NEWSLETTERS IN THE IQ DIGITAL PORTFOLIO
Relevant communication solutions for your message in our quality media newsletters
Anyone who wants to profit from leading media when booking newsletters cannot get around iq digital. With us, you can place your brand in the newsletters of the most trusted media in Germany.

Our publishers and their newsletter stand for quality and trust. A claim from which we, as marketers, have also developed our products, processes and services for you.

Not mass, but effectiveness is the main focus of our newsletter ads. We guarantee the quality of delivery while actively avoiding intrusive advertising.

With accuracy to success: We offer high-quality and topic-specific newsletters that are read by affine subscribers who correspond to your target group.

Benefit from high usage intensity and high opening rates of loyal subscribers in attention-grabbing newsletters.

Einfach buchen: Bei uns sind Newsletter einfach und sicher zu belegen. Mit der Kombination aus hochwertigen Umfeldern, persönlicher Beratung und der Umsetzung individueller Ziele.

The right newsletter for every goal: With iq digital, you can rely on innovative display ads and high-quality advertising space in quality newsletters.
IQ DIGITAL NEWSLETTERS FOR YOUR COMMUNICATION
Click on the chapters to see what to expect.
YOUR BOOKING OPTIONS
Branding or native – the choice is yours

**Strong branding display advertising**
medium in all newsletters

**BREAKING AD**

*(Customer example in the Handelsblatt newsletter “Morning Briefing”)*

**Native advertising material in**
selected newsletters

**ADVERTORIAL AD**

*(Customer example in the Handelsblatt newsletter “Morning Briefing”)*

*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

10% Price advantage with bundle booking of at least 2 newsletters

Example for an individual bundle product
NEW: ROADBLOCK B2B
Reach for your B2B campaign

21 mailing-issues per booking
147,000 mailings per booking
17,014.5 EUR gross
NEWS
The most important news always up-to-date and with journalistic standards.

**Handelsblatt**

**MORNING BRIEFING**

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.

**Handelsblatt**

**MORNING BRIEFING – CORONA SPEZIAL (CORONAVIRUS SPECIAL)**

This is how the coronavirus affects financial markets and companies: The Handelsblatt editorial team provides information once a day in the ad hoc newsletter.

**Tagesspiegel**

**CHECKPOINT**

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.
The most important news always up-to-date and with journalistic standards.

TAGESSPIEGEL

FRAGEN DES TAGES
[QUESTIONS OF THE DAY]
What are the questions of the day? What am I supposed to read on the couch tonight in the flood of texts? What can you do in the evening? And is there a good number that I can shine with during pub chat? We have the questions of the day for you, dear readers. And even better: also the answers.

TAGESSPIEGEL

POTSDAM HEUTE
[POTSDAM TODAY]
The new Potsdam HEUTE newsletter from the PNN editor-in-chief provides information about everything Potsdam residents and commuters need to get there and through: appointments, traffic reports and tips from the editors for culture, family, food and drink.

TAGESSPIEGEL

MORGENLAGE POLITIK
[MORNING POSITION POLITICS]
The newsletter Tagesspiegel Morgenlage Politik offers decision-makers an overview of the most important topics of the day in the form of a news and press review. The editorial team, with offices in Berlin and Los Angeles, analyzes the issues and sends out the newsletter on weekdays from 5 a.m.

ZEIT ONLINE

NEWSLETTER
Twice a day a selection of the most important topics of the day at ZEIT ONLINE.
ECONOMY
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 "Letter from the Future" increases the adaptability quotient of readers in the age of digital transformation.

Every two weeks, the Handelsblatt newsletter "Zukunft Mittelstand" provides you with a valuable overview of relevant articles from the areas of financing, strategy, trends and heads directly to your e-mail inbox.
The newsletter Tagesspiegel Morgenlage Wirtschaft offers decision-makers an overview of the most important topics of the day in the form of a news and press review.

If you have read these articles, you will understand what is driving the economy today: the most important topics of the day, compiled by WiWo online boss Lutz Knappmann.

Club Manager Jana Kiroff regularly summarises the most important news from the WirtschaftsWoche Club and current benefits in a personal newsletter. Don’t miss any of your new advantages in the future.

Every Friday, chief editor Beat Balzli gives an overview of the most exciting topics in the new issue.
FINANCE
Relevant news from the financial sector.

ARIVA.DE
DIE BÖRSE IM ÜBERBLICK
[THE STOCK EXCHANGE AT A GLANCE]
ARIVA.DE sends out the newsletter "Die Börsen im Überblick" to registered users weekly with financial news.

Handelsblatt
FINANCE BRIEFING
The financial news of the day at a glance - filtered by the Handelsblatt editorial team. Financial professionals can thus find out at a glance not only all the relevant daily topics of their industry, but also what key industry protagonists think about them.

INSIDE GELDANLAGE
[INSIDE MONEY INVESTMENT]
The financial news of the day at a glance - filtered by the Handelsblatt editorial team. Financial professionals can thus find out at a glance not only all the relevant daily topics of their industry, but also what key industry protagonists think about them.

BOersenwoche
BÖRSENWOCHE
[STOCK EXCHANGE WEEK]
Once a week, the Wirtschaftswoche editorial team provides an overview of what is happening on the stock markets.
With the iq digital newsletter roadblocks, you benefit from a 10% price advantage over individual bookings.
LIFESTYLE
LIFESTYLE
Modern, current trends in all lifestyle themes

NEWSLETTER
The ZEITmagazin Newsletter “Was für ein Tag” accompanies its readers every day from Monday to Friday into the evening and focuses on personal recommendations that enrich their lives.

WOCHENMARKT
[WEEKLY MARKET]
In our weekly market newsletter, the editorial team recommends the best recipes and valuable stories on the subject of nutrition from the current program of ZEITmagazin, ZEIT and ZEIT ONLINE every Friday.
JOB & CAREER
TECHNOLOGY & SCIENCE (1/2)
Exciting insights, developments and relevant knowledge

Every week the Edison editorial team reports on connected life, renewable energies and new mobility. The best texts, pictures and backgrounds are summarized in the newsletter in a concise and informative way.

Science for people who shape the world. The spektrum.de newsletter provides information on the contents of the current issues and on news from the world of science.

Every Friday, the "Energy Briefing" provides you with a commented overview from the Handelsblatt editorial team of the most important news and background reports from the company, politics, technology and mobility sections directly to your e-mail inbox.

Click here for details
BACKGROUND DIGITALISIERUNG & KI

Background Digitisation & 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.

BACKGROUND ENERGIE & KLIMA

Background Energy & Climate is the decision-maker briefing for the climate sector. Up-to-the-minute analyses on all aspects of managing the energy transition project of the century. For top decision-makers, communication professionals and experts from business, politics, associations, science and NGOs.

BACKGROUND VERKEHR & SMART MOBILITY

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 transport 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.
HEALTH
Informative and worth knowing from the health sector

Handelsblatt Inside Digital Health is an exclusive source of inspiration for decision makers in the pharmaceutical and health care industry to become or remain digital pioneers.

Background Gesundheit & E-Health is the decision-maker briefing for the health sector. The innovative information offer about health policy and the largest future topic in this area, E-Health. For top decision-makers, communication professionals, and experts from industry, politics, associations, science, and NGOs.
CULTURE & EDUCATION
Exciting, informative and educational contributions for leisure and education

TAGESSPIEGEL
EHRENSACHE
[MATTER OF HONOR]
Hundreds of thousands of Berliners volunteer in our city - we want to support their great efforts with our free monthly newsletter.

TAGESSPIEGEL
QUEERSPIEGEL
[TRANSVERSE MIRROR / QUEER MIRROR]
The monthly and free newsletter for all people under the rainbow about everything that is important in queer Berlin. The Queerspiegel editorial staff informs you every third Thursday of the month about the most important LGBTI events, people, dates from politics, culture and sports.

TAGESSPIEGEL
LEUTE
[PEOPLE]
Hyperlocal and compact - in the LEUTE newsletters, proven neighborhood experts from the Tagesspiegel editorial team report once a week on names and news from Berlin’s 12 districts.

ZEIT ONLINE
FREUNDE DER ZEIT
[FRIENDS OF THE TIME]
In this newsletter you will receive current event invitations, free audio books, podcast episodes and e-books, exclusive cultural offers and regular book giveaways.
This newsletter is explicitly aimed at teachers (especially for students after primary school) who register with details of their school. It offers information and teaching materials on current topics of the ZEIT.

Post from ZEIT LEO is the newsletter for all children between the ages of 6 and 12. With it you can experience something on the weekend! Every Friday there are games, puzzles, recipes, craft tips and more.

The best from DIE ZEIT and ZEIT ONLINE, prepared by two young editors especially for high school students.

ZEIT VERBRECHEN shows real criminal cases from Germany. Looking at the people and their motives behind the crimes. Exciting and informative at the same time.
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.
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.

**Description**

Breaking Ad: 600x200px; jpg; max. 30 KB; lead time: 5 working days

Information on minimum booking frequency and prices can be found in our rate card.
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.
What are the questions of the day? What should I read in the flood of texts on the couch tonight? What is there to do in the evening? And is there a good number I can shine with at pub talk? We have the questions of the day for you, dear readers. And even better: the answers to them, too.

Information on minimum booking frequency and prices can be found in our rate card.
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.
The new newsletter Potsdam TODAY from the PNN editor-in-chief provides information on everything Potsdam residents and commuters need to get to and from Potsdam: Dates, traffic news and tips from the editorial team for culture, family, food and drink.
DETAILS OF INDIVIDUAL NEWSLETTERS

ECONOMY
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.
A summary of the most important news from the world of experience and current advantages of the Handelsblatt Business Club - only for club members.

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<th>Description</th>
<th>Subscribers per issue</th>
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Information on minimum booking frequency and prices can be found in our rate card.
Inside Real Estate offers indispensable analyses on strategically important topics of the real estate industry - from technology and proptechs to financing and sustainability, accompanied by major deals and personnel. Make better decisions with reports on industry trends. Researched for you by Germany’s most competent business editorial team.

Advertorial Ad: Image: 600x300 pixels; Roof line: max. 45 characters incl. spaces; Headline: max. 50 characters with spaces; Text: max. 650 characters with spaces, best split into two paragraphs for readability; Call-to-Action: max. 30 characters with spaces; Logo: height 33px, width auto, with transparent background; The following elements can be linked: Image, roof line, headline, CTA; Lead time: 6 working days.

Information on minimum booking frequency and prices can be found in our rate card.
Every two weeks, the Handelsblatt newsletter "Zukunft Mittelstand" provides you with a valuable overview of relevant articles from the areas of financing, strategy, trends and heads directly to your e-mail inbox.
Every Friday, editor-in-chief Beat Balzli gives an overview of the most exciting topics in the new issue.
Club Manager Jana Kiroff regularly summarises the most important news from the WirtschaftsWoche Club and current benefits in a personal newsletter. Don't miss any of your new advantages in the future.

Description

Breaking Ad: 600x200px; jpg; not animated; max. 30 KB; lead time: 5 working days

Information on minimum booking frequency and prices can be found in our rate card.
If you have read these articles, you will understand what is driving the economy today: the most important topics of the day, compiled by WiWo online boss Lutz Knappmann.
Every Friday, chief editor Beat Balzli gives an overview of the most exciting topics in the new issue.
DETAILS OF INDIVIDUAL NEWSLETTERS

FINANCE
ARIVA.DE sends out the newsletter "Die Börsen im Überblick" to registered users weekly with financial news.

### Description

Breaking Ad: 600x200px; jpg; max. 30 KB; lead time: 5 working days

Information on minimum booking frequency and prices can be found in our rate card.
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).
Handelsblatt Inside Geldanlage provides indispensable information to help investors make well-informed decisions about their own portfolio and retirement planning. Researched for you by Germany's most competent business editorial team.

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Advertorial Ad: Image: 600x300 pixels; Roof line: max. 45 characters incl. spaces; Headline: max. 50 characters with spaces; Text: max. 650 characters with spaces, best split into two paragraphs for readability; Call-to-Action: max. 30 characters with spaces; Logo: height 33px, width auto, with transparent background; The following elements can be linked: Image, roof line, headline, CTA; Lead time: 6 working days. 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.
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.
In our weekly weekly market newsletter, the editorial team recommends the best recipes and valuable stories on the subject of nutrition from the current program of ZEITmagazin, ZEIT and ZEIT ONLINE every Friday.

**Rosenkohl, aber lecker**

Breaking Ad: 600x200px; jpg; max. 30 KB; lead time: 5 working days

Information on minimum booking frequency and prices can be found in our rate card.
Information on career entry and career for prospective technical specialists and managers.
The latest job and career news at a glance - the newsletter from karriere.de. No matter whether you are looking for new challenges in your job, have just taken on your first management responsibility, are striving for a better work-life balance or simply want to get the most out of your career: We help you with our best and most useful articles.
The WiWo Gründer team informs you every Friday about the most important events in the start-up scene.
ZEIT CAMPUS is very close: to your studies, to life, to starting a career. The weekly newsletter for students with news and tips from the editorial staff.

Subscribers per issue
34,000

Publication date
Monday

Minimum booking frequency
2 issues

Form of advertising
Breaking Ad

Breaking Ad: 600x200px; jpg; max. 30 KB; lead time: 5 working days

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

**WISSEN³ [KNOWLEDGE³]**

**Subscribers per issue**

39,000

**Publication date**

Monday and Thursday

**Minimum booking frequency**

1 Woche = 2 issues

**Form of advertising**

Breaking Ad: 600x200px, jpg; max. 30 KB; lead time: 5 working days

Information on minimum booking frequency and prices can be found in our rate card.
DETAILS OF INDIVIDUAL NEWSLETTERS

TECHNOLOGY & SCIENCE
Every week the Edison editorial team reports on connected life, renewable energies and new mobility. The best texts, pictures and backgrounds are summarized in the newsletter in a concise and informative way.

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**Breaking Ad:**

600x200px; jpg; max. 30 KB; lead time: 5 working days

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

**Breaking Ad:** 600x200px; jpg; max. 30 KB; lead time: 5 working days

**Information** on minimum booking frequency and prices can be found in our rate card.
Science for people who shape the world.
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.

Breaking Ad: Placement after the first analysis; graphic 1200x1000px + link, per customer max. 1 breaking ad/week or 5 breaking ads/month, 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.
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.

Breaking Ad: Placement after the first analysis; graphic 1200x1000px + link, per customer max. 1 breaking ad/week or 5 breaking ads/month, lead time: 5 working days.

Strip Display: Placement after the first analysis; graphic 2,400x360px + 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.
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.

Sehr geehrte Frau Dannemann,


Schönes Wochenende!

Die wichtigsten Themen im Überblick:

- Verkehrsministerkonferenz: Keine Einigung bei S/PS-Novelle
- Corona-Fliege: Die erstarkende Erfahrung der Schiffahrt
- Brexit: Autodrehze und Airlines in No-Deal-Frage
- Corona-Neukooperation: Regierung weiter Reisenbeweisungen aus
- Reisewerke: Corona-Ampel der EU

Information on minimum booking frequency and prices can be found in our rate card.
DETAILS OF INDIVIDUAL NEWSLETTERS

HEALTH
Handelsblatt Inside Digital Health is an exclusive source of inspiration for decision-makers in the pharmaceutical and health care industry to become or remain digital pioneers.
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.

Description

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

10,000

Publication date

Monday – Friday

Minimum booking frequency

1 Week = 5 issues (Monday – Friday)

Form of advertising

Breaking Ad, Strip Display, Text Ad

Information on minimum booking frequency and prices can be found in our rate card.
DETAILS OF INDIVIDUAL NEWSLETTERS

CULTURE & EDUCATION
Hundreds of thousands of Berliners volunteer in our city - we want to support their great efforts with our free monthly newsletter.

Breaking Ad: 600x200px; jpg; max. 30 KB; lead time: 5 working days

Information on minimum booking frequency and prices can be found in our rate card.
Hyperlocal and compact - in the LEUTE newsletters, proven neighborhood experts from the Tagesspiegel editorial team report once a week on names and news from Berlin's 12 districts.
The monthly and free newsletter for all people under the rainbow about everything that is important in queer Berlin. The Queerspiegel editorial staff informs you every third Thursday of the month about the most important LGBTI events, people, dates from politics, culture and sports.

Breaking Ad: 600x200px; jpg; max. 30 KB; lead time: 5 working days

Information on minimum booking frequency and prices can be found in our rate card.
In this newsletter you will receive current event invitations, free audio books, podcast episodes and e-books, exclusive cultural offers and regular book giveaways.

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*Breaking Ad:* 600x200px; jpg; max. 30 KB; lead time: 5 working days

Information on minimum booking frequency and prices can be found in our rate card.
This newsletter is explicitly aimed at teachers (of secondary schools) who register with details of their school. It offers information and teaching materials on current topics of the ZEIT.
Post from ZEIT LEO is the newsletter for all children between the ages of 6 and 12. With it you can experience something on the weekend! Every Friday there are games, puzzles, recipes, craft tips and more.

Subscribers per issue
13,500

Publication date
Friday

Minimum booking frequency
2 issues

Form of advertising
Breaking Ad

Breaking Ad: 600x200px; jpg; max. 30 KB; lead time: 5 working days

Information on minimum booking frequency and prices can be found in our rate card.
The best of ZEIT and ZEIT ONLINE, prepared by two young editors especially for secondary school students.
ZEIT VERBRECHEN shows real criminal cases from Germany. Looking at the people and their motives behind the crimes. Exciting and informative at the same time.

Subscribers per issue
14,800

Publication date
Monthly

Minimum booking frequency
1 issue

Form of advertising
Breaking Ad

Description
Breaking Ad: 600x200px; jpg; max. 30 KB; lead time: 5 working days

Information on minimum booking frequency and prices can be found in our rate card.
We look forward to hearing from you.

INTERESTED? SIMPLY CONTACT US!