NEWSLETTER
IQ DIGITAL PORTFOLIO
NEWSLETTER OF IQ DIGITAL

- Your benefit – newsletters of iq digital
- 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.
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Handelsblatt Zukunft Mittelstand

Orange by Handelsblatt Newsletter
WirtschaftsWoche „Weekender“

ada Newsletter

ZEIT ONLINE Newsletter

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](#).
<table>
<thead>
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<tbody>
<tr>
<td>Handelsblatt Zukunft Mittelstand</td>
<td>The Handelsblatt-Newsletter „Zukunft Mittelstand“ gives you a valuable summary of relevant articles about finance, strategy, trends and figures.</td>
<td>6,000</td>
<td>every second Wednesday</td>
</tr>
<tr>
<td>Orange by Handelsblatt Newsletter</td>
<td>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.</td>
<td>10,000</td>
<td>Friday</td>
</tr>
<tr>
<td>Newsletter</td>
<td>Content/Target group</td>
<td>Subscribers per issue</td>
<td>Publication date</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>--------------------------------</td>
</tr>
<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>

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### Newsletter

<table>
<thead>
<tr>
<th>ARIVA.DE</th>
<th>Die Börse im Überblick</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handelsblatt Online</td>
<td>Finance Briefing</td>
</tr>
<tr>
<td>WirtschaftsWoche</td>
<td>BörsenWoche</td>
</tr>
</tbody>
</table>

### Content/Target group

- ARIVA.DE sends weekly to registered users the newsletter "Die Stock exchanges at a glance" 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
- Once a week, the editorial team at WirtschaftsWoche provides an overview of developments on the stock exchanges.

### Subscribers per issue

<table>
<thead>
<tr>
<th>ARIVA.DE</th>
<th>40,0000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handelsblatt Online</td>
<td>78,000</td>
</tr>
<tr>
<td>WirtschaftsWoche</td>
<td>25,000</td>
</tr>
</tbody>
</table>

### Publication date

- Tuesday every trading day
- Wednesday
Your benefit – newsletters of iq digital

Subject areas of the iq digital newsletter portfolio

- Business & News
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- Job & Career
- Technology & Science
- Education & Lifestyle
- Pharma & Healthcare

Contact

Annex: Bookable Ad Formats, Specifications & delivery date
### Newsletter

| Ingenieur.de Karriere News | ZEIT ONLINE ZEIT CAMPUS Newsletter | ZEIT ONLINE Wissen³ |

### Content/Target group

| Information for young professionals and prospective technical management executives. | A newsletter for students and graduates in line with the print and online edition of "Campus". The latest from universities and every day life. | A newsletter for people, who are interested in the political sites of researching. Furthermore for important people in science. |

### Subscribers per issue

| 44,000 | 15,000 | 48,400 |

### Publication date

| Thursday (every two weeks) | Monday | Monday and Thursday |

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### Newsletter

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</tr>
</thead>
<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>
</table>

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LEISURE, LIFESTYLE & SPORTS

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### Newsletter Content/Target group

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</tr>
</thead>
<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>1&lt;sup&gt;st&lt;/sup&gt; and 3&lt;sup&gt;rd&lt;/sup&gt; 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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  - Leisure, Lifestyle & Sports
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PHARMA & HEALTHCARE

Apotheken-Umschau.de Newsletter
Senioren-Ratgeber.de Newsletter
Diabetes-Ratgeber.net Newsletter
Baby-und-Familie.de Newsletter

Speciman copy on request – please contact us!
<table>
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<th>Publication date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apotheken-Umschau.de Newsletter</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 Newsletter</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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<tbody>
<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.</td>
<td>7,000</td>
<td>Thursday</td>
</tr>
<tr>
<td>Baby-und-Familie.de.de Newsletter</td>
<td>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>5,500</td>
<td>Tuesday + Friday</td>
</tr>
</tbody>
</table>

You can find more information by clicking on our rate card.
Christine Pakendorf, Nils Schmidt, Michaela Schornstein, Darsini Arulmaran

+49 211 887-1330

international@iqdigital.de
ANNEX

BOOKABLE AD FORMATS, TECHNICAL SPECIFICATIONS & DELIVERY DATE
### Newsletter
Handelsblatt Morning Briefing

### Ad Creatives
**Breaking Ad**
600x200px; jpg; max. 30 KB

**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

### Closing date for material
- **Wednesday of the previous week**
- **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*
<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Ad Creatives</th>
<th>Closing date for material</th>
</tr>
</thead>
</table>
| *Handelsblatt Club Newsletter* | **Breaking Ad**  
600x200px; jpg; max. 30 KB | Wednesday of the previous week          |
| *ZEIT ONLINE Newsletter*       | **Breaking Ad**  
600x200px; jpg; max. 30 KB | Wednesday before date of publication    |

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### Newsletter

**Handelsblatt Zukunft Mittelstand**

**Orange by Handelsblatt Newsletter**

### Ad Creatives

**Breaking Ad**

600x200px; jpg; max. 30 KB

### Closing date for material

**Tuesday of the previous week**

**Wednesday of the previous week**

---

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### Newsletter

- **WirtschaftsWoche Weekender**

- **ada-Letter**

### Ad Creatives

#### 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.

### Closing date for material

- **Tuesday of the previous week**
- **Friday of the previous week**

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<th>Closing date for material</th>
</tr>
</thead>
</table>
| Handelsblatt Online Finance Briefing | **Breaking Ad**  
600x200px; jpg; max. 30 KB | **Wednesday of previous week** |
| | **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 | **Wednesday of previous week** |
| | **Newsletter Ad „Finanzberater Edition“ & „Nachhaltige Investments“**  
650x100px; jpg; max. 30 KB | **3 working days before delivery (=> on Monday)** |

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*Can be linked
### Newsletter

- WirtschaftsWoche
- BörsenWoche
- ARIVA.DE
- Börse im Überblick

### Ad Creatives

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### Closing date for material

- 3 weekdays before distribution

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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.
### 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**
  - 580x400px; jpg/gif; 20 kb

### Closing date for material

- **Monday of 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.
### Newsletter
- ZEIT ONLINE
- ZEIT CAMPUS Newsletter
- ZEIT ONLINE
  Wissen³

### Ad Creatives
- **Breaking ad**
  - 600x174px max 30kb
- **Breaking ad**
  - 600x174px max 30kb

### Closing date for material
- Thursday of previous week
- 3 weekdays before distribution

---

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</thead>
</table>
| areamobile.de Weekly Newsletter | **Breaking Ad**  
590x120px; jpg, png; max. 50 KB | Monday of the previous week |
| Edison Spektrum.de Newsletter | **Breaking Ad**  
600x200px; jpg; max. 50 KB | Friday of the previous week |
| | **Skyscraper**  
200x600 px; jpg; max 50KB | Wednesday of the previous week (start Monday) |
| | 586x200px; gif, jpg; max. 50 KB | |

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<tbody>
<tr>
<td>ZEIT ONLINE Lehrer Newsletter</td>
<td><strong>Breaking ad</strong> 600x174px, max. 30KB</td>
<td>Monday of the previous week</td>
</tr>
<tr>
<td>ZEIT ONLINE Schüler Newsletter</td>
<td><strong>Breaking ad</strong> 600x174px, max. 30KB</td>
<td>Monday of the previous week</td>
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<td>ZEIT ONLINE ZEITmagazin Newsletter</td>
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### Newsletter
- Apotheken-Umschau.de Newsletter
- Senioren-Ratgeber.de Newsletter
- Diabetes-Ratgeber.net Newsletter
- Baby-und-Familie.de Newsletter

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

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