NEWSLETTERS IN THE IQ DIGITAL PORTFOLIO

Relevant communication solutions for your message in our quality media newsletters
YOUR BOOKING OPTIONS

Branding or native – the choice is yours

Strong branding display advertising medium in all newsletters

Breaking Ad

Native advertising material in selected newsletters

Advertorial Ad

Customer example in the Handelsblatt newsletter “Morning Briefing”

Customer example in the Handelsblatt newsletter “Morning Briefing”

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Advertorial Ads are only bookable in six newsletters: Handelsblatt “Morning Briefing”, “Finance Briefing”, “Inside Digital Health”, “Inside Geldanlade”, “Inside Real Estate” and in the ada newsletter “adaption – the letter from the future”. Tech specs can be found on the detail slides for individual newsletters in the appendix.
YOUR BOOKING OPTIONS

Bundle yourself – Reach your campaign goal with an individual newsletter package

Choose at least 2 newsletters from our entire newsletter portfolio

Example for an individual bundle product

10% Price advantage with bundle booking of at least 2 newsletters
OUR HIGH-QUALITY NEWSLETTER PORTFOLIO

8 subject areas – always the right thing for your booking

Click in the categories to see more
DETAILS OF INDIVIDUAL NEWSLETTERS
**HOT BOWL**

Emotion

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**DESCRIPTION**

Twice a week, EMOTION serves up HOT BOWL for lunchtime – the perfect lunch read! HOT BOWL curates the news from a female perspective – informative, fast, inspiring, international and humorous. With up-to-the-minute topics from society, politics and culture, lifestyle and fashion – everything that concerns and engages women.

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**SUBSCRIBERS PER ISSUE**

55,000

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**PUBLICATION DATE**

Daily Tuesday and Thursday

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**MINIMUM BOOKING FREQUENCY**

1 week = 2 issues

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**FORM OF ADVERTISING**

Breaking Ad

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Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
Every morning, the Handelsblatt editor-in-chief summarizes the latest economic and political events from around the world and provides an outlook on the most important events of the day.

**DESCRIPTION**

- **SUBSCRIBERS PER ISSUE**
  - 450,000

- **PUBLICATION DATE**
  - Every trading day

- **MINIMUM BOOKING FREQUENCY**
  - Breaking Ad: 1 week = 5 issues
  - Advertorial Ad: 1 week = 5 issues

- **FORM OF ADVERTISING**
  - Breaking Ad
  - Advertorial Ad

  **Advertorial Ad:**
  - **Image:** 600×300 pixels
  - **Roof line:** max. 45 characters incl. spaces
  - **Headline:** max. 50 characters with spaces
  - **Text:** max. 800 characters with spaces, best split into two paragraphs for readability
  - **Call-to-Action:** max. 30 characters with spaces
  - **Logo:** height max. 33px, width max. 100px, logo with transparent background

  **Information** on the assignment of the breaking ad can be found in our [Technical Specifications](#).
  **Information** on minimum booking frequency and prices can be found in our [rate card](#).
This is how the coronavirus affects financial markets and companies: The Handelsblatt editorial team provides information once a day in the ad hoc newsletter. Under the umbrella of Morning Briefing, the newsletter is sent to Morning Briefing subscribers as a special edition.

Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
### DESCRIPTION

The Tagesspiegel Checkpoint, or Checkpoint for short, is a journalistic e-mail newsletter published by the Berlin daily newspaper “Tagesspiegel”, which summarizes and comments on selected events from Berlin’s political, cultural and social calendar in an entertaining form.

<table>
<thead>
<tr>
<th>SUBSCRIBERS PER ISSUE</th>
<th>128,600</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUBLICATION DATE</td>
<td>Daily Monday – Saturday</td>
</tr>
<tr>
<td>MINIMUM BOOKING FREQUENCY</td>
<td>1 week = 6 issues</td>
</tr>
<tr>
<td>FORM OF ADVERTISING</td>
<td>Breaking Ad</td>
</tr>
</tbody>
</table>

Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
### Description
At 6 o’clock in the morning you will read the most important news of the day, with press reviews and dates as well as special reading recommendations and cultural tips.

### Subscribers per Issue
52,500

### Publication Date
Daily Monday – Friday: in the morning

### Minimum Booking Frequency
1 week = 5 issues

### Form of Advertising
Breaking Ad

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Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
Just in time for the end of work, Abendlage summarizes the day for you – with topics from the government district, a current commentary as well as inspiration for the end of the day and contributions from the readership.

Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
WAS JETZT?

ZEIT ONLINE (Now What?)

DESCRIPTION

Twice a day a selection of the most important topics of the day at ZEIT ONLINE.

SUBSCRIBERS PER ISSUE

106,000

PUBLICATION DATE

Daily Monday – Saturday

MINIMUM BOOKING FREQUENCY

1 week = 6 issues

FORM OF ADVERTISING

Breaking Ad

Information on the assignment of the breaking ad can be found in our Technical Specifications.
Information on minimum booking frequency and prices can be found in our rate card.
ECONOMY

Details of individual newsletters
Our world is changing. Radical, unexpected, rapid. Adaptation is a survival strategy. Only those who manage to reinvent themselves in changing circumstances can help shape tomorrow. The ability to adapt is a key competence of the 21st century. The “Brief aus der Zukunft” increases the adaptability quotient of readers in the age of digital transformation.

Advertorial Ad: Image: 600 x 300 pixels; Roof line: max. 45 characters incl. spaces; Headline: max. 50 characters with spaces; Text: max. 800 characters with spaces, best split into two paragraphs for readability; Call-to-Action: max. 30 characters with spaces; Logo: height max. 33px, width max. 100px, logo with transparent background; The following elements can be linked: The image, the roof line, the headline. Lead time: 6 working days. Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
Every Friday, chief editor Beat Balzli gives an overview of the most exciting topics in the new issue.

Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
FINANCE BRIEFING
Handelsblatt

DESCRIPTION
The “Finance Briefing” informs finance professionals about relevant stock market news from the industry and how industry protagonists think about it. The “Finance Briefing Special” is published in consultation with you on a special topic such as ETF/index funds/sustainable investments/institutional investments and much more on request (lead time 10 – 15 days)

SUBSCRIBERS PER ISSUE
70,000

PUBLICATION DATE
Every trading day

MINIMUM BOOKING FREQUENCY
1 week = 5 issues

FORM OF ADVERTISING
Breaking Ad
Advertorial Ad

Note
Also bookable as editorial special, then book
• Branding Header, 650×70 px: “presented by” customer logo
• 2 ad slots: two Breaking Ads 600×200 px or one Breaking Ad + one Advertorial Ad

Advertorial Ad: Image: 600×300 pixels; Roof line: max. 45 characters incl. spaces; Headline: max. 50 characters with spaces; Text: max. 800 characters with spaces, best split into two paragraphs for readability; Call-to-Action: max. 30 characters with spaces; Logo: height max. 33px, width max. 100px, logo with transparent background; The following elements can be linked: The image, the roof line, the headline. Lead time: 6 working days.
Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
Once a week, the WirtschaftsWoche editorial team provides an overview of what is happening on the stock markets.

Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
Every Thursday at 6am, Tagesspiegel Background Sustainable Finance delivers the most important news and analysis on sustainability, green finance, Paris Climate Agreement, ESG criteria, reducing environmental damage, mitigating climate change, promoting social participation and development aid.
LIFESTYLE

Details of individual newsletters
ZEITmagazin (What A Day)

The ZEITmagazin Newsletter “What a day” accompanies its readers every day from Monday to Friday into the evening and focuses on personal recommendations that enrich their lives.

DESCRIPTION

SUBSCRIBERS PER ISSUE
62,000

PUBLICATION DATE
Daily Monday – Friday
(Friday: in the morning + evening)

MINIMUM BOOKING FREQUENCY
1 week = 6 issues

FORM OF ADVERTISING
Breaking Ad

Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
JOB & CAREER

Details of individual newsletters
The newsletter for all those who are interested in the political side of research, who decide and discuss in science and who seek a point of view in the lecture hall.

SUBSCRIBERS PER ISSUE
68,500

PUBLICATION DATE
Daily Monday and Thursday

MINIMUM BOOKING FREQUENCY
1 week = 2 issues

FORM OF ADVERTISING
Breaking Ad
EN ERGIE BRIEFING
Handelsblatt (Energy Briefing)

DESCRIPTION
Become an energy expert: Every Friday, the “Energie Briefing” provides you with a commented overview from the Handelsblatt editorial team of the most important news and background reports from the sections on companies, politics, technology and mobility directly to your e-mail inbox.

SUBSCRIBERS PER ISSUE
15,000

PUBLICATION DATE
Friday

MINIMUM BOOKING FREQUENCY
1 issue

FORM OF ADVERTISING
Breaking Ad
Advertorial Ad

Advertorial Ad: Image: 600×300 pixels; Roof line: max. 45 characters incl. spaces; Headline: max. 50 characters with spaces; Text: max. 800 characters with spaces, best split into two paragraphs for readability; Call-to-Action: max. 30 characters with spaces; Logo: height max. 33px, width max. 100px, logo with transparent background; The following elements can be linked: The image, the roof line, the headline. Lead time: 6 working days.

Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
DESCRIPTION

Science for people who shape the world.

SUBSCRIBERS PER ISSUE

42,000

PUBLICATION DATE

Daily Tuesday – Saturday

MINIMUM BOOKING FREQUENCY

1 week = 5 issues

FORM OF ADVERTISING

Breaking Ad

Information on the assignment of the breaking ad can be found in our Technical Specifications. Information on minimum booking frequency and prices can be found in our rate card.
Tagesspiegel Background Digitalisation & AI is the decision-maker briefing on digitalisation & AI. The most important news and analyses on digital policy, regulation, the network economy, artificial intelligence and the promotion of digitalisation. For top decision-makers, communication professionals and experts from business, politics, associations, science and NGOs.

SUBSCRIBERS PER ISSUE
24,400

PUBLICATION DATE
Daily Monday – Friday

MINIMUM BOOKING FREQUENCY
1 Week = 5 issues

FORM OF ADVERTISING
Image Display | Strip Display | Text Ad | Breaking Ad

Image Display: Placement after the first analysis; graphic 1200x1000px + link, lead time: 5 working days. 
Strip Display: Placement after the first analysis; graphic 2400x360px + link, lead time: 5 working days.
Text Ad: Placement after first analysis; title, link + 250 characters text, lead time: 5 working days.
Information on minimum booking frequency and prices can be found in our rate card.
DESCRIPTION
Tagesspiegel Background Energy & Climate is the decision-maker briefing for the climate sector. Up-to-the-minute analyses on all aspects of managing the project of the century, the energy turnaround. For top decision-makers, communication professionals and experts from business, politics, associations, science and NGOs.

SUBSCRIBERS PER ISSUE
22,080

PUBLICATION DATE
Daily Monday – Friday

MINIMUM BOOKING FREQUENCY
1 Week = 5 issues

FORM OF ADVERTISING
Image Display | Strip Display
Text Ad | Breaking Ad

Image Display: Placement after the first analysis; graphic 1200×1000px + link, lead time: 5 working days.
Strip Display: Placement after the first analysis; graphic 2400×360px + link, lead time: 5 working days.
Text Ad: Placement after first analysis; title, link + 250 characters text, lead time: 5 working days.
Information on minimum booking frequency and prices can be found in our rate card.

Information on minimum booking frequency and prices can be found in our rate card.
Der Tagesspiegel *(Background Traffic & Smart Mobility)*

**DESCRIPTION**

Tagesspiegel Background Traffic & Smart Mobility is the decision-maker briefing for the mobility sector. What will the mobility of tomorrow look like? We provide answers to this question every day. For us, the networked traffic of the future is much more than robot cars, air taxis and apps. It is clear: mobility is becoming digital. For top decision-makers, communication professionals and experts from business, politics, associations, science and NGOs.

**SUBSCRIBERS PER ISSUE**

14,900

**PUBLICATION DATE**

Daily Monday – Friday

**MINIMUM BOOKING FREQUENCY**

1 Week = 5 issues

**FORM OF ADVERTISING**

Image Display | Strip Display | Text Ad | Breaking Ad

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Image Display: Placement after the first analysis; graphic 1200x1000px + link, lead time: 5 working days.

Strip Display: Placement after the first analysis; graphic 2400x360px + link, lead time: 5 working days.

Text Ad: Placement after first analysis; title, link + 250 characters text, lead time: 5 working days.

Information on minimum booking frequency and prices can be found in our rate card.
HEALTH

Details of individual newsletters
BACKGROUND GESUNDHEIT & E-HEALTH

Der Tagesspiegel (Background Healthcare & E-Health)

Tagesspiegel Background Healthcare & E-Health is the decision-maker briefing for the health sector. The innovative information offer on health policy and probably the biggest topic of the future in this sector, e-health. For top decision-makers, communication professionals and experts from business, politics, associations, science and NGOs.

SUBSCRIBERS PER ISSUE
12,300

PUBLICATION DATE
Daily Monday – Friday

MINIMUM BOOKING FREQUENCY
1 Week = 5 issues

FORM OF ADVERTISING
Image Display | Strip Display
Text Ad | Breaking Ad

Image Display: Placement after the first analysis; graphic 1200x1000px + link, lead time: 5 working days.
Strip Display: Placement after the first analysis; graphic 2400x360px + link, lead time: 5 working days.
Text Ad: Placement after first analysis; title, link + 250 characters text, lead time: 5 working days.
Information on minimum booking frequency and prices can be found in our rate card.
CULTURE & EDUCATION

Details of individual newsletters
In the LEUTE newsletter, proven Kiez-experts from the Tagesspiegel editorial team report once a week on names and news from Berlin’s 12 districts.

**BESCHREIBUNG**

**ABONNENTEN JE AUSGABE**

255,600

**ERSCHEINUNGSTERMIN**

Saturday

**MINDESTBUCHUNGSFREQUENZ**

1 issue

**BELEGUNGSMÖGLICHKEIT**

Breaking Ad

Information on the assignment of the breaking ad can be found in our Technical Specifications.

Information on minimum booking frequency and prices can be found in our rate card.