NEWSLETTERS IN THE IQ DIGITAL PORTFOLIO

Relevant communication solutions for your message in our quality media newsletters
YOUR SUCCESS IS OUR MISSION
7 good reasons for your ad placement in the iq digital newsletter portfolio

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

Click on the chapters
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*

*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
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.

**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.

**Handelsblatt**

**ZUKUNFTSLABOR USA (FUTURE LAB USA)**

With "Future Lab USA" our correspondents inform you once a week about the economic, technological, political and social experiments and trends in the USA and their relevance for Germany and Europe.

**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.
NEWS

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

WAS JETZT?
[What now?]

Twice a day a selection of the most important topics of the day at ZEIT ONLINE.
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 ZEIT FÜR UNTERNEHMER newsletter highlights current interests of medium-sized businesses and background information - informative, entertaining, beneficial. In this way, the newsletter reaches decision-makers in the SME sector and provides them with well-founded content created by DIE ZEIT's business editorial team.
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.

Every Friday, chief editor 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.

Trends, news and stories from the powerhouse of the German economy: In our weekly newsletter we give global market leaders and SMEs a voice. Find out what moves them and what drives them.
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.

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

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.

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.

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.

Every Wednesday, our digital editors provide EMOTION fans with a personalized update on the highlights from our digital cosmos - from the latest hot topics in the sections Beauty and Lifestyle, Psychology + Healthness, Job, Career and Finance to new competitions and promotions in the community.

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.
OUR HIGH-QUALITY NEWSLETTER PORTFOLIO
8 subject areas - always the right thing for your booking

NEWS
Handelsblatt
TAGESSPIEGEL
ZEIT ONLINE

ECONOMY
Handelsblatt
TAGESSPIEGEL

FINANCE
Handelsblatt
TAGESSPIEGEL

LIFESTYLE
ZEIT ONLINE

JOB & CAREER
INGENIEUR.de
karriere.de
Wirtschaftswoche
ZEIT ONLINE

TECHNOLOGY & SCIENCE
Handelsblatt
Spektrum.de

HEALTH
Handelsblatt
HALLO: ELTERN

CULTURE & EDUCATION
TAGESSPIEGEL
ZEIT ONLINE
Relevant and helpful news, information and tips from the world of work

**Zeit Campus**

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**

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.

**WiWo Gründer**

The WiWo Gründer team informs you every Friday about the most important events in the start-up scene.

**Wissen³**

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.
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.
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 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 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.


Helpful information about the development of babies and about possible pregnancy symptoms.
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.
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.

**POST VON LEO**
**[POST FROM LEO]**
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.

**SCHÜLERNEWSLETTER**
**[STUDENTS’ NEWSLETTER]**
The best from DIE ZEIT and ZEIT ONLINE, prepared by two young editors especially for high school students.

**VERBRECHEN NEWSLETTER**
**[CRIME NEWSLETTER]**
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.
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.

Information on the assignment of the breaking ad can be found in our [Technical Specifications](#).

**Advertorial Ad**: nur für die Montags- oder Freitagsausgabe buchbar; **Header**: max. 25 Zeichen inkl. Leerzeichen, **Bild**: 960x540px als png-Datei, **Dachzeile**: max. 45 Zeichen inkl. Leerzeichen, **Überschrift**: max. 45 Zeichen inkl. Leerzeichen, **Text**: max. 800 Zeichen, wegen der Lesbarkeit am besten in zwei Absätze aufteilen; **Call-to-Action**: max. 30 Zeichen inkl. Leerzeichen, folgende Elemente können verlinkt werden: Das Bild, die Dachzeile, die Überschrift / Vorlaufzeit 6 Werktage

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.
With "Future Lab USA" our correspondents inform you once a week about the economic, technological, political and social experiments and trends in the USA and their relevance for Germany and Europe.
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.

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.
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.

Subscribers per issue

3,700

Publication date

Daily Monday - Friday

Minimum booking frequency

1 Woche = 5 issues

Form of advertising

Breaking Ad
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.

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.
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.
### WAS JETZT? WHAT NOW?

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**.

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

<table>
<thead>
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<th>Description</th>
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<td>Twice a day a selection of the most important topics of the day at ZEIT ONLINE</td>
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<table>
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<tr>
<th>Subscribers per issue</th>
<th>17,000</th>
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<table>
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<tr>
<th>Publication date</th>
<th>twice a day Monday - Friday&lt;br&gt;Once a day Saturday/Sunday</th>
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<tr>
<th>Minimum booking frequency</th>
<th>1 week = 12 issues</th>
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<th>Form of advertising</th>
<th>Breaking Ad</th>
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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.

Subscribers per issue
59,000

Publication date
Monthly (1st week of the month)

Minimum booking frequency
2 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.
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.

Subscribers per issue
600

Publication date
Tuesday and Friday

Minimum booking frequency
2 issues (Tuesday and Friday = 1 week)

Form of advertising
Advertorial Ad

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.

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.
The ZEIT FÜR UNTERNEHMER newsletter highlights current interests of medium-sized businesses and background information - informative, entertaining, beneficial. In this way, the newsletter reaches decision-makers in the SME sector and provides them with well-founded content created by DIE ZEIT's business editorial team.

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.
Use the established newsletters Tagesspiegel Morgenlage Wirtschaft for a target-group-specific approach to decision-makers from business, politics and the media.

**Description**

**Subscribers per issue**

10,000

**Publication date**

Daily Monday - Friday

**Minimum booking frequency**

5 issues = 1 week

**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.
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

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.
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.
Trends, news and stories from the powerhouse of the German economy: In our weekly newsletter we give global market leaders and SMEs a voice. Find out what moves them and what drives them.
DETAILS OF INDIVIDUAL NEWSLETTERS

FINANCE
Online view

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

Subscribers per issue
45,000

Publication date
Friday

Minimum booking frequency
1 issue

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.
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).

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

### Subscribers per issue

- 67,000

### Publication date

- every trading day
- every 2nd Friday of the month incl. environment „sustainable investments“

### Minimum booking frequency

- 1 week = 5 issues
  - environment „sustainable investments“: 2 issues (2nd Friday of the month)

### Form of advertising

- Breaking Ad
- Advertorial Ad

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

- **Advertorial Ad**: Image: 600x300 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 minimum booking frequency and prices can be found in our rate card.
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.

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.
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.
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.
Every Wednesday, our digital editors provide EMOTION fans with a personalized update on the highlights from our digital cosmos - from the latest hot topics in the sections Beauty and Lifestyle, Psychology + Healthness, Job, Career and Finance to new competitions and promotions in the community.

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.
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.
DETAILS OF INDIVIDUAL NEWSLETTERS

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

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<th>Description</th>
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<tr>
<td>Information on the assignment of the breaking ad can be found in our <a href="#">Technical Specifications</a>.</td>
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<tr>
<td>Information on minimum booking frequency and prices can be found in our <a href="#">rate card</a>.</td>
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<table>
<thead>
<tr>
<th>Subscribers per issue</th>
<th>61,000</th>
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</thead>
<tbody>
<tr>
<td>Publication date</td>
<td>Every 1st and 3rd Thursday of the month</td>
</tr>
<tr>
<td>Minimum booking frequency</td>
<td>1 issue</td>
</tr>
<tr>
<td>Form of advertising</td>
<td>Breaking Ad</td>
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</tbody>
</table>

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

**KARRIERE** [CAREER]

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[technical specifications](#)

[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
1,300

Publication date
Tuesday

Minimum booking frequency
8 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.
The WiWo Gründer team informs you every Friday about the most important events in the start-up scene.

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.
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.

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.
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.

WISSEN³ (Wissenschaftsjournal für Hochschulen) ist ein Monitor für die politische Seite der Forschung. Die Zeitschrift bringt aktuelle Themen und Diskussionen aus der Wissenschaft und präsentiert verschiedene Perspektiven auf die aktuellen Herausforderungen.

**Subscribers per issue**
39,000

**Publication date**
Monday and Thursday

**Minimum booking frequency**
1 Woche = 2 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**.

Das ist wichtig

Wissenschaftswilligkeit in den EU-Programmen

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.

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.
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
12,000

Publication date
Friday

Minimum booking frequency
2 issues

Form of advertising
Breaking Ad
Liebe Leserinnen und Leser,
wenn alles gut wie geplant, fliegt der ESA-Astronaut Alexander Gerst heute zur ISS, um dort als Kommandant die Raumstation zu leiten. «Ich bin nicht falsch zu Haupstadion», sagt er nicht?

Guten Flügelnachricht
Daniel Langerholz
lmngng@spktrum.de


Informationen zur Aufgabenvergabe der Breaking Ad finden Sie in unserer Technischen Spezifikation.
Informationen zur Mindestbuchungsfrequenz und Preise finden Sie in unserer Tarifkarte.
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.
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.
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,
zu viel Déjà-vu in dieser Woche, oder? Das Corona-Gefühl aus dem März zu zurück, diese nicht weckenden Eskalationsrampen aus alarmierenden Zahlenziffern und schrumpfendem Aktionsradius. Der Blick aus dem Fenster berührt aber nur ein bisschen: Die Flugzeuge starten noch, aber wie lange? Das Brexit-Gespenst ist prädisponiert zur Dunkelkammer. Jahrelang auch wieder da. Was er mit dem Stöpsel dreimal auf sich hat und was das für Autohersteller und Airlines bedeutet, hat Felix Wadewitz aufgeschrieben.


Schönes Wochenende!

Die wichtigsten Themen im Überblick:
- Verkehrserfolge: Keine Einsigung bei BIKO-Novelle
- Coronavirus: Die erstaunliche Erfolg der Schiffsfracht
- Brexit: Autodienstleistung und Airlines in No-Deal-Frage
- Corona-Heikligkeit: Regierung weiter Reisenmaximen aus
- Ratsverkehr: Corona-Ampel der EU online

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Subscribers per issue
13,000

Publication date
Monday – Friday

Minimum booking frequency
1 Week = 5 issues (Monday – Friday)

Form of advertising
- Image Display
- Strip Display
- Text Ad

Image Display: Placement after the first analysis; graphic 1200x1000px + link, 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.
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.

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.
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.

Sehr geehrte Frau Dannemann,


Doch bevor sich heute Abend alle Blöcke von Westen rühren, schauen wir auf Deutschland. Hier ging die Kassenärztliche Bundesvereinigung vergangene Woche mit den Wissenschaftlern Bresch und Schmidt-Charwat mit einem großen Aufschlag an die Öffentlichkeit, um sich gegen Corona-Beschränkungen der Bundesregierung zu positionieren, die am gleichen Tag dann von Bund und Ländern beschlossen wurden. Und tatsächlich, der Beitrag und Diskussion ist in diesen historischen Ausnahmesituationen, die eine enorme Belastungsprobe für unsere Demokratie und liberale Gesellschaftsordnung darstellen, so wichtig wie schon lange nicht mehr. Doch der Aufschlag von KBV und Ärzteverbänden geriet zum PR-Desaster, sobald sich Verbände, die als Unterstützer auf dem Papier aufgeführt wurden, von diesen distanzierten. Thomas Thripps hat nachgeahmt und erfahren, dass es nach mehr Verstärkung gibt, die nichts mit dem KBV/Papier anfangen können und trotzdem als Unterstützer aufgeführt wurden. Die Sache könnte sich zur Affäre auswachsen, die die Legitimität des Spitzenverbands der Fachärzte in Frage stellt – und besonders für KBV-Chef Gassen gefährlich werden könnte.


Und im Standpunkt verändert Susanne Koch, Referentin eHealth beim Bundesverband Gesundheit-TI, die relativen Kosten der Digitalk
HALLO:ELTERN NEWSLETTER

Helpful information about the development of babies and about possible pregnancy symptoms.

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.
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.

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.
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.

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.
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

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.
In this newsletter you will receive current event invitations, free audio books, podcast episodes and e-books, exclusive cultural offers and regular book giveaways.

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 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.

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<th>Description</th>
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<th>Subscribers per issue</th>
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<th>Form of advertising</th>
<th>Breaking Ad</th>
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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.
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.

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.
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.

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.
INTERESTED? SIMPLY CONTACT US!
We look forward to hearing from you.

INTERNATIONAL SALES

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