NEWSLETTER IN THE IQD PORTFOLIO
Relevant communication solutions for your message in our quality media
### Subject areas of the iq digital newsletter portfolio

- Business & News
- Finance & Stock Exchange
- Job & Career
- Technology & Science
- Education & Lifestyle
- Pharma & Healthcare
- Contact

### Annex: Bookable Ad Formats, Specifications & delivery date
The iq digital newsletter portfolio offers an interesting addition to classical online advertising.

There are several factors behind the popularity of newsletter advertising:

- an excellent editorial context
- reaching target groups with little wastage
- attention-getting due to the subscribers’ high intensity of use
- easy handling
- cost-efficient

Our newsletters offer you the possibility to reach your communication targets in an optimal way.
OUR HIGH-QUALITY PORTFOLIO FOR YOUR CAMPAIGN

iq digital – Your marketer for leading media

GENERAL NEWS
ZEIT ONLINE
ZEIT MAGAZIN
ntv

BUSINESS & FINANCE
Handelsblatt
brand eins
Wirtschafts Woche
ARIVA.DE

SPECIAL INTEREST
karriere.de
areamobile
Spektrum.de
fachmedien mittelestand
INGENIEUR.de

HEALTH
Diabetes Ratgeber
SENIOREN Ratgeber
Baby Familie

MILLENNIALS
zeit
orange
BY HANDELSBLATT
| Your benefit – newsletters of iq digital |
| New: Newsletter-Roadblock |
| Subject areas of the iq digital newsletter portfolio |
| Business & News |
| Finance & Stock Exchange |
| Job & Career |
| Technology & Science |
| Education & Lifestyle |
| Pharma & Healthcare |
| Contact |
| Annex: Bookable Ad Formats, Specifications & delivery date |
Background information and news from the financial sector

ROADBLOCK FINANCE

ARIVA.DE
“The stock exchange at a glance”

Handelsblatt
„Finance Briefing“

WirtschaftsWoche
„BörsenWoche“

455,000 mailings per booking

7 mailing-issues per booking

11,116 EUR gross
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Annex: Bookable Ad Formats, Specifications & delivery date
Handelsblatt Zukunft Mittelstand

von Karle Trendy

Mitteilung, 18. Januar 2019

Lieber Leserinnen und Leser,

der Fall des bekanntesten Mörders der Stadtvorstand Peter von der Stadtverwaltung bestätigt, dass die Polizei in Zukunft effizienter arbeiten wird.

Die Mitarbeiter der Stadtverwaltung können nun besser aussagen, wenn sie von einem Mördern berichten. Derzeit werden viele Fälle nicht zeitnah ermittelt, was zu einer großen Anzahl an fehlern führt.

Der Leiter der Stadtverwaltung, Herr Müller, hält es für wichtig, dass die Ermittlungen beschleunigt werden. Er fordert von seinen Mitarbeitern, dass sie ihre Arbeit verbessern.

Für viele weite der bundesweit bekannteste Fall der Stadtverwaltung wurde bekannt, dass er bereits seit Jahren an einer schweren Krankheit litt.

Vorarlberg, 10. Januar 2019

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Vorarlberg, 10. Januar 2019

Orange by Handelsblatt Newsletter

Gudrun Morgen


Ich wünsche dir einen bewusst-glücklichen Start in den Tag!

Max
Specimen copy on request – please contact us!
<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Content/Target group</th>
<th>Subscribers per issue</th>
<th>Publication date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handelsblatt Morning Briefing</td>
<td>All relevant news out politics and companies and events in the US and Asia directly in the morning</td>
<td>More than 520,000</td>
<td>every trading day</td>
</tr>
<tr>
<td>Handelsblatt Club Newsletter</td>
<td>The most relevant news and brand new advantages of the Economic Member Club summed up - limited for members only.</td>
<td>50,000</td>
<td>monthly (1st week of each month)</td>
</tr>
</tbody>
</table>

You can find more information by clicking on our rate card.
### Newsletter

| Handelsblatt Zukunft Mittelstand | Orange by Handelsblatt Newsletter |

### Content/Target group

| The Handelsblatt-Newsletter „Zukunft Mittelstand“ gives you a valuable summary of relevant articles about finance, strategy, trends and figures. |
| The hottest news, trends and background from the world of business at a glance. For readers below the age of 25 – and the young at heart. |

### Subscribers per issue

| 6,000 |
| 10,000 |

### Publication date

| every second Wednesday |
| Friday |

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<tbody>
<tr>
<td>WirtschaftsWoche Weekender</td>
<td>The chief editor of Germany's largest business magazine writes about the most important topic of the week - subjectively, pointedly usual, for decision-makers</td>
<td>135,000</td>
<td>Friday</td>
</tr>
<tr>
<td>ada Newsletter</td>
<td>The ada newsletter is a weekly briefing featuring inspiring, interpretative and entertaining ada stories. It is not so much a “news” letter as a place for new thoughts and ideas.</td>
<td>50,000</td>
<td>Sunday</td>
</tr>
<tr>
<td>ZEIT ONLINE Newsletter</td>
<td>A selection of the most important news from ZEIT ONLINE – twice a day.</td>
<td>218,400</td>
<td>Monday – Friday: twice a day Saturday &amp; Sunday: once a day</td>
</tr>
</tbody>
</table>

You can find more information by clicking on our rate card.
Your benefit – newsletters of iq digital

New: Newsletter-Roadblock

Subject areas of the iq digital newsletter portfolio

Business & News

Finance & Stock Exchange

Job & Career

Technology & Science

Education & Lifestyle

Pharma & Healthcare

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<tr>
<td>ARIVA.DE</td>
<td>ARIVA.DE sends weekly to registered users the newsletter &quot;Die Stock exchanges at a glance&quot; with a list of stock exchanges selected by the Financial news. The day’s financial news at a glance – filtered by the experts in the Handelsblatt editorial team. The newsletter already boasted almost 70,000 subscribers.</td>
<td>40.0000</td>
<td>Wednesday</td>
</tr>
<tr>
<td>Handelsblatt Online Finance Briefing</td>
<td></td>
<td>78,000</td>
<td>every trading day</td>
</tr>
<tr>
<td>WirtschaftsWoche BörsenWoche</td>
<td>Once a week, the editorial team at WirtschaftsWoche provides an overview of developments on the stock exchanges.</td>
<td>25,000</td>
<td>Wednesday</td>
</tr>
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<tr>
<td>Ingenieur.de Karriere News</td>
<td>Information for young professionals and prospective technical management executives.</td>
<td>44,000</td>
<td>Thursday (every two weeks)</td>
</tr>
<tr>
<td>ZEIT ONLINE ZEIT CAMPUS Newsletter</td>
<td>A newsletter for students and graduates in line with the print and online edition of &quot;Campus&quot;. The latest from universities and every day life.</td>
<td>15,000</td>
<td>Monday</td>
</tr>
<tr>
<td>ZEIT ONLINE Wissen³</td>
<td>A newsletter for people, who are interested in the political sites of researching. Furthermore for important people in science.</td>
<td>48,400</td>
<td>Monday and Thursday</td>
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<tbody>
<tr>
<td>areamobile Weekly Newsletter</td>
<td>With this newsletter customers are well informed about mobile issues.</td>
<td>7,500</td>
<td>Friday</td>
</tr>
<tr>
<td>Edison Newsletter</td>
<td>Every week the Edison editorial team reports on connected life, renewable energies and new mobility. The newsletter summarizes the best texts, pictures and background information in a concise and informative way.</td>
<td>2,800</td>
<td>Friday</td>
</tr>
<tr>
<td>Spektrum.de Newsletter</td>
<td>News of research and science for human who design the world.</td>
<td>38,000</td>
<td>Tuesday - Saturday</td>
</tr>
</tbody>
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<tbody>
<tr>
<td>ZEIT ONLINE Lehrer Newsletter („ZEIT teacher Newsletter“)</td>
<td>This Newsletter is just for teachers who register themselves with all information about the school. In this Newsletter they find special information and instruction stuff round about the current topics of ZEIT.</td>
<td>31,000</td>
<td>1st and 3rd Thursday of a month</td>
</tr>
<tr>
<td>ZEIT ONLINE Schüler Newsletter („ZEIT student Newsletter“)</td>
<td>Best of ZEIT and ZEIT ONLINE especially for students.</td>
<td>19,150</td>
<td>Monday</td>
</tr>
<tr>
<td>ZEIT ONLINE ZEITmagazin Newsletter</td>
<td>The ZEITmagazin Newsletter „Was für ein Tag“ accompanies the reader in the evenings from Monday to Friday and is focusing on personal recommendations, enriching one’s life.</td>
<td>90,000</td>
<td>weekdays Wednesday - Tuesday</td>
</tr>
</tbody>
</table>

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<tr>
<td>Apotheken-Umschau.de</td>
<td>The home of well-researched articles which is always up to speed with the latest findings in medical science and gives medical advice on everyday complaints as well as information on big diseases of our times.</td>
<td>50,000</td>
<td>every trading day</td>
</tr>
<tr>
<td>Senioren-Ratgeber.de</td>
<td>Healthy ageing, diseases in old age, as well as topics regarding age-appropriate housing, care and financing.</td>
<td>9,000</td>
<td>Wednesday</td>
</tr>
</tbody>
</table>

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<table>
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<th>Content/Target group</th>
<th>Subscribers per issue</th>
<th>Publication date</th>
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<tr>
<td>Diabetes-Ratgeber.de Newsletter</td>
<td>All issues relating diabetes type 1 and 2 - the symptoms, the right treatment and valuable advice on appropriate dieting for patients - always based on findings in medical research. The latest scientific based information on pregnancy, birth and infant diseases. As well as tips on raising children and coping with many challenges - even beyond pregnancy until primary school.</td>
<td>7,000</td>
<td>Thursday</td>
</tr>
<tr>
<td>Baby-und-Familie.de Newsletter</td>
<td></td>
<td>5,500</td>
<td>Tuesday + Friday</td>
</tr>
</tbody>
</table>
We look forward to hearing from you.

INTERESTED? SIMPLY CONTACT US!
ANNEX
Bookable ad formats, technical specifications & delivery date
<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Ad Creatives</th>
<th>Closing date for material</th>
</tr>
</thead>
</table>
| Handelsblatt Morning Briefing | **Breaking Ad**  
600x200px; jpg; max. 30 KB | Wednesday of the previous week |
| | **Advertorial Ad**  
Header: max. 25 characters incl. spaces  
Image*: 600x300px.  
Kicker*: max. 45 characters incl. spaces  
Heading*: max. 45 characters incl. spaces  
Text: max. 800 characters incl. spaces, split into two paragraphs  
Call-to-Action: max. 50 characters incl. spaces  
Logo: max. 33 pixels high, any width; transparent background | Wednesday of the previous week  
(Advertorial Ad only on Monday or Friday) |

You can find more information by clicking on our [rate card](#).  
1 booking = 1 ad – Example: if you make a booking in Handelsblatt Morning Briefing (1 booking = at least 1 week = 5 publication dates), you can only use one ad; it is not possible to change the motif within the period of the booking.  
*Can be linked
### Newsletter

<table>
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<tr>
<th>Handelsblatt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club Newsletter</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ZEIT ONLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter</td>
</tr>
</tbody>
</table>

### Ad Creatives

**Breaking Ad**

- 600x200px; jpg; max. 30 KB

### Closing date for material

- **Wednesday of the previous week**
- **Wednesday before date of publication**

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<tbody>
<tr>
<td>Handelsblatt Zukunft Mittelstand</td>
<td><strong>Breaking Ad</strong> 600x200px; jpg; max. 30 KB</td>
<td>Tuesday of the previous week</td>
</tr>
<tr>
<td>Orange by Handelsblatt Newsletter</td>
<td><strong>Breaking Ad</strong> 600x200px; jpg; max. 30 KB</td>
<td>Wednesday of the previous week</td>
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<tbody>
<tr>
<td>WirtschaftsWoche Weekender</td>
<td><strong>Breaking Ad</strong></td>
<td>Tuesday of the previous week</td>
</tr>
<tr>
<td>ada-Letter</td>
<td><strong>Advertorial Ad</strong></td>
<td>Friday of the previous week</td>
</tr>
</tbody>
</table>

**Breaking Ad**

600x200px; jpg; max. 30 KB

**Advertorial Ad**

Header: the header is always “From Our Partner”
Image: 16:9 format, jpg oder png, 600x360px.
Heading: max. 40 characters incl. spaces
Text: max. 800 characters incl. spaces
Footer with logo (image file): max. 33 pixels high
Video: GIF file, max. 1MB
Survey: question: max. 60 characters, answers: max. 30 characters
Links must be specified in the delivered text.
Only one click command is created.

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### Newsletter

- **Handelsblatt Online Finance Briefing**

### Ad Creatives

- **Breaking Ad**
  - 600x200px; jpg; max. 30 KB

- **Advertorial Ad**
  - Header: max. 25 characters incl. spaces
  - Image*: 600x300 px.
  - Kicker*: max. 45 characters incl. spaces
  - Image Footer*: 650x70px
  - Text: max. 800 characters incl. spaces, split into two paragraphs
  - Call-to-Action: max. 50 characters incl. spaces
  - Logo: max. 33 pixels high

- **Newsletter Ad „Finanzberater Edition“ & „Nachhaltige Investments“**
  - 650x100px; jpg; max. 30 KB

### Closing date for material

- **Wednesday of previous week**
- **Wednesday of previous week**
- **3 working days before delivery (=> on Monday)**

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*Can be linked

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1 booking = 1 ad – Example: if you make a booking in Handelsblatt Morning Briefing (1 booking = at least 1 week = 5 publication dates), you can only use one ad; it is not possible to change the motif within the period of the booking.*
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
</table>
| **Newsletter**           | WirtschaftsWoche  
ARIVA.DE  
Börse im Überblick                                                                                                                                                                                                 |
| **Ad Creatives**         | **Breaking Ad**  
600x200px; jpg; max. 30 KB  
**Breaking Ad**  
600x200px; jpg; max. 30 KB                                                                                                                                                                                      |
| **Closing date for material** | 3 weekdays before distribution  
3 weekdays before distribution                                                                                                                                                                                     |
### Newsletter

Ingenieur.de Karriere News

### Ad Creatives

**Text-image-ad incl. logo**
- Image: 580x200 px
- Logo: 191x191 px
- Text: max. 400 characters incl. blanks + headline (max 2 lines)

**Text-image-ad w/o logo**
- Image: 280x180 px
- Text: max. 240 characters incl. blanks

**Image ad**
- Image: 580x400px; jpg/gif; 20 kb

### Closing date for material

- Monday of previous week

---

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<th>Newsletter</th>
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<th>Closing date for material</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZEIT ONLINE</td>
<td>Breaking ad 600x174px max 30kb</td>
<td>Thursday of previous week</td>
</tr>
<tr>
<td>ZEIT CAMPUS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletter</td>
<td>Breaking ad 600x174px max 30kb</td>
<td>3 weekdays before distribution</td>
</tr>
<tr>
<td>Wissen³</td>
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<td>areamobile.de</td>
<td>Breaking Ad</td>
<td>Monday of the previous week</td>
</tr>
<tr>
<td>Weekly Newsletter</td>
<td>590x120px; jpg, png; max. 50 KB</td>
<td>Friday of the previous week</td>
</tr>
<tr>
<td>Edison</td>
<td>Breaking Ad</td>
<td>Wednesday of the previous week (start Monday)</td>
</tr>
<tr>
<td>Spektrum.de</td>
<td>600x200px; jpg; max. 50 KB</td>
<td></td>
</tr>
<tr>
<td>Newsletter</td>
<td>Skyscraper</td>
<td></td>
</tr>
<tr>
<td></td>
<td>200x600 px; jpg; max 50KB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>586x200px; gif, jpg; max. 50 KB</td>
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<td>Breaking ad 600x174px, max. 30KB</td>
<td>Monday of the previous week</td>
</tr>
<tr>
<td>ZEIT ONLINE Schüler Newsletter</td>
<td>Breaking ad 600x174px, max. 30KB</td>
<td>Monday of the previous week</td>
</tr>
<tr>
<td>ZEIT ONLINE ZEITmagazin Newsletter</td>
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600x200px; jpg; max. 30 KB                      | Monday of the previous week                    |
| Senioren- Ratgeber.de Newsletter | **Breaking Ad**  
600x200px; jpg; max. 30 KB                      | Monday of the previous week                    |
| Diabetes- Ratgeber.net Newsletter| **Breaking Ad**  
600x200px; jpg; max. 30 KB                      | Monday of the previous week                    |
| Baby- und- Familie.de Newsletter | **Breaking Ad**  
600x200px; jpg; max. 30 KB                      | Monday of the previous week                    |

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1 booking = 1 ad – Example: if you make a booking in Handelsblatt Morning Briefing (1 booking = at least 1 week = 5 publication dates), you can only use one ad; it is not possible to change the motif within the period of the booking.