NEWSLETTERS IN THE IQ DIGITAL PORTFOLIO
Relevant communication solutions for your message in our quality media newsletters
Germany's leading media

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.

Media you can trust

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.

Quality not quantity

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

Low scattering losses

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

Strong user loyalty and intensity of use

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

Simple handling

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

Inexpensive and efficient

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.

OVERVIEW

NEWSLETTER-PORTFOLIO

BOOKING OPTIONS

CONTENTS OF
INDIVIDUAL TOPICS

DETAILS OF
INDIVIDUAL NEWSLETTERS

CONTACT
YOUR BOOKING OPTIONS
Branding or native – the choice is yours

Strong branding display advertising medium in all newsletters

Native advertising material in selected newsletters

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

NEWSLETTER

The hottest news, trends and background information from the world of business at a glance. For readers under 25 - or those who stayed young at heart.

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.

ZEIT ONLINE

NEWSLETTER

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

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.
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.

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.
ECONOMY (2/2)
High quality researched, recent business news.

CLUB NEWSLETTER
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.

WEEKENDER
Every Friday, chief editor Beat Balzli gives an overview of the most exciting topics in the new issue.

OVERNIGHTER
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.

WELTMARKTFÜHRER
[GLOBAL MARKET LEADERS]
WirtschaftsWoche editor Christian Schlesiger gives world market leaders a voice, shows the latest topics and cross-industry best practice examples.
FINANCE
Relevant news from the financial sector.

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]

WirtschaftsWoche
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.
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.
JOB & CAREER
Relevant and helpful news, information and tips from the world of work

**INGENIEUR.de**

**KARRIERE [CAREER]**

Information on career entry and career for prospective technical specialists and managers.

**karriere.de**

**KARRIERE NEWSLETTER [CAREER NEWSLETTER]**

The latest job and career news at a glance - the newsletter from karriere.de. With our best and most useful articles, we would like to continue.

**ZEIT ONLINE**

**ZEIT Campus**

**NEWSLETTER**

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.

**ZEIT ONLINE**

**WISSEN³ [KNOWLEDGE³]**

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.

**WirtschaftsWoche**

**GRÜNDER [FOUNDER]**

The WiWo Gründer team informs you every Friday about the most important events in the start-up scene.
TECHNOLOGY & SCIENCE
Exciting insights, developments and relevant knowledge

**NEWSLETTER**

With the newsletter of areamobile always know what's going on in mobile radio. The most important news, test reports, videos and picture galleries at a glance.

**NEWSLETTER**

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.

**ENERGIE BRIEFING**

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.

**NEWSLETTER**

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.
HEALTH
Informative and worth knowing from the health sector

The easy-to-understand medical guide to everyday ailments, major common diseases and current trends. Always at the cutting edge of medical research.

NEWSLETTER

The focus is on diabetes type 1 and diabetes type 2, their symptoms, the appropriate treatment and nutrition for diabetes.

NEWSLETTER

All information about diseases in old age, healthy ageing, age-appropriate living, care and finances.

NEWSLETTER

For pregnant women and new mothers all information about pregnancy, birth, childhood diseases and parenting tips - always up to date with the latest science.

NEWSLETTER

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.
CULTURE & EDUCATION
CULTURE & EDUCATION
Exciting, informative and educational contributions for leisure and education

LEHRERNEWSLETTER
[TEACHERS’ NEWSLETTER]
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.

SCHÜLERNEWSLETTER
[STUDENTS’ BRIEFING]
The best of ZEIT and ZEIT ONLINE, prepared by two young editors especially for upper school students.

Click here for details
DETAILS OF INDIVIDUAL NEWSLETTERS

NEWS
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.
The hottest news, trends and background information from the world of business at a glance. For readers under 25 - or those who stayed young at heart.

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.
### Description

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

### Subscribers per issue

18,200

### Publication date

- 2x Monday - Friday
- 1x each Saturday / Sunday

### Minimum booking frequency

1 week = 12 issues

### Form of advertising

**Breaking Ad**

- Description: 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

ECONOMY
Adaptation - Der Brief aus der Zukunft
[adaptation - the letter from the future]

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.

**Subscribers per issue**
50,000

**Publication date**
Monthly (1st week of the month)

**Minimum booking frequency**
2 issues

**Form of advertising**
Breaking Ad:
- Size: 600x200px
- Format: jpg
- Max. file size: 30 KB
- Lead time: 5 working days

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.
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.
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**

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.

**Subscribers per issue**

25,000

**Publication date**

Irregular, at least 1 x per month (flexible day)

**Minimum booking frequency**

2 issues

**Form of advertising**

Breaking Ad

*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.
WirtschaftsWoche editor Christian Schlesiger gives world market leaders a voice, shows the latest topics and cross-sectoral best practice examples.
DETAILS OF INDIVIDUAL NEWSLETTERS

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

Subscribers per issue

40,000

Publication date

Thursday

Minimum booking frequency

1 issue

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.
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)

Also bookable as editorial special, then book
- Branding Header, 650 x 70 px: „presented by“ customer logo
- 2 ad slots: two Breaking Ads 600 x 200 px or one Breaking Ad + one Advertorial Ad
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.
Once a week, the WirtschaftsWoche editorial team provides an overview of what is happening on the stock markets.
DETAILS EINZELNER DETAILS OF INDIVIDUAL NEWSLETTERS

LIFESTYLE
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.
DETAILS OF INDIVIDUAL NEWSLETTERS

JOB & CAREER
Information on career entry and career for prospective technical specialists and managers.

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 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.

Subscribers per issue
900

Publication date
Tuesday

Minimum booking frequency
3 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 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.
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.

**Description**

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**

48,400

**Publication date**

Monday and Thursday

**Minimum booking frequency**

1 Woche = 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.
DETAILS OF INDIVIDUAL NEWSLETTERS

TECHNOLOGY & SCIENCE
With the newsletter of areamobile always know what's going on in mobile radio. The most important news, test reports, videos and picture galleries at a glance.
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.

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.
DETAILS OF INDIVIDUAL NEWSLETTERS

HEALTH
The easy-to-understand medical guide to everyday ailments, major common diseases and current trends. Always at the cutting edge of medical research.

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.
For pregnant women and new mothers all information about pregnancy, birth, childhood diseases and parenting tips - always up to date with the latest science.
The focus is on diabetes type 1 and diabetes type 2, their symptoms, the appropriate treatment and nutrition for diabetes.
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.
All information about diseases in old age, healthy ageing, age-appropriate living, care and finances.
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.
The best of ZEIT and ZEIT ONLINE, prepared by two young editors especially for secondary school students.
INTERESTED? SIMPLY CONTACT US!
We look forward to hearing from you.

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