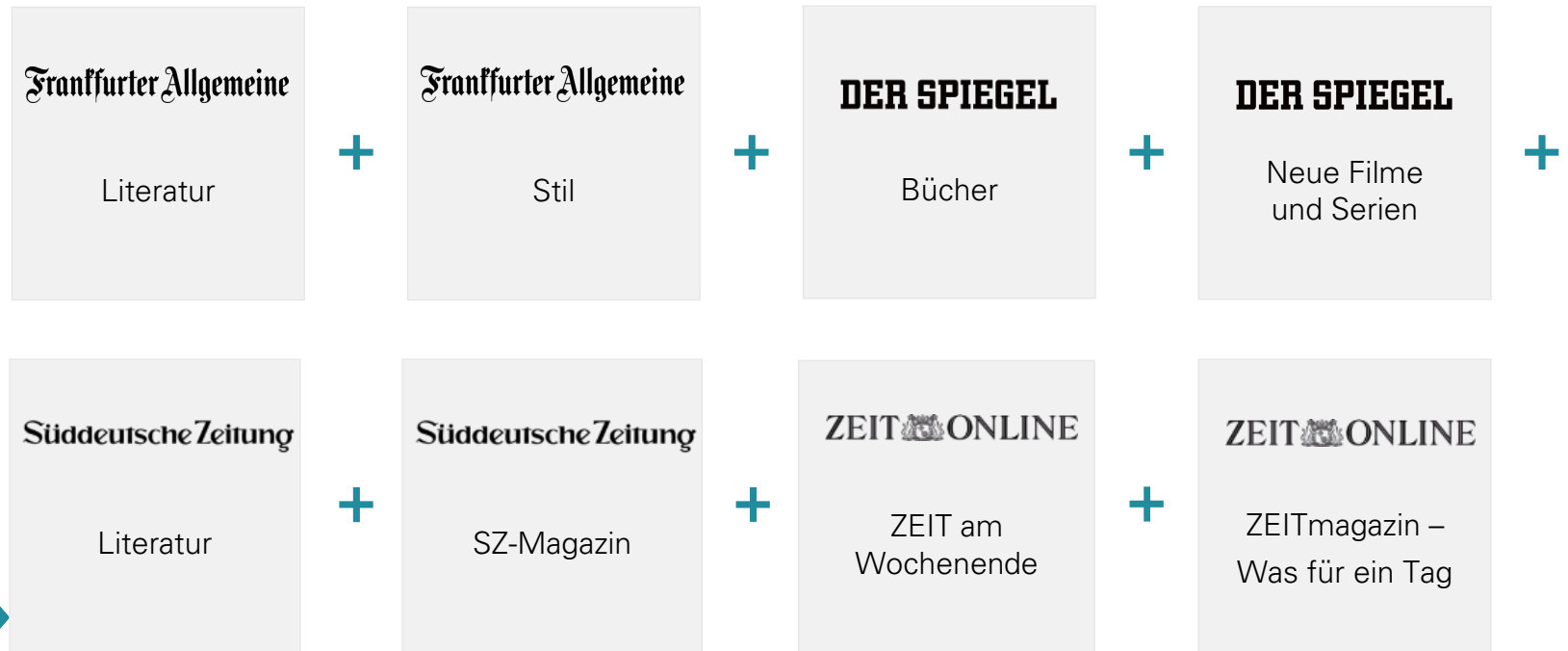
10
Newsletter

367 k
Subscribers

Advertising format:
Breaking Ad

NEWSLETTER CHANNEL „LIFESTYLE“

Place yourself in all lifestyle newsletters with just one booking



8
Newsletters

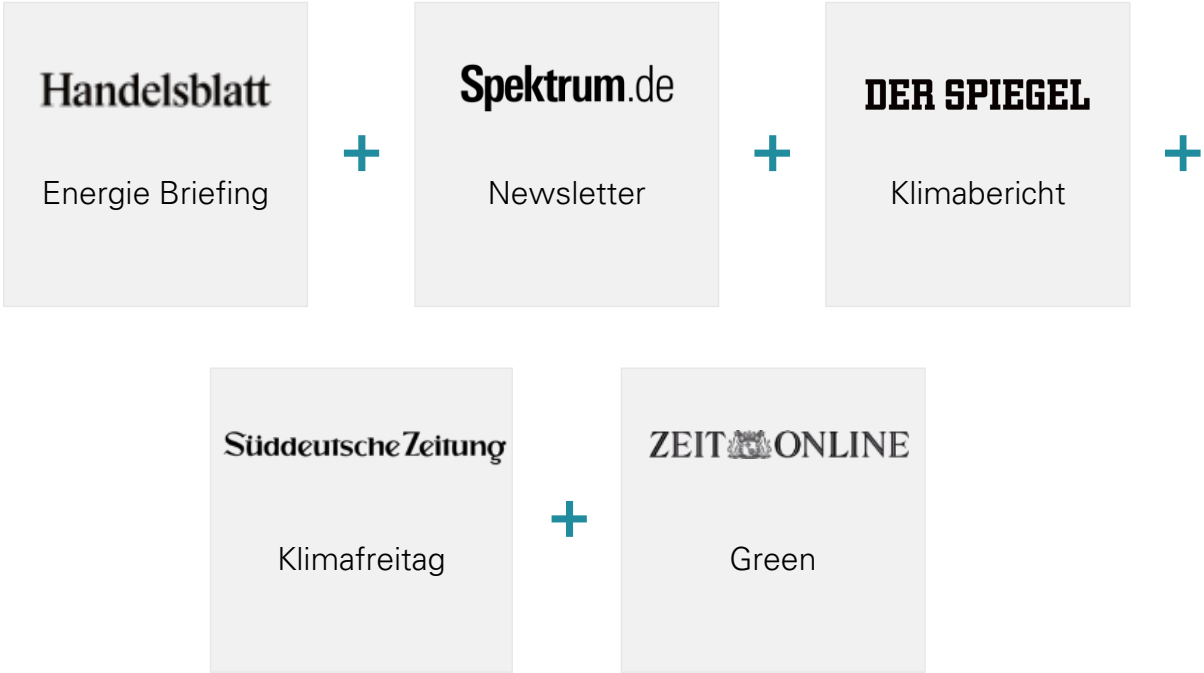
414 k
Subscribers

Advertising format:
Breaking Ad



NEWSLETTER CHANNEL „SUSTAINABILITY“

Place yourself in all sustainability newsletters with just one booking



5
Newsletters

136 k
Subscribers

Advertising format:
Breaking Ad



NEWSLETTER CHANNEL „SCIENCE & INNOVATION“

Place yourself in all science newsletters with just one booking



4
Newsletters

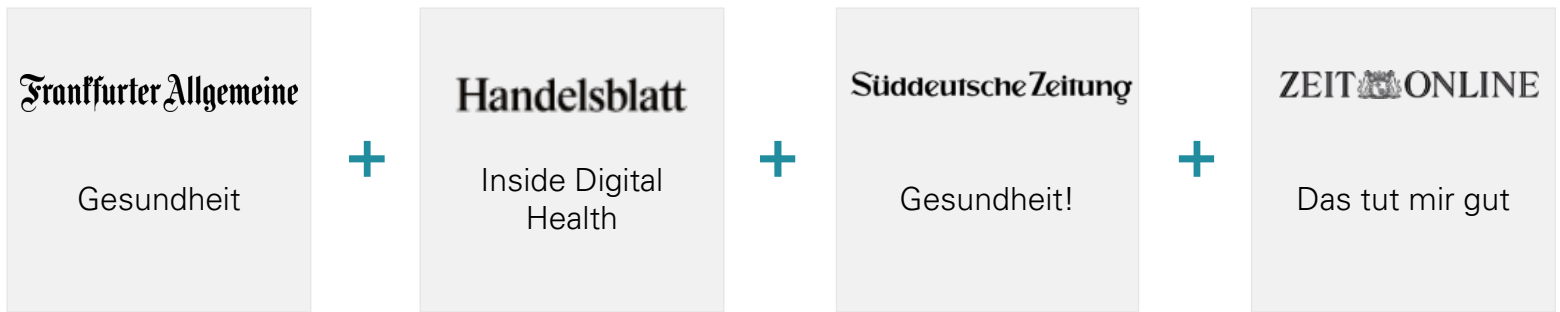
86 k
Subscribers

Advertising format:
Breaking Ad



NEWSLETTER CHANNEL „HEALTH“

Place yourself in all health newsletters with just one booking



4
Newsletters

118 k
Subscribers

Advertising format:
Breaking Ad

NEWSLETTER CHANNEL „TRAVEL“

Place yourself in all travel newsletters with just one booking

DER SPIEGEL

Die schönsten
Reiseziele

+

Süddeutsche Zeitung

Österreich

+

Süddeutsche Zeitung

Gerne draußen!



3

Newsletter

44 k

Subscribers

Advertising format:

Breaking Ad

NEWSLETTER CHANNEL „FOOD“

Place yourself in all travel newsletters with just one booking



DER SPIEGEL

Kochen ohne
Kohle

+

Frankfurter Allgemeine

Essen & Trinken

+

Süddeutsche Zeitung

Das Rezept

+

Süddeutsche Zeitung

Satt und Glücklich

4

Newsletter

91 k

Subscribers

Advertising format:

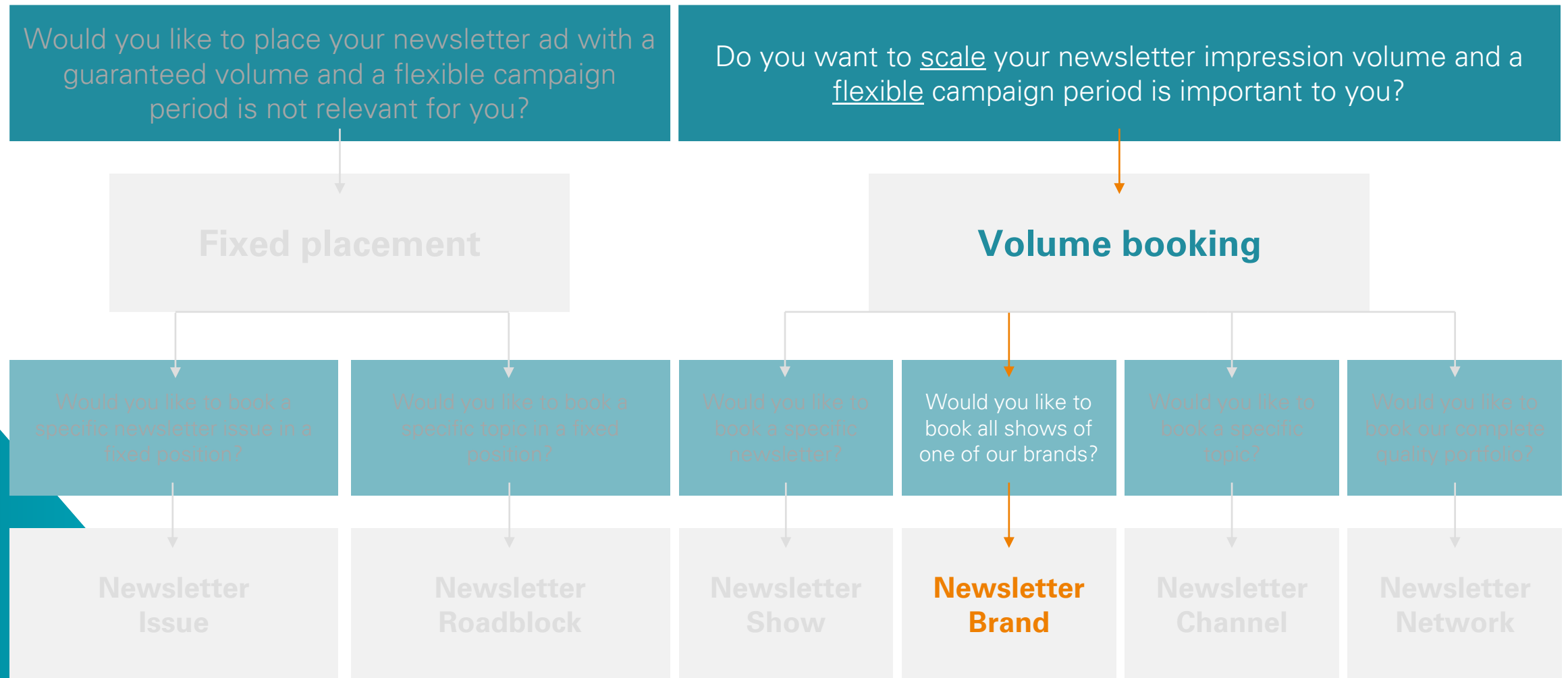
Breaking Ad

06

**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

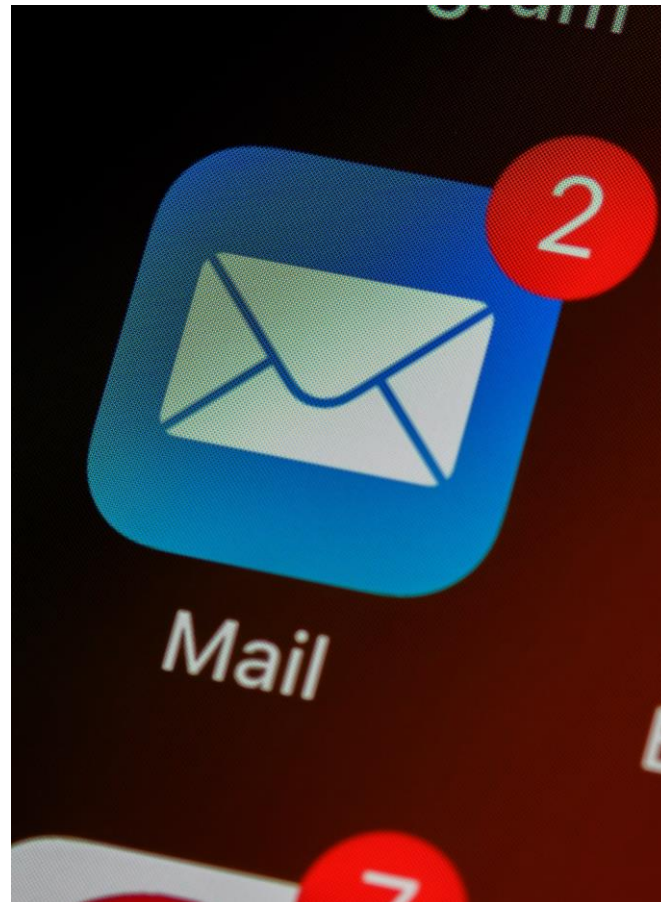
Frankfurter Allgemeine

manager magazin

Harvard Business manager

Süddeutsche Zeitung

Wirtschafts
Woche



Handelsblatt

DER SPIEGEL

ZEIT  ONLINE

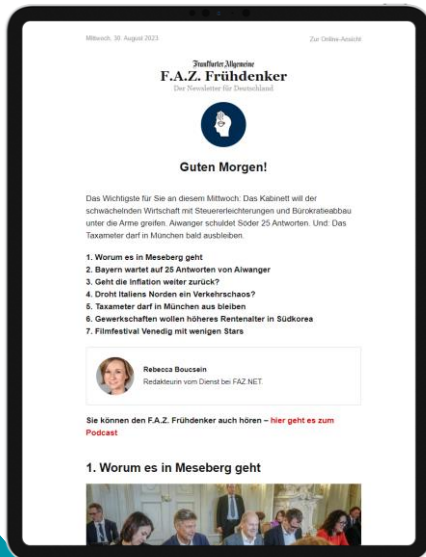
morningcrunch

NEWSLETTER BRAND „F.A.Z.“

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

Frankfurter Allgemeine
FAZ.NET

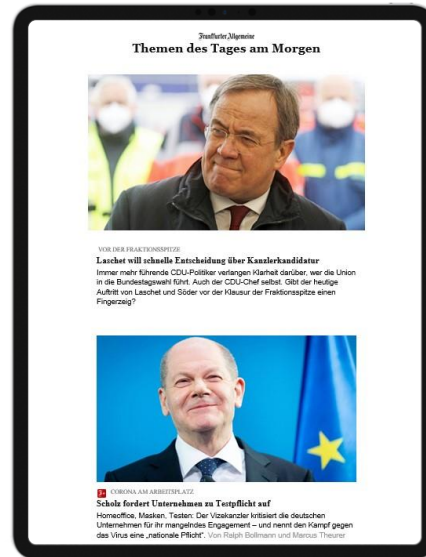
Frühdenker –
Der Newsletter für Deutschland



+

Frankfurter Allgemeine
FAZ.NET

Themen des Tages



+

Frankfurter Allgemeine D:Economy	Frankfurter Allgemeine Einspruch	Frankfurter Allgemeine Essen & Trinken	Frankfurter Allgemeine Familie	Frankfurter Allgemeine FAZ Plus	Frankfurter Allgemeine Finanzen
Frankfurter Allgemeine Gesundheit	Frankfurter Allgemeine Hauptwache	Frankfurter Allgemeine Literatur	Frankfurter Allgemeine Mein FAZ	Frankfurter Allgemeine Meinung	Frankfurter Allgemeine Politik
Frankfurter Allgemeine Sport	Frankfurter Allgemeine Stil	Frankfurter Allgemeine Ukraine	Frankfurter Allgemeine Wirtschaft	Frankfurter Allgemeine Wissen	

19
Newsletter

529 k
Subscribers

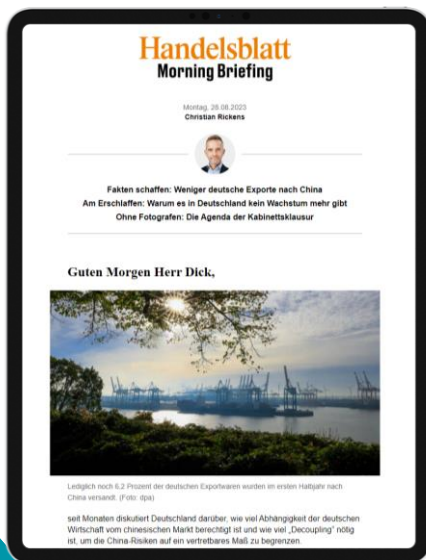
Advertising format:
Breaking Ad

NEWSLETTER BRAND „HANDELSBLATT“

Place yourself in all Handelsblatt newsletters with just one booking

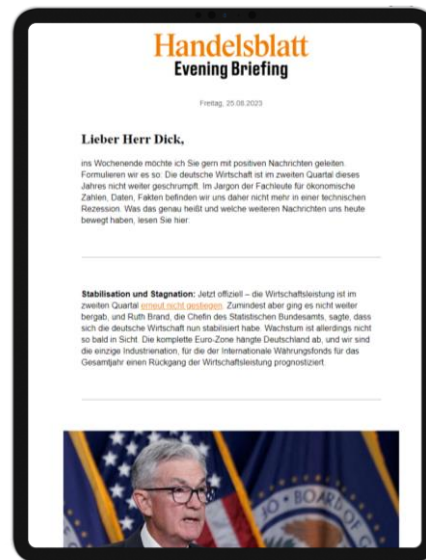
Handelsblatt

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 Geldanlage	Handelsblatt Inside Digital Health	Handelsblatt Inside Energie & Immobilien	Handelsblatt Karriere
Handelsblatt Morning Briefing Plus				

13
Newsletter

1.1 Mio.
Subscribers

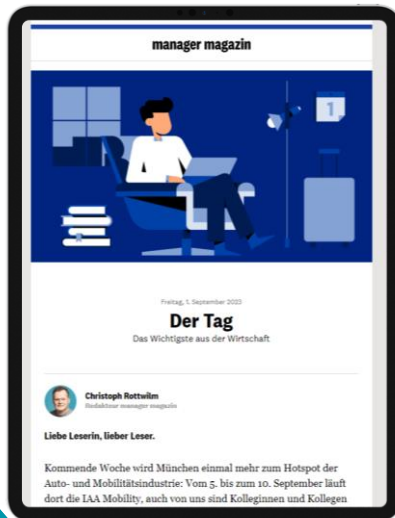
Advertising format:
Breaking Ad

NEWSLETTER BRAND „MANAGER MAGAZIN & HARVARD BUSINESS MANAGER“

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

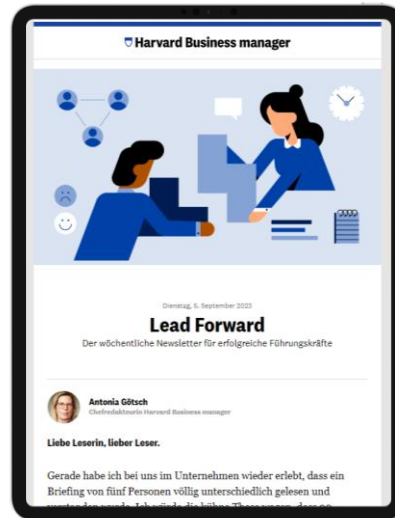
manager magazin

Der Tag



Harvard Business manager

Lead Forward



manager magazin

manage:mobility

manager magazin

Update

4

Newsletters

91 k

Subscribers

Advertising format:

Breaking Ad

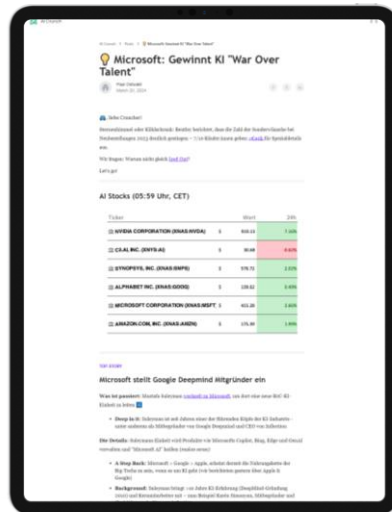
manager magazin
Harvard Business manager

NEWSLETTER BRAND „MORNINGCRUNCH“

Place yourself in all Morningcrunch newsletters with just one booking

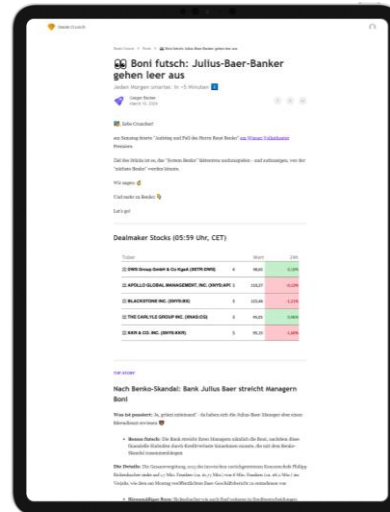
morningcrunch

AI Crunch



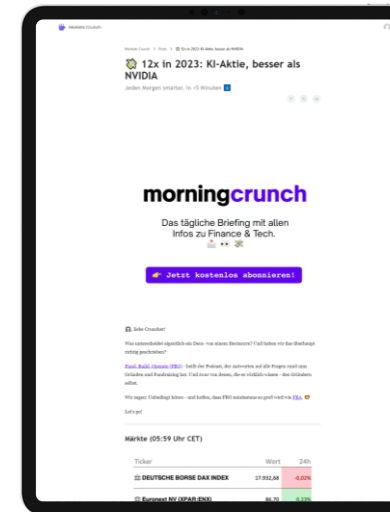
morningcrunch

Deals Crunch



morningcrunch

Markets Crunch



3

Newsletter

25 k

Subscribers

Advertising format:
Breaking Ad

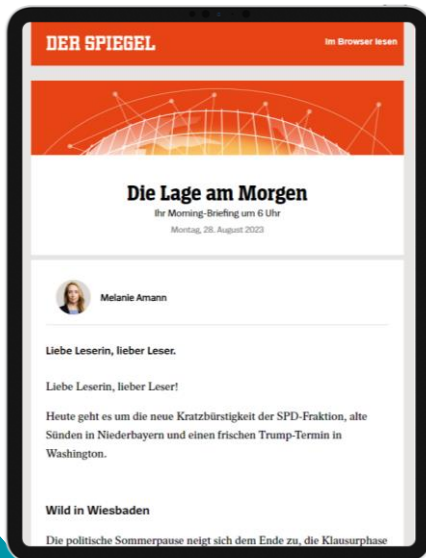
morningcrunch

NEWSLETTER BRAND „SPIEGEL“

Place yourself in all Spiegel newsletters with just one booking

DER SPIEGEL

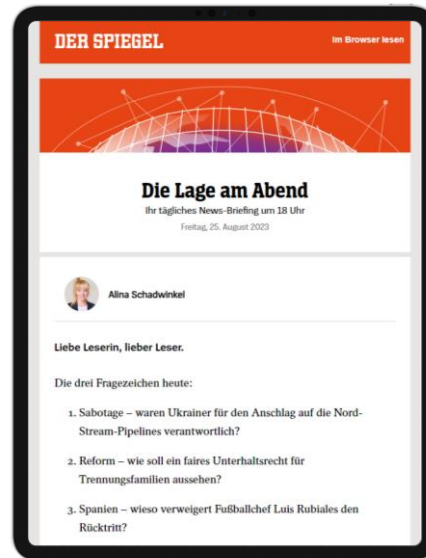
Die Lage am Morgen



+

DER SPIEGEL

Die Lage am Abend



+

DER SPIEGEL Alles Gute	DER SPIEGEL Bücher	DER SPIEGEL Coaching	DER SPIEGEL Der Tag
DER SPIEGEL Die schönsten Reiseziele	DER SPIEGEL Elementarteilchen	DER SPIEGEL International Newsletter	DER SPIEGEL Klimabericht
DER SPIEGEL Kochen ohne Kohle	DER SPIEGEL Neue Filme und Serien	DER SPIEGEL Startmenü	

13
Newsletters

582 k
Subscribers

Advertising format:
Breaking Ad

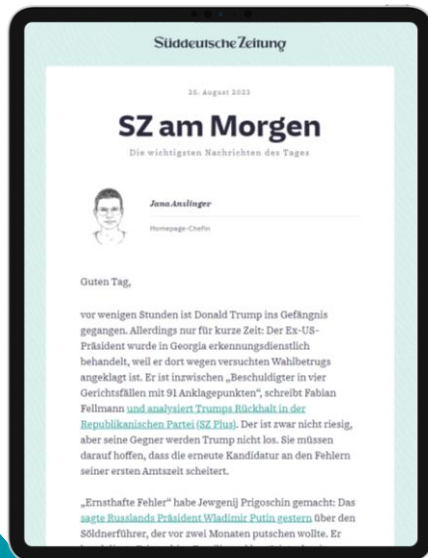
DER SPIEGEL

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 Klimafreitag	Süddeutsche Zeitung Literatur	Süddeutsche Zeitung Mei Bayern	Süddeutsche Zeitung Minuten-marathon	Süddeutsche Zeitung München heute	Süddeutsche Zeitung Österreich
Süddeutsche Zeitung Plan W	Süddeutsche Zeitung Prantls Blick	Süddeutsche Zeitung Satt und glücklich	Süddeutsche Zeitung SZ am Sonntag	Süddeutsche Zeitung SZ-Magazin Newsletter	

25

Newsletter

608 k

Subscribers

Advertising format:

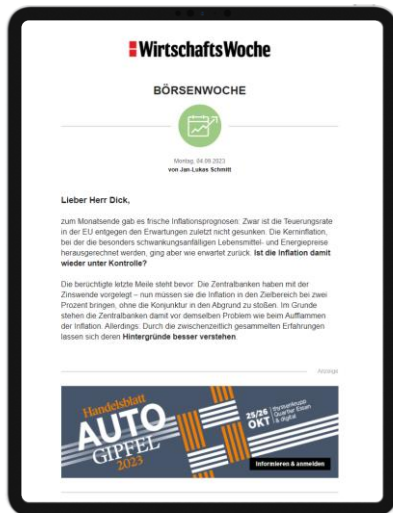
Breaking Ad

NEWSLETTER BRAND „WIRTSCHAFTSWOCHES“

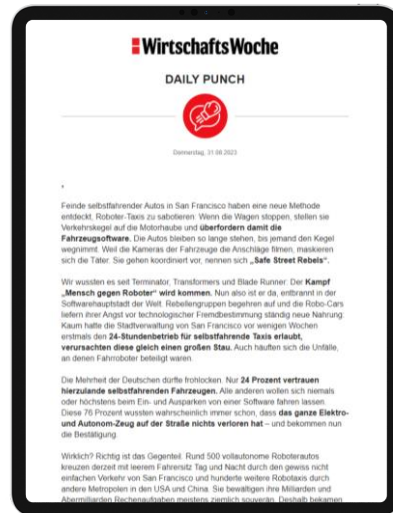
Place yourself in all WirtschaftsWoche newsletters with just one booking



BörsenWoche



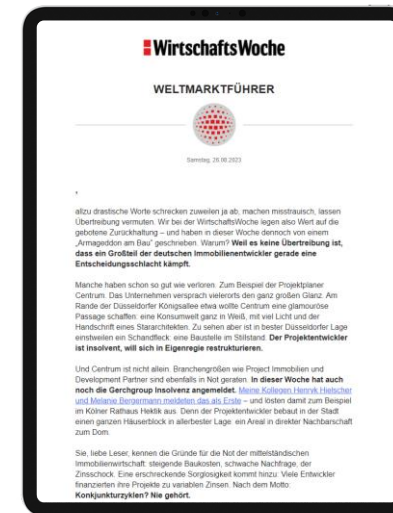
Daily Punch



Weekender



Weltmarktführer



4
Newsletter

295 k
Subscribers

Advertising format:
Breaking Ad

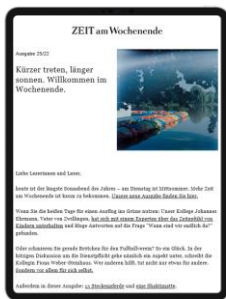


NEWSLETTER BRAND „ZEIT ONLINE“

Place yourself in all ZEIT ONLINE newsletters with just one booking

ZEIT ONLINE

ZEIT am
Wochenende



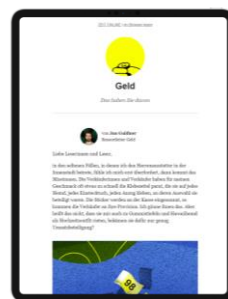
ZEIT ONLINE

Das tut mir
gut



ZEIT ONLINE

Geld



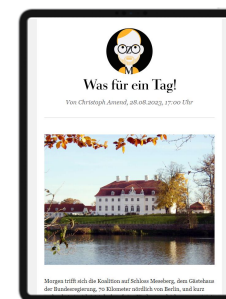
ZEIT ONLINE

Green



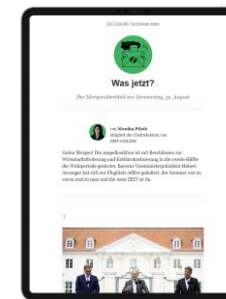
ZEIT ONLINE

ZEITmagazin –
Was für ein Tag



ZEIT ONLINE

Was jetzt?



ZEIT ONLINE

ZEIT für
Unternehmer
Newsletter



7

Newsletter

647 k

Subscribers

Advertising format:

Breaking Ad

07

**NEWSLETTER
NETWORK**

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

Would you like to place your newsletter ad with a guaranteed volume and a flexible campaign period is not relevant for you?

Fixed placement

Would you like to book a specific newsletter issue in a fixed position?

Newsletter Issue

Would you like to book a specific topic in a fixed position?

Newsletter Roadblock

Would you like to book a specific newsletter?

Newsletter Show

Would you like to book all shows of one of our brands?

Newsletter Brand

Would you like to book a specific topic?

Newsletter Channel

Would you like to book our complete quality portfolio?

Newsletter Network

Do you want to scale your newsletter impression volume and a flexible campaign period is important to you?

Volume booking

NEWSLETTER NETWORK

All media brands & all topics in only one booking



13 Media brands

Frankfurter Allgemeine

Süddeutsche Zeitung

ZEIT  ONLINE

Handelsblatt

■ Wirtschafts
■ Woche

DER SPIEGEL

manager magazin

Harvard Business manager

ndn

TAGESSPIEGEL

ARIVA DE

Spektrum.de

morningcrunch

96

Newsletter

4,6 Mio.

Subscribers

Advertising formats:

Breaking Ad

08

NEWSLETTER ISSUE

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

Would you like to place your newsletter ad with a guaranteed volume and a flexible campaign period is not relevant for you?

Fixed placement

Would you like to book a specific newsletter issue in a fixed position?

Newsletter Issue

Would you like to book a specific topic in a fixed position?

Newsletter Roadblock

Would you like to scale your newsletter impression volume and a flexible campaign period is important to you?

Volume booking

Would you like to book a specific newsletter?

Newsletter Show

Would you like to book all shows of one of our brands?

Newsletter Brand

Would you like to book a specific topic?

Newsletter Channel

Would you like to book our complete quality portfolio?

Newsletter Network



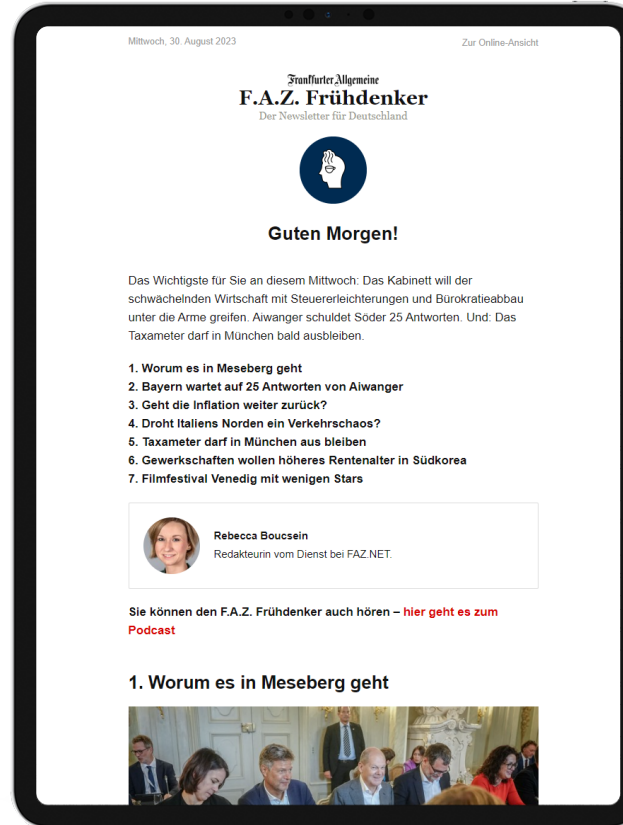
QUALITY MEDIA

FRÜHDENKER – DER NEWSLETTER FÜR DEUTSCHLAND

Frankfurter Allgemeine Zeitung (*Frühdenker - The Newsletter for Germany*)

DESCRIPTION

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



RANGE PER BOOKING

Ø 800,000 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

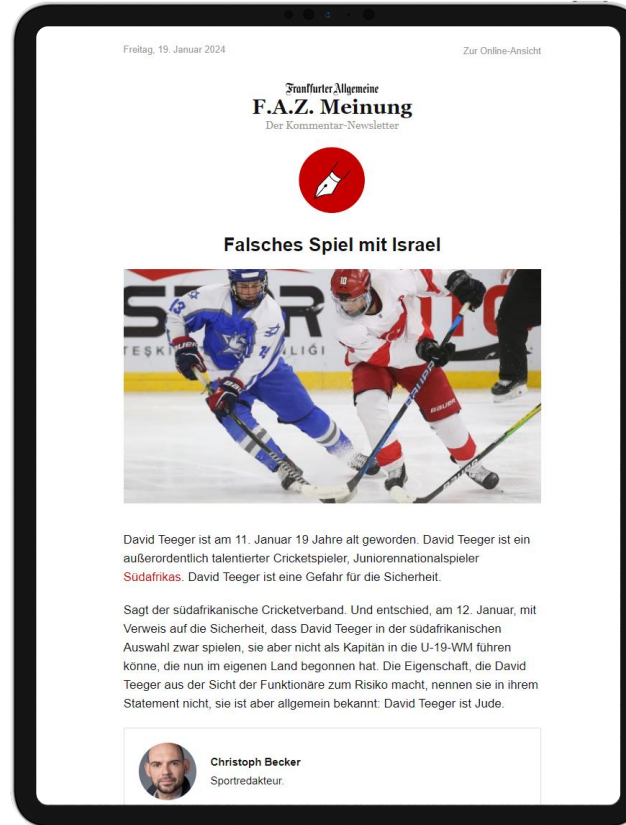
Breaking Ad

MEINUNG

Frankfurter Allgemeine Zeitung (Opinion)

DESCRIPTION

Analytical and to the point: Current commentaries on the most relevant news from politics, business, feature pages and society.



RANGE PER BOOKING

Ø 700,000 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

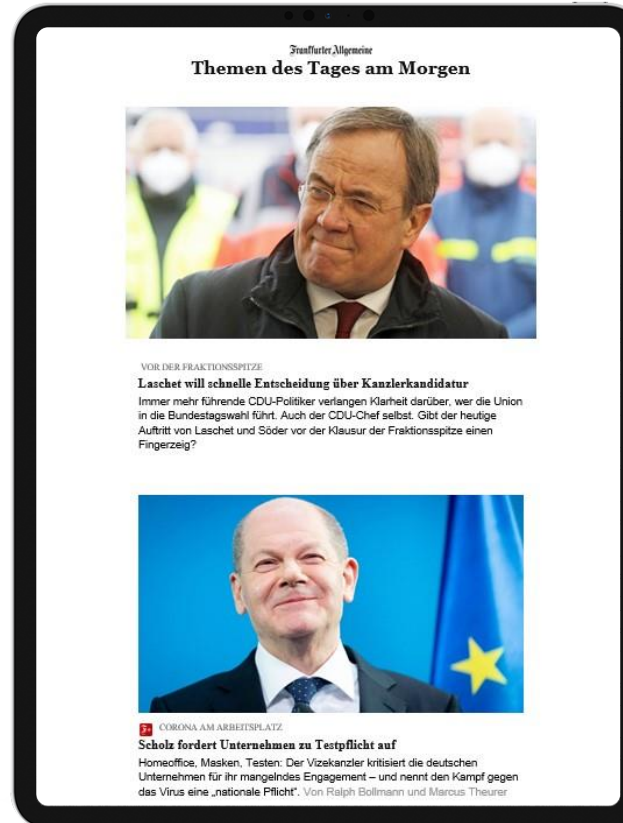
Breaking Ad

THEMEN DES TAGES

Frankfurter Allgemeine Zeitung (*Topics of the day*)

DESCRIPTION

Background and classification of the most important topics of the day, with analyses from the fields of politics, economics, feature pages, society, sports.



RANGE PER BOOKING

Ø 300,000 Ad Impressions

PUBLICATION DATE

Daily 3x each Monday - Sunday

MINIMUM BOOKING FREQUENCY

1 week = 21 issues

BOOKING OPTION

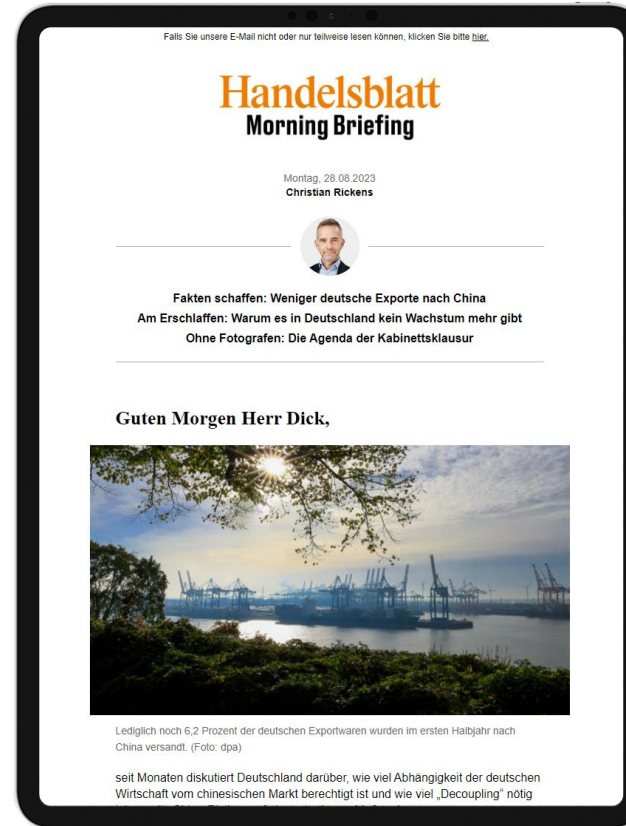
Breaking Ad

MORNING BRIEFING

Handelsblatt

DESCRIPTION

Every morning, the Handelsblatt editors-in-chief provide a trenchant summary of the latest economic and political events from around the world and an outlook on the most important events of the day.



RANGE PER BOOKING

Ø 1,150,000 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

Breaking Ad: 1 week = 5 issues

BOOKING OPTION

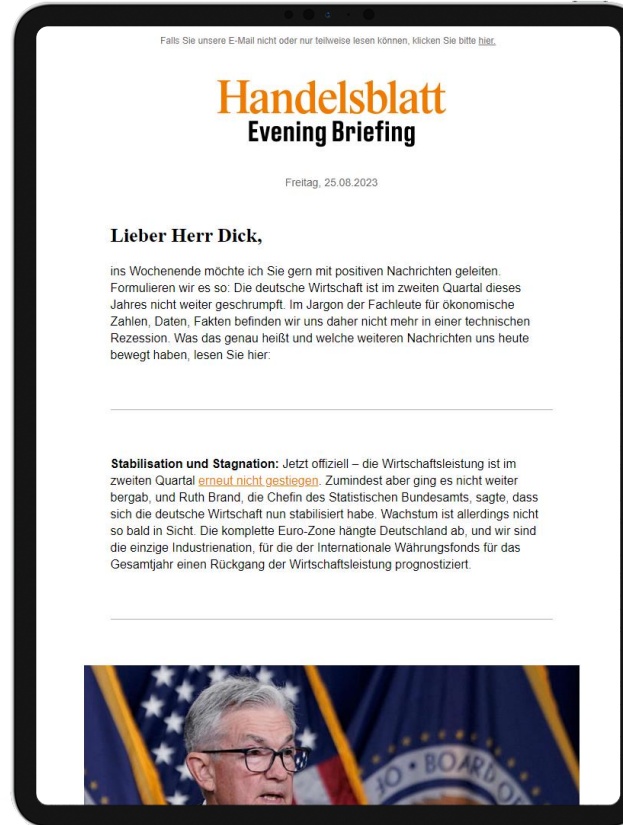
Breaking Ad

EVENING BRIEFING

Handelsblatt

DESCRIPTION

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 decisive news from the economy, politics and finance.



RANGE PER BOOKING

Ø 1,150,000 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

Breaking Ad

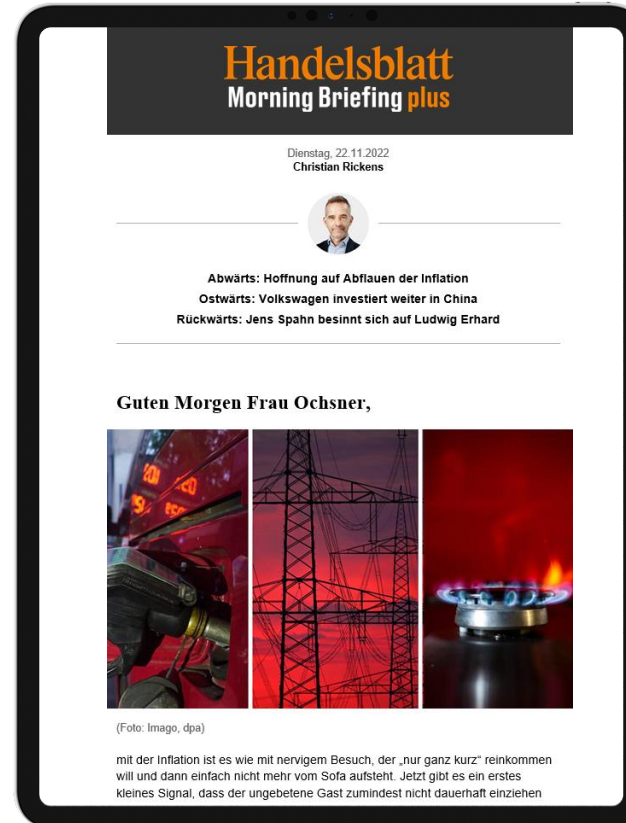
MORNING BRIEFING PLUS

Handelsblatt

DESCRIPTION

The Handelsblatt Morning Briefing Plus offers the perfect start to the day every trading day before 6 a.m. with all 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

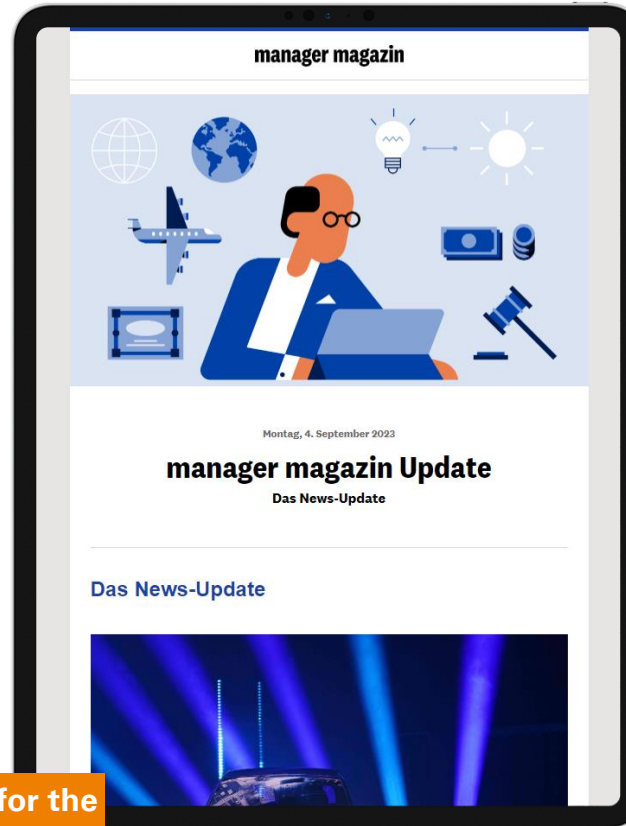
Breaking Ad

UPDATE

Manager Magazin

DESCRIPTION

We keep you up to date on the 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

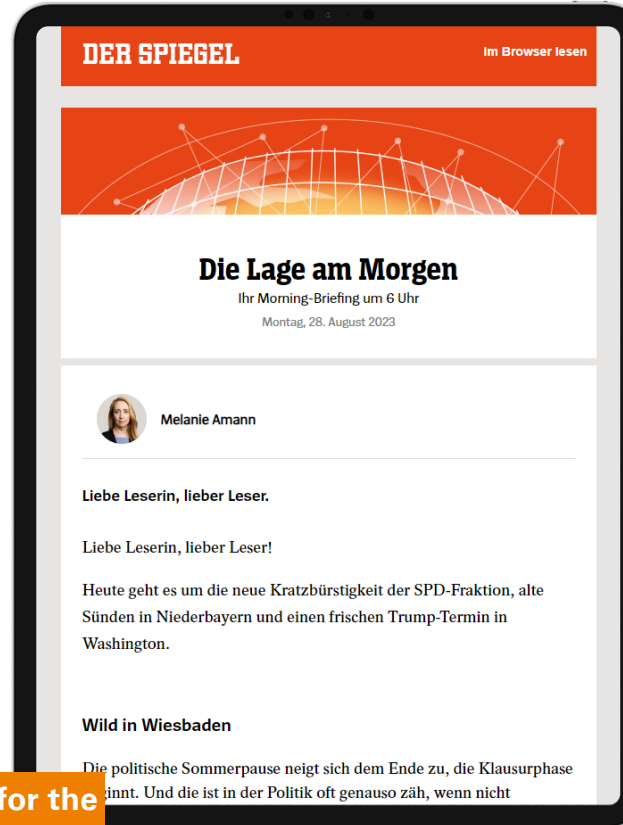
Breaking Ad

DIE LAGE AM MORGEN

SPIEGEL *(The situation in the morning)*

DESCRIPTION

Your opinionated news briefing at 6 a.m.:
What will be important today - and what to
make of it. Political, analytical, topical.



Click here for the
online view

RANGE PER BOOKING

Ø 600,000 Ad Impressions

PUBLICATION DATE

Monday - Saturday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

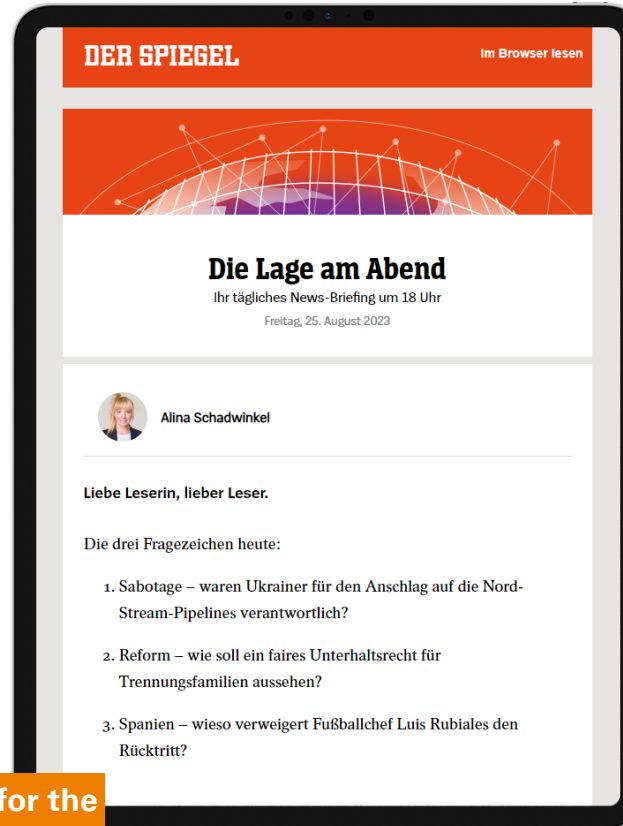
Breaking Ad

DIE LAGE AM ABEND

SPIEGEL *(The situation in the evening)*

DESCRIPTION

Your opinionated news briefing at 6 p.m.:
What will be important today - and what to
make of it. Political, analytical, topical.



Click here for the
online view

RANGE PER BOOKING

Ø 550,000 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

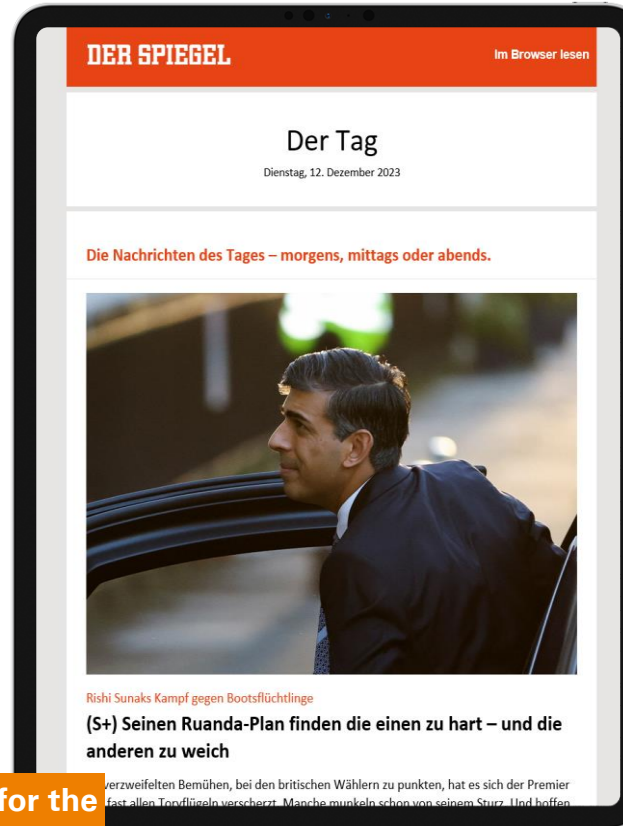
Breaking Ad

DER TAG

SPIEGEL (*The Day*)

DESCRIPTION

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



Click here for the
online view

RANGE PER BOOKING

Ø 170.000 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 7 issues

BOOKING OPTIONS

Breaking Ad

MÜNCHEN HEUTE

Süddeutsche Zeitung (*Munich today*)

DESCRIPTION

The team of the SZ department Munich, Bavaria informs about Munich news: important daily events from politics, culture, economy and society. In addition, leisure tips on concerts and theatre, recommendations from the SZ food critics and other exciting stories from the surrounding area and Bavaria.



Click here for the
online view

RANGE PER BOOKING

Ø 100,000 Ad Impressions

PUBLICATION DATE

Sunday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 6 issues

BOOKING OPTION

Breaking Ad

PRANTIS BLICK

Süddeutsche Zeitung (*Prantl's view*)

DESCRIPTION

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

MINDESTBUCHUNGSFREQUENZ

1 week = 1 issue

BOOKING OPTION

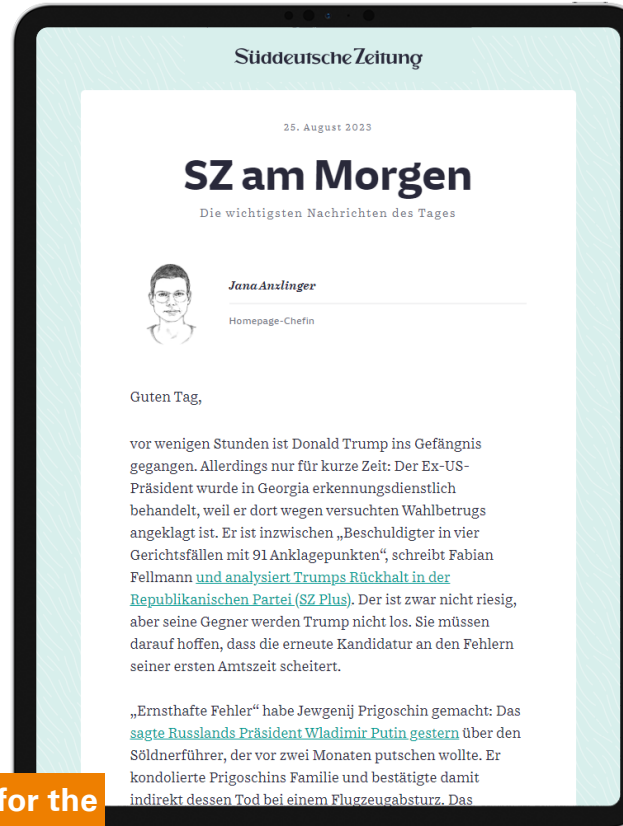
Breaking Ad

SZ AM MORGEN / SZ AM ABEND

Süddeutsche Zeitung (*SZ in the morning / SZ in the evening*)

DESCRIPTION

Hot Content - in the morning and in the evening! The most important news of the day from the SZ editorial office. In addition to providing quick information, "SZ am Morgen / SZ am Abend" is also a showcase, giving a taste of reports, analyses, commentaries and other exciting content from the SZ.



Click here for the online view

RANGE PER BOOKING

Ø 1,050,000 / 530,000 Ad Impressions

PUBLICATION DATE

Mon - Fri: 2x morning & 2x evening
Sa: in the morning | Sun: in the evening

MINIMUM BOOKING FREQUENCY

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

BOOKING OPTION

Breaking Ad

SZ AM SONNTAG

Süddeutsche Zeitung (*SZ on Sunday*)

DESCRIPTION

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



Click here for the
online view

RANGE PER BOOKING

Ø 80,000 Ad Impressions

PUBLICATION DATE

Sunday

MINDESTBUCHUNGSFREQUENZ

1 week = 1 issue

BOOKING OPTION

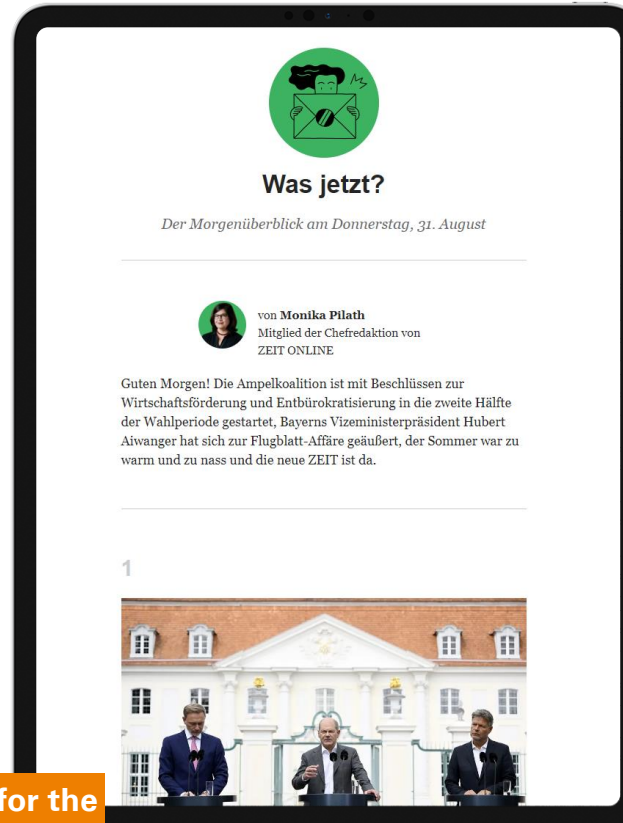
Breaking Ad

WAS JETZT?

ZEIT ONLINE *(What now?)*

DESCRIPTION

In the "What now?" newsletter we inform you briefly every morning about what has happened in the past 24 hours. The authors of the newsletter are alternately the heads of ZEIT ONLINE or occasionally the editors-in-chief.



Click here for the
online view

RANGE PER BOOKING

Ø 693,000 Ad Impressions

PUBLICATION DATE

Monday - Sunday (Saturday: Good News)

MINIMUM BOOKING FREQUENCY

1 week = 7 issues

BOOKING OPTION

Breaking Ad

iq digital



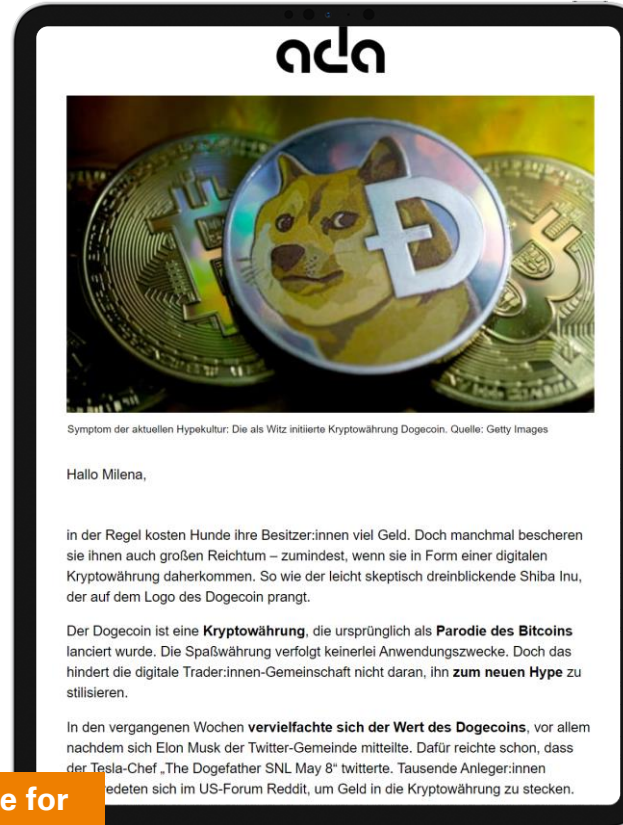
ECONOMY

ADAPTION – DER BRIEF AUS DER ZUKUNFT

Ada (*adaption – The Letter From The Future*)

DESCRIPTION

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 competence of the 21st century. The "Letter from the Future" increases the adaptability quotient of readers in the age of digital transformation.



Click here for
online view

RANGE PER BOOKING

Ø 26.000 Ad Impressions

PUBLICATION DATE

Sunday

MINIMUM BOOKING FREQUENCY

1 week = 1 issue

BOOKING OPTION

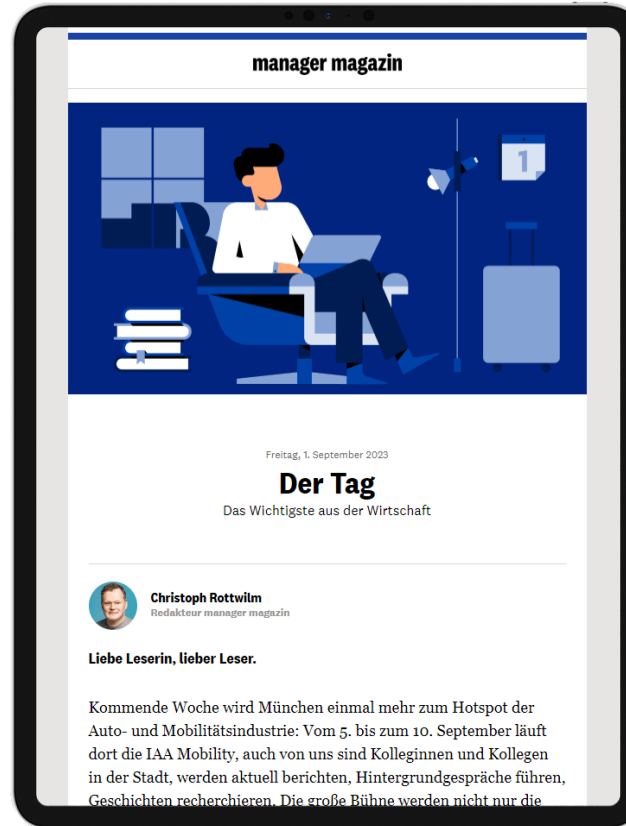
Breaking Ad
Advertorial Ad

DER TAG

Manager Magazin (*The day*)

DESCRIPTION

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



RANGE PER BOOKING

Ø 240,000 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

Breaking Ad

FAZ D:ECONOMY

F.A.Z.

DESCRIPTION

F.A.Z. PRO D:ECONOMY combines relevant articles on digitalization, the digital economy and technology in a new information offering and provides an overview of the digital economy.

Frankfurter Allgemeine PRO
D:ECONOMY



Wenn die Technik schneller ist als der Mensch

Im „World Digital Competitiveness Ranking“ wird jedes Jahr die digitale Wettbewerbsfähigkeit der Länder errechnet.

Die Forscher bewerten die digitalen Fähigkeiten der Menschen, das Ausbildungssystem, den Einsatz digitaler Technologien, die Infrastruktur und nicht zuletzt die Zukunftsfähigkeit eines Landes. Sind wir offen für Innovationen? Bereit für technischen Fortschritt? Oder doch verliebt in den Status Quo, alte Technologien und das ewige Diskutieren wirklich aller theoretisch möglichen Gefahren, bevor wir etwas ausprobieren? Die Antworten im **aktuellen Ranking** sind so eindeutig wie erwartbar: Deutschland verliert Jahr für Jahr an digitaler Wettbewerbsfähigkeit, wird immer schneller nach unten durchgereicht und ist inzwischen auf Rang 23 in der Welt zurückgefallen. In allen drei Kategorien ging es im Vergleich zum Vorjahr nach unten:

- **Digitales Wissen:** minus 3 Plätze auf Rang 14
- **Digitale Technologien:** minus 7 Plätze auf Rang 34
- **Future Readiness:** minus 5 Plätze auf Rang 24

Besonders ein Ergebnis ist mir aufgefallen: In der Kategorie der digitalen Fähigkeiten der Menschen erreicht Deutschland Rang 58 von 63 untersuchten Ländern. Hinter Botswana, knapp vor der Mongolei. Das klingt hart, deckt sich aber mit vielen anderen Forschungsergebnissen: Digitale Technik entwickelt sich schneller als unser Wissen darüber. Leider sogar viel schneller, weshalb immer mehr Jobs automatisierbar sind und immer mehr Menschen das (berechtigte) Gefühl haben, abgehängt zu werden. Das ist keine gute Entwicklung. Denn Technologien wie die Künstliche Intelligenz verändern gerade die Welt. Aber die Welt wartet nicht auf uns. Gegen diese Entwicklung hilft nur das Lernen der relevanten Inhalte, das in der Schule beginnen

REACH PER BOOKING

Ø 165,000 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

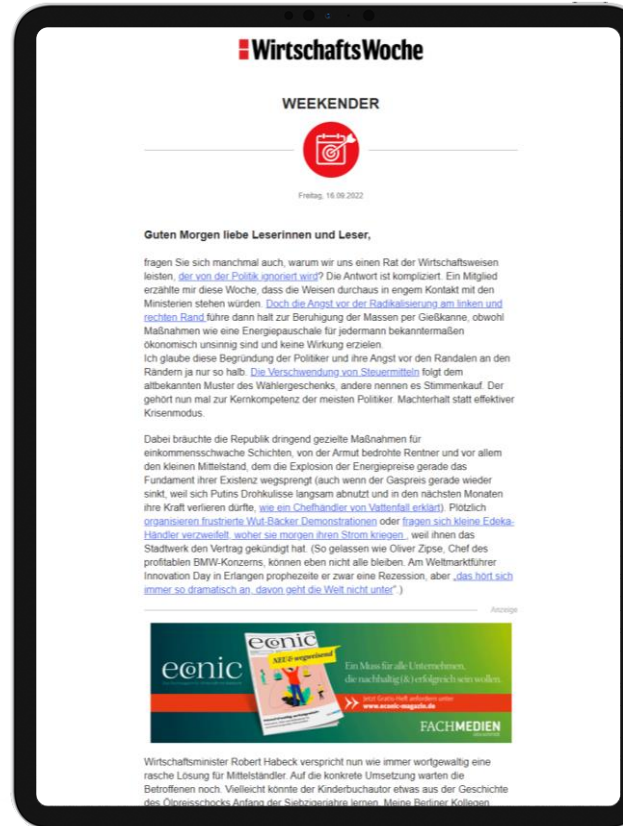
Breaking Ad

WEEKENDER

WirtschaftsWoche

DESCRIPTION

Every Friday, editor-in-chief Horst von Buttlar gives an overview of the most exciting topics in the new issue.



RANGE PER BOOKING

Ø 80,000 Ad Impressions

PUBLICATION DATE

Friday

MINIMUM BOOKING FREQUENCY

1 week = 1 issue

BOOKING OPTION

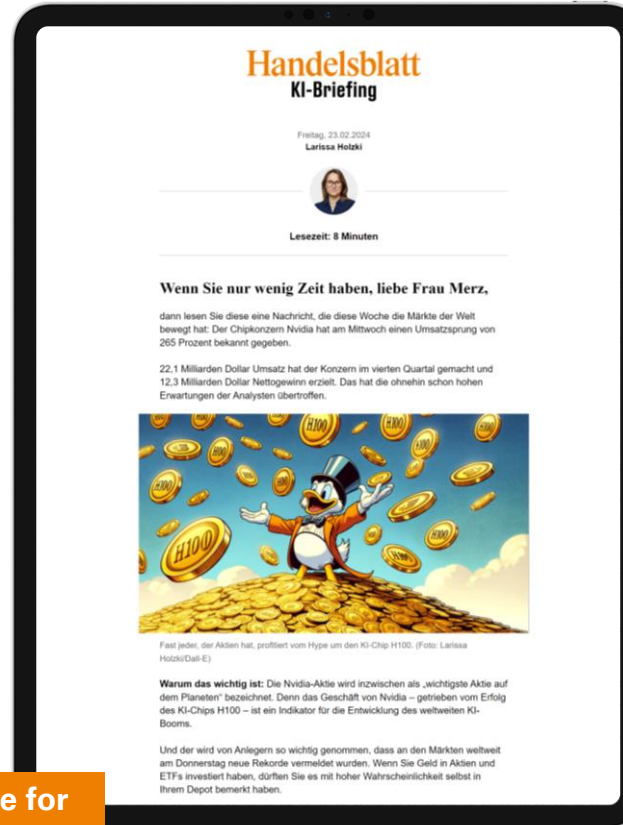
Breaking Ad

KI-BRIEFING

Handelsblatt Online

DESCRIPTION

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
online view

RANGE PER BOOKING

Ø 40.000 Ad Impressions

PUBLICATION DATE

Friday

MINIMUM BOOKING FREQUENCY

1 week = 1 issue

BOOKING OPTION

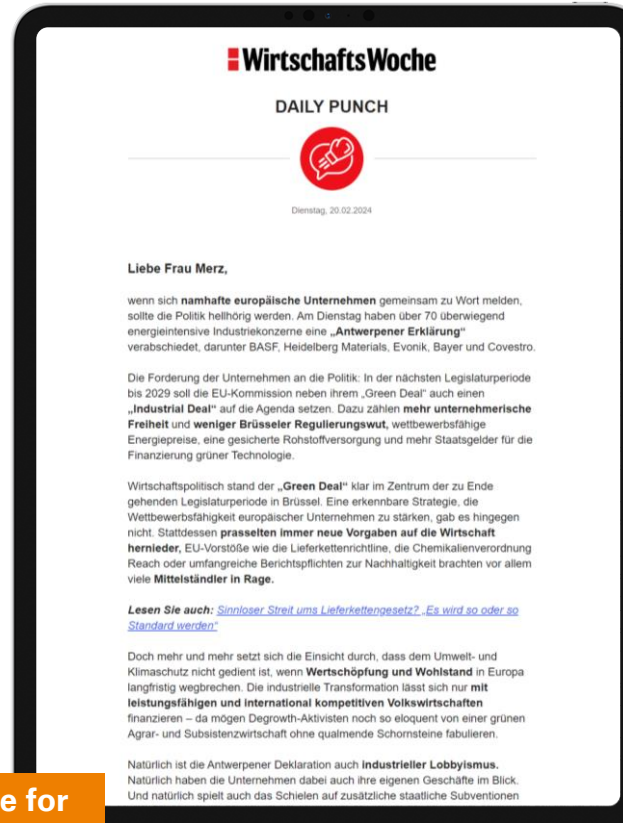
Breaking Ad

DAILY PUNCH

WirtschaftsWoche

DESCRIPTION

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
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

BACKGROUND AGRICULTURE & NUTRITION

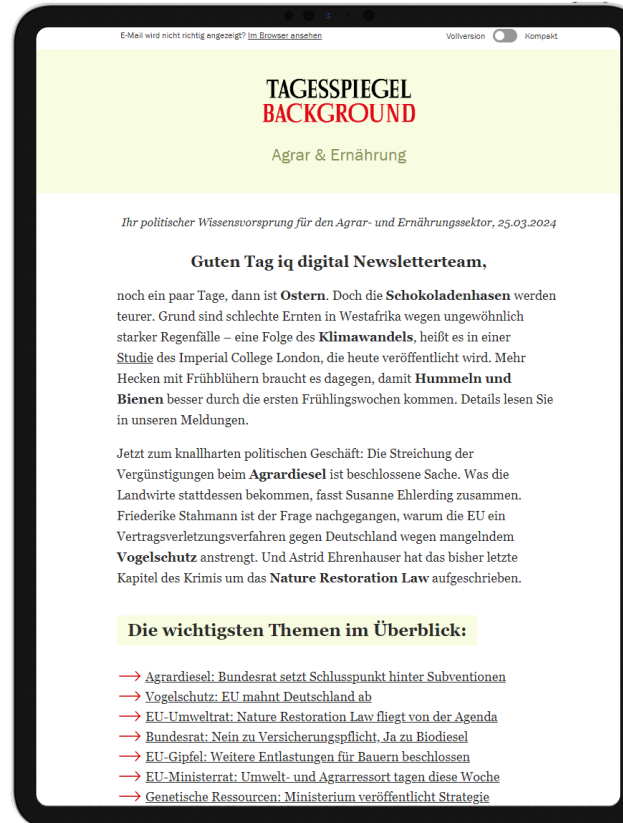
Tagesspiegel

DESCRIPTION

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

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

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



REACH PER BOOKING

Ø 4,125 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

Breaking Ad

BACKGROUND DIGITALISATION & KI

Tagesspiegel

DESCRIPTION

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

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

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



REACH PER BOOKING

Ø 77,000 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

Breaking Ad

BACKGROUND ENERGY & CLIMATE

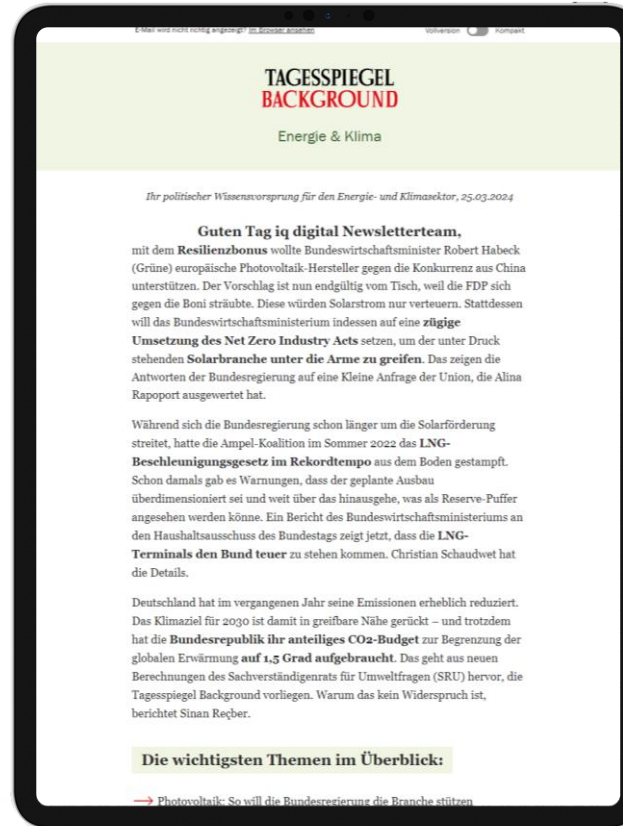
Tagesspiegel

DESCRIPTION

Analysis 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 specialized target group of decision-makers and experts from the energy sector, for whom the specialist briefing serves as a basis for their day-to-day decisions.



REACH PER BOOKING

Ø 74,250 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

Breaking Ad

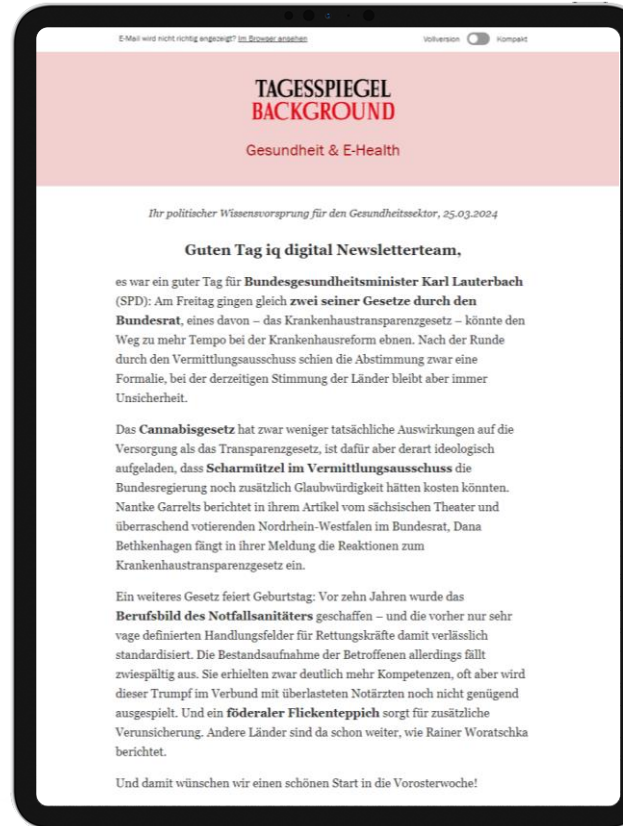
BACKGROUND GESUNDHEIT & HEALTH

Tagesspiegel

DESCRIPTION

It provides analyses and background information on key topics such as healthcare policy, hospital reforms and SHI finances. Information is provided on the latest developments in hospital reforms and concrete guidance is offered on what needs to be done.

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.



REACH PER BOOKING

Ø 44,000 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

Breaking Ad

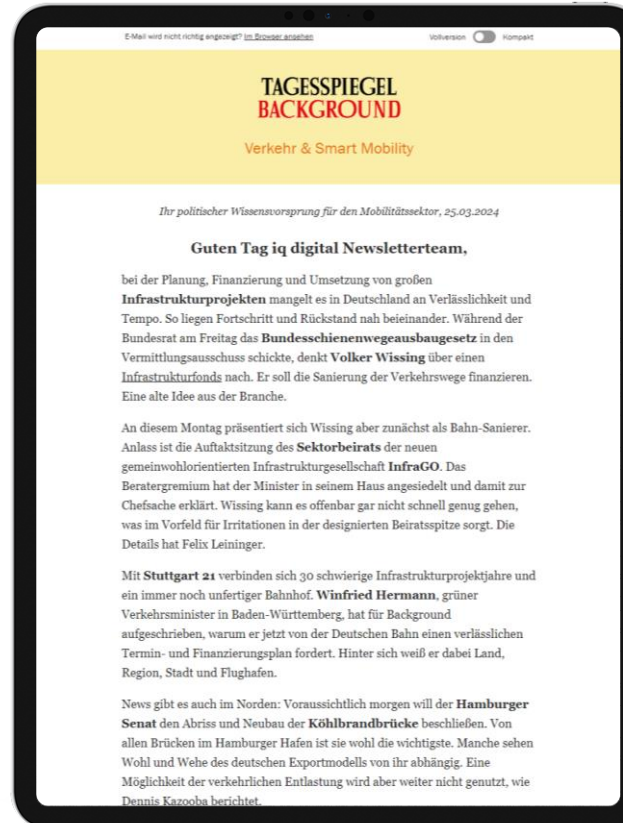
BACKGROUND TRAFFIC & SMART MOBILITY

Tagesspiegel

DESCRIPTION

Content concept Analyses and background information on innovative technologies, new mobility concepts and political decisions that influence the industry on a daily basis. The main focus is on e-mobility, autonomous driving and exciting visions for the future.

With an advertising message in Background Transport & Smart Mobility, you can reach a large and highly specialized 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.



REACH PER BOOKING

Ø 48,125 Ad Impressions

PUBLICATION DATE

Monday - Friday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

Breaking Ad

iq digital



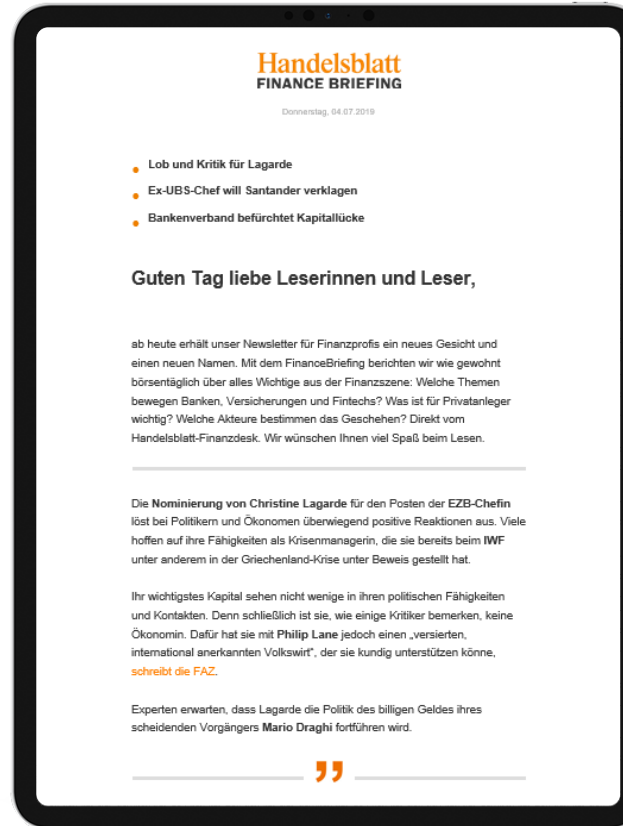
FINANCE

FINANCE BRIEFING

Handelsblatt

DESCRIPTION

The "Finance Briefing" informs financial professionals about relevant daily stock market news in the industry and what important 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

GELDANLAGE

Handelsblatt (*Investment*)

DESCRIPTION

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

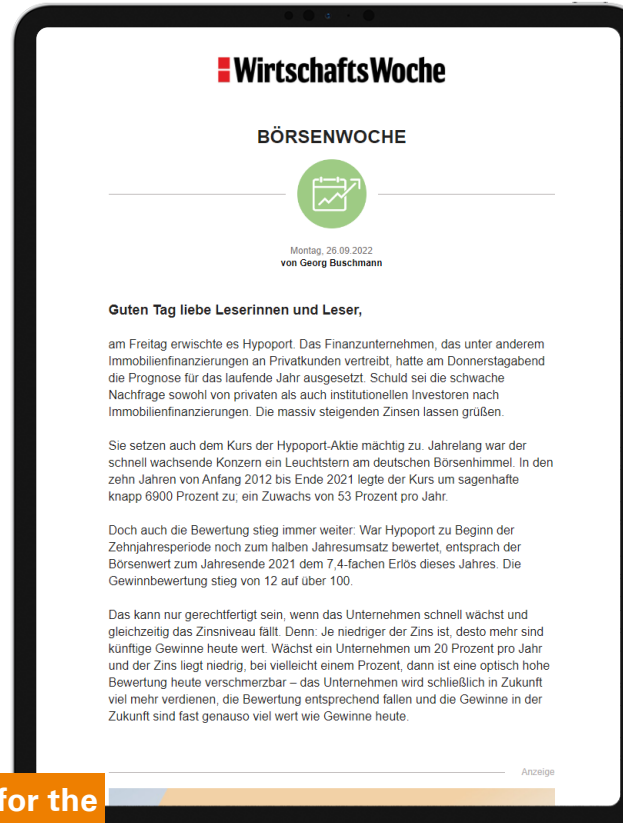
Breaking Ad

BÖRSENWOCHE

WirtschaftsWoche (*Stock Markets Week*)

DESCRIPTION

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



Click here for the
online view

RANGE PER BOOKING

Ø 95,000 Ad Impressions

PUBLICATION DATE

Monday

MINIMUM BOOKING FREQUENCY

1 week = 1 issue

BOOKING OPTION

Breaking Ad

iq digital



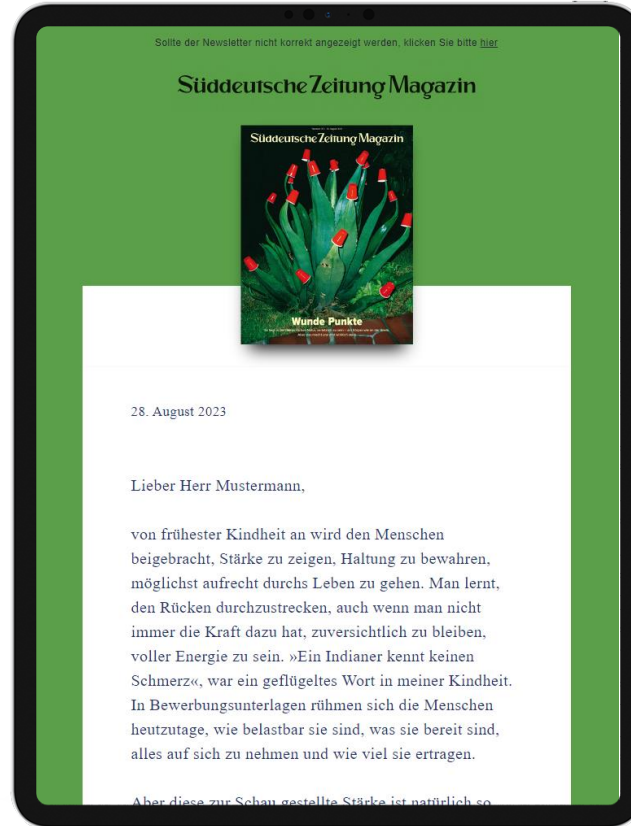
LIFESTYLE

NEWSLETTER

Süddeutsche Zeitung Magazin

DESCRIPTION

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



RANGE PER BOOKING

Ø 60,000 Ad Impressions

PUBLICATION DATE

Thursday and Saturday

MINIMUM BOOKING FREQUENCY

1 week = 2 issues

BOOKING OPTION

Breaking Ad

WAS FÜR EIN TAG

ZEITmagazin (*What a day*)

DESCRIPTION

The ZEITmagazin newsletter "Was für ein Tag" accompanies its readers daily from Monday to Friday into the evening and focuses on personal recommendations that enrich life.



RANGE PER BOOKING

Ø 191,000 Ad Impressions

PUBLICATION DATE

Wednesday – Tuesday
(no issue on Sundays)

MINIMUM BOOKING FREQUENCY

1 week = 6 issues

BOOKING OPTION

Breaking Ad

iq digital



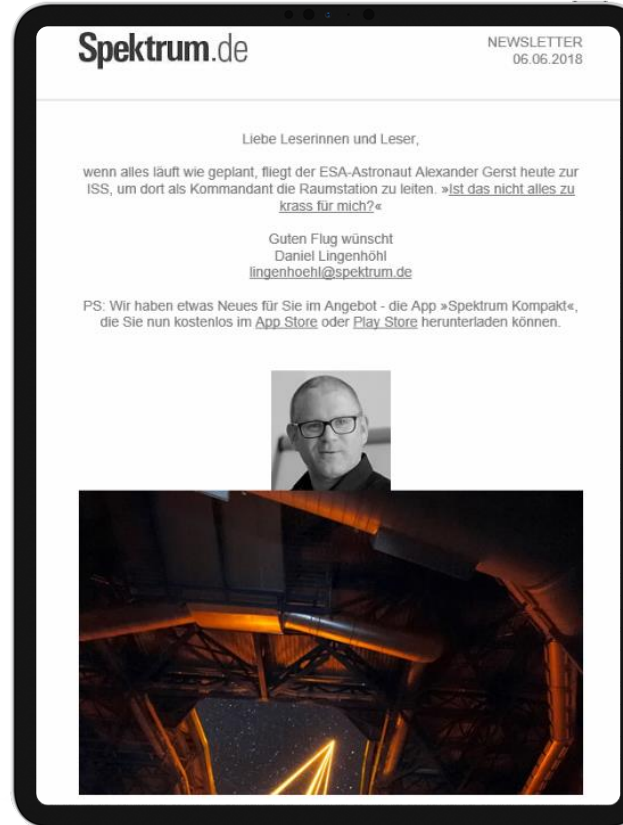
SCIENCE & SUSTAINABILITY

NEWSLETTER

Spektrum.de

DESCRIPTION

Current background articles, news, commentaries and pictures from the world of science - this is what Spektrum Newsletter informs you about five times a week from Tuesday to Saturday.



RANGE PER BOOKING

Ø 116,000 Ad Impressions

PUBLICATION DATE

Tuesday - Saturday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

BOOKING OPTION

Breaking Ad

iq digital



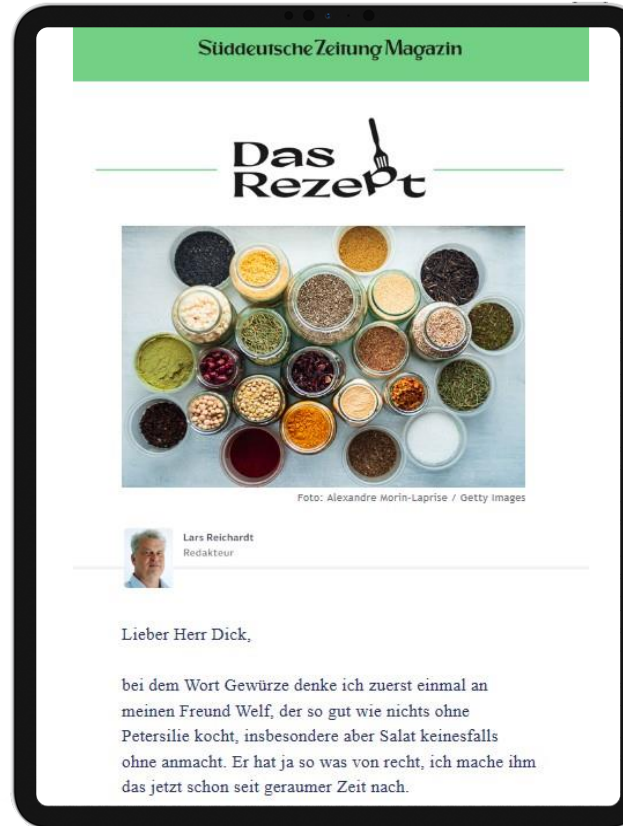
FOOD

DAS REZEPT

Süddeutsche Zeitung Magazin (*The recipe*)

DESCRIPTION

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



RANGE PER BOOKING

Ø 70,000 Ad Impressions

PUBLICATION DATE

Thursday

MINIMUM BOOKING FREQUENCY

1 issue

BOOKING OPTION

Breaking Ad

iq digital



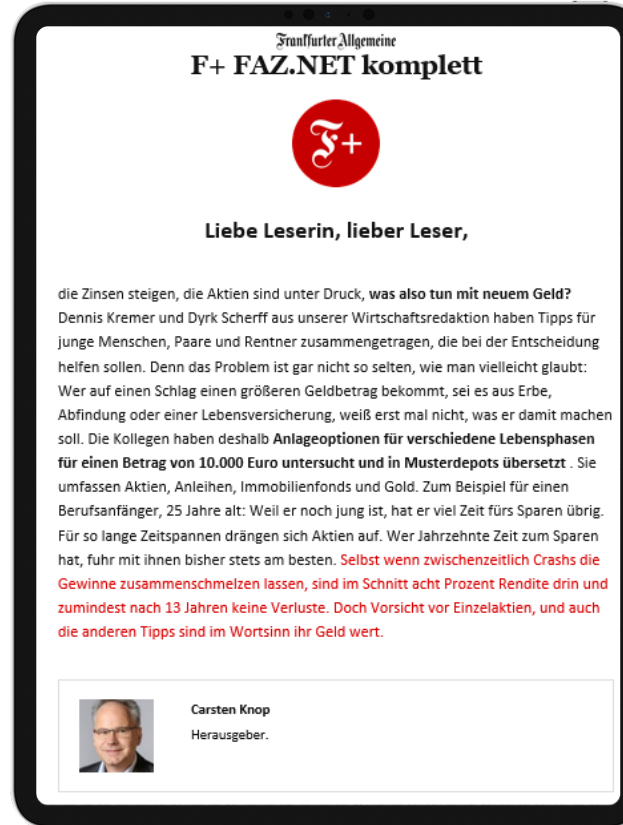
SOCIETY & CULTURE

F+ NEWSLETTER

Frankfurter Allgemeine Zeitung

DESCRIPTION

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.



RANGE PER BOOKING

Ø 180,000 Ad Impressions

PUBLICATION DATE

Saturday

MINIMUM BOOKING FREQUENCY

1 week = 1 issue

BOOKING OPTION

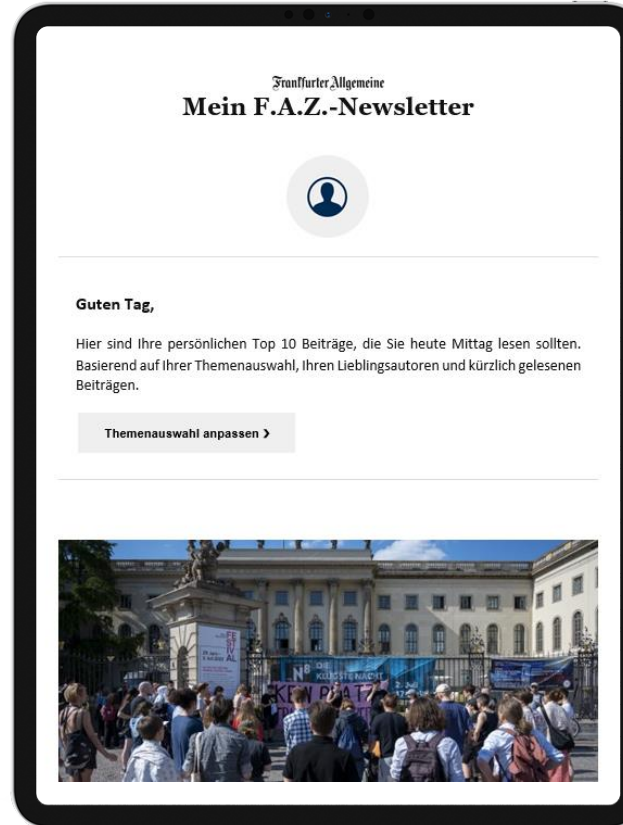
Breaking Ad

MEIN FAZ NEWSLETTER

Frankfurter Allgemeine Zeitung (*My FAZ Newsletter*)

DESCRIPTION

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



RANGE PER BOOKING

Ø 50,000 Ad Impressions

PUBLICATION DATE

Monday - Sunday

MINIMUM BOOKING FREQUENCY

1 week = 7 issues

BOOKING OPTION

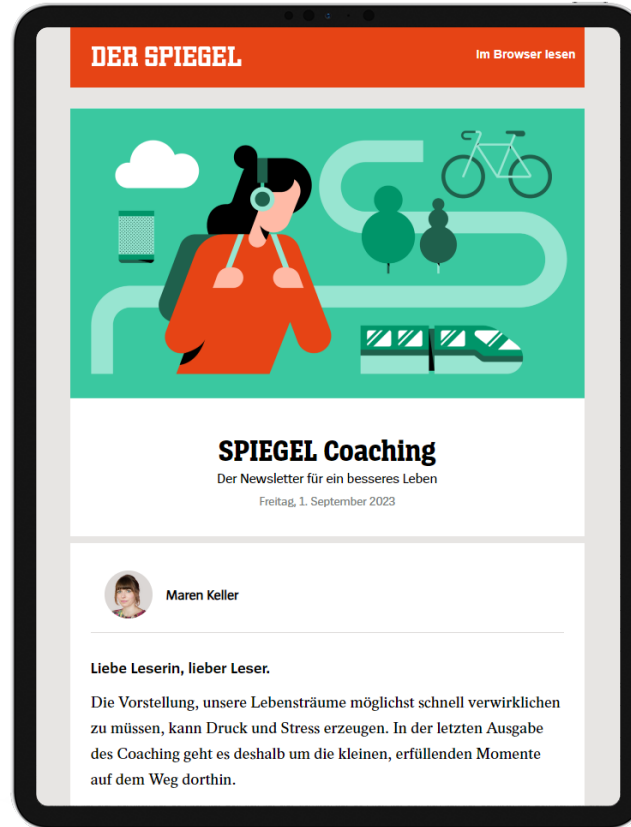
Breaking Ad

COACHING

SPIEGEL

DESCRIPTION

Change, but how? With smart training from SPIEGEL.



RANGE PER BOOKING

Ø 50,000 Ad Impressions

PUBLICATION DATE

Friday

MINIMUM BOOKING FREQUENCY

1 week = 1 issue

BOOKING OPTION

Breaking Ad

EINFACH LEBEN!

Süddeutsche Zeitung (*Just live!*)

DESCRIPTION

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

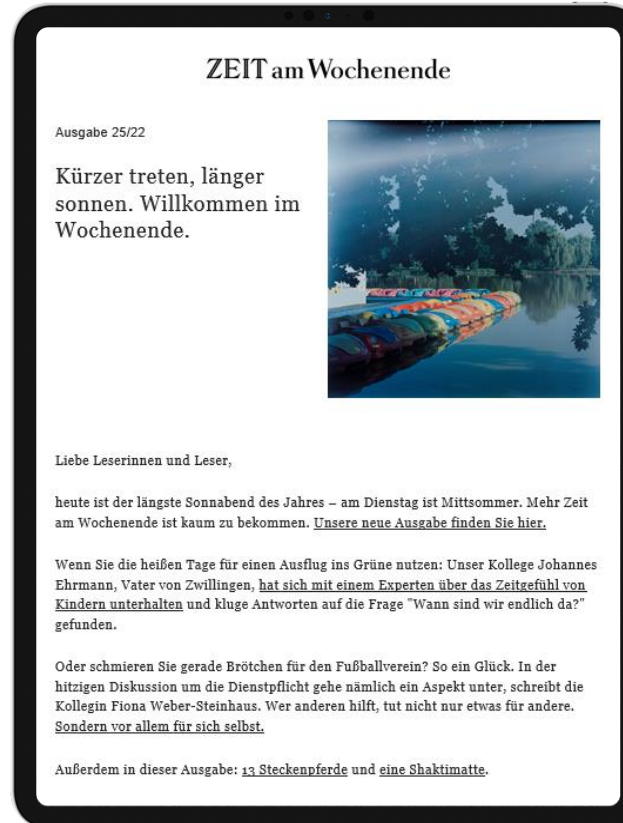
Breaking Ad

ZEIT AM WOCHENEDE

ZEIT ONLINE (*ZEIT on a Weekend*)

DESCRIPTION

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



RANGE PER BOOKING

Ø 134.750 Ad Impressions

PUBLICATION DATE

Friday

MINIMUM BOOKING FREQUENCY

1 week = 1 issue

BOOKING OPTIONS

Breaking Ad