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
YOUR BENEFIT

- 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
QUALITY SPEAKS FOR ITSELF

Grimme Online Award
ZEIT ONLINE

LeadAward
ZEIT ONLINE

European Newspaper Award
Handelsblatt

European Digital Publishing Award
Apotheken Umschau

European Digital Publishing Award
Handelsblatt Online

Deutscher Journalistenpreis
WirtschaftsWoche

Wächterpreis der Tagespresse
Handelsblatt
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BUSINESS & NEWS

Handelsblatt „Morning Briefing“

Handelsblatt „Club Newsletter“

Handelsblatt „Der Chefökonom“

Specimen copy on request - please contact us!
### Newsletter
- **Handelsblatt Morning Briefing**
- **Handelsblatt Club Newsletter**
- **Handelsblatt Der Chefökonom**

### Content/Target group
- **Handelsblatt Morning Briefing**: All relevant news out politics and companies and events in the US and Asia directly in the morning.
- **Handelsblatt Club Newsletter**: The most relevant news and brand new advantages of the Economic Member Club summed up - limited for members only.
- **Handelsblatt Der Chefökonom**: Every Friday, the economic briefing of Handelsblatt Research Institute provides a summary of the current economic process. The newsletter offers commentaries and statements, valuation of economic data as well as an outlook to the upcoming week.

### Subscribers per issue
- **Handelsblatt Morning Briefing**: More than 520,000
- **Handelsblatt Club Newsletter**: 50,000
- **Handelsblatt Der Chefökonom**: 20,000

### Publication date
- **Handelsblatt Morning Briefing**: every trading day
- **Handelsblatt Club Newsletter**: monthly (1st week of each month)
- **Handelsblatt Der Chefökonom**: Friday

You can find more information by clicking on our [rate card](#).
<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 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 ZEITBrief</td>
<td>The most important articles from the newspaper adapted for innovative, life style oriented people.</td>
<td>740,000</td>
<td>Wednesday</td>
</tr>
</tbody>
</table>

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Guten Tag liebe Leserinnen und Leser,

als Herausgeber unserer Zeitschrift für Finanzexpertise sind wir stolz und
dabei erfreut, dass unser Handelsblatt die wachsende Bedeutung der Finanz-
und Wirtschaftswelt für Millionen von Lesern widerspiegelt. Wir freuen
uns, Sie mit unseren Themen und Analysen konfrontieren zu können.

Die Herausgeber von Christiane Ludeke, Carsten Leendertz und
Richard von der Groeben stellen die Zukunft der Finanzwelt vor.

Die Herausgeber von Christiane Ludeke, Carsten Leendertz und
Richard von der Groeben stellen die Zukunft der Finanzwelt vor.

Dr. Matthias Fuchs, CEO von FirstVest, nimmt die Zukunft der
Finanzwelt vor.

Dr. Matthias Fuchs, CEO von FirstVest, nimmt die Zukunft der
Finanzwelt vor.

Handelsblatt „Finance Briefing“

WirtschaftsWoche „BörsenWoche“
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<th>Newsletter</th>
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<th>Subscribers per issue</th>
<th>Publication date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handelsblatt Online</td>
<td>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>78,000</td>
<td>every trading day</td>
</tr>
<tr>
<td>Finance Briefing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WirtschaftsWoche</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>
<tr>
<td>BörsenWoche</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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## JOB & CAREER

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<th>Publication date</th>
</tr>
</thead>
<tbody>
<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>
</tr>
</tbody>
</table>

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**TECHNOLOGY & SCIENCE**

**AM Thema**

Smartphone Made in Germany

**area mobile**

Wöchentlicher Newsletter

**Spektrum.de**

Newsletter
<table>
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<tr>
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<th>Content/Target group</th>
<th>Subscribers per issue</th>
<th>Publication date</th>
</tr>
</thead>
<tbody>
<tr>
<td>areamobile</td>
<td>With this newsletter customers are well informed about mobile issues.</td>
<td>7,500</td>
<td>Friday</td>
</tr>
<tr>
<td>Weekly Newsletter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spektrum.de</td>
<td>News of research and science for human who design the world.</td>
<td>38,000</td>
<td>Tuesday - Saturday</td>
</tr>
<tr>
<td>Newsletter</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<th>Subscribers per issue</th>
<th>Publication date</th>
</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>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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- Subject areas of the iq digital newsletter portfolio
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  - Finance & Stock Exchange
  - Job & Career
  - Technology & Science
  - Leisure, Lifestyle & Sports
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## PHARMA & HEALTHCARE

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

Christine Pakendorf, Nils Schmidt, Michaela Schornstein, Darsini Arulmaran

+49 211 887-1330

international@iqdigital.de
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*: 460x230px  
*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 | 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>
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<tr>
<th>Newsletter</th>
<th>Ad Creatives</th>
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</thead>
<tbody>
<tr>
<td>Handelsblatt</td>
<td><strong>Breaking Ad</strong></td>
<td>Wednesday of the previous week</td>
</tr>
<tr>
<td>Club Newsletter</td>
<td>600x200px; jpg; max. 30 KB</td>
<td></td>
</tr>
<tr>
<td>Handelsblatt</td>
<td><strong>Breaking Ad</strong></td>
<td>Friday of the previous week</td>
</tr>
<tr>
<td>Der Chefökonom</td>
<td>600x200px; jpg; max. 30 KB</td>
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<th>Newsletter</th>
<th>Ad Creatives</th>
<th>Closing date for material</th>
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</thead>
</table>
| Handelsblatt Zukunft Mittelstand | **Breaking Ad**  
600x200px; jpg; max. 30 KB | Tuesday of the previous week |
| Orange by Handelsblatt Newsletter | **Breaking Ad**  
600x200px; jpg; max. 30 KB | Wednesday of the previous week |
<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Ad Creatives</th>
<th>Closing date for material</th>
</tr>
</thead>
</table>
| WirtschaftsWoche Weekender | **Breaking Ad**  
600x200px; jpg, max. 30 KB | **Tuesday of the previous week** |
| ada-Letter | **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. | **Friday 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.
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</thead>
</table>
| ZEIT ONLINE | **Picture-text-teaser**  
Headline: max. 40 characters incl. blanks  
Text: max. 150 characters incl. blanks+ link;  
Picture max. 171x171px | Tuesday of the previous week |

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## Newsletter

Handelsblatt Online
Finance Briefing

## Ad Creatives

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

**Adverntorial Ad**
- Header: max. 25 characters incl. spaces
- Image*: 550x300px
- 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
- 3 working days before delivery (=> on Monday)

---

*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*
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<th>Ad Creatives</th>
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</tr>
</thead>
<tbody>
<tr>
<td>WirtschaftsWoche</td>
<td>Breaking Ad</td>
<td>3 weekdays before distribution</td>
</tr>
<tr>
<td>BörsenWoche</td>
<td>600x200px; jpg; max. 30 KB</td>
<td></td>
</tr>
</tbody>
</table>

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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.
## JOB & CAREER

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<tr>
<th>Newsletter</th>
<th>Ad Creatives</th>
<th>Closing date for material</th>
</tr>
</thead>
</table>
| Ingenieur.de Karriere News | **Text-image-ad incl. logo**  
Image: 580x200 px  
Logo: 191x191 px  
Text: max. 400 characters incl. blanks + headline (max 2 lines) | Monday of previous week |
| | **Text-image-ad w/o logo**  
Image: 280x180 px  
Text: max. 240 characters incl. blanks | Monday of previous week |
| | **Image ad**  
580x400px; jpg/gif; 20 kb | 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.
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<tr>
<th>Newsletter</th>
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<th>Closing date for material</th>
</tr>
</thead>
</table>
| ZEIT ONLINE ZEIT CAMPUS Newsletter | **Breaking ad**  
600x174px max 30kb | Thursday of previous week                                                                 |
| ZEIT ONLINE Wissen³              | **Breaking ad**  
600x174px max 30kb | 3 weekdays before distribution                                                             |

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.
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<tbody>
<tr>
<td>areamobile.de</td>
<td><strong>Breaking Ad</strong></td>
<td>Monday of the previous week</td>
</tr>
<tr>
<td>Weekly Newsletter</td>
<td>590x120px; jpg, png; max. 30 KB</td>
<td></td>
</tr>
<tr>
<td>Spektrum.de</td>
<td>586x200px; gif, jpg; max. 50 KB</td>
<td>Wednesday of the previous week (start Monday)</td>
</tr>
</tbody>
</table>

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<th>Closing date for material</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZEIT ONLINE Lehrer Newsletter</td>
<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>
<td>Breaking ad 600x174px, max. 30KB</td>
<td>Wednesday of the previous week</td>
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</thead>
<tbody>
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<td>Apotheken-Umschau.de Newsletter</td>
<td><strong>Breaking Ad</strong> 600x200px; jpg; max. 30 KB</td>
<td>Monday of the previous week</td>
</tr>
<tr>
<td>Senioren-Ratgeber.de Newsletter</td>
<td><strong>Breaking Ad</strong> 600x200px; jpg; max. 30 KB</td>
<td>Monday of the previous week</td>
</tr>
<tr>
<td>Diabetes-Ratgeber.net Newsletter</td>
<td><strong>Breaking Ad</strong> 600x200px; jpg; max. 30 KB</td>
<td>Monday of the previous week</td>
</tr>
<tr>
<td>Baby-und-Familie.de Newsletter</td>
<td><strong>Breaking Ad</strong> 600x200px; jpg; max. 30 KB</td>
<td>Monday of the previous week</td>
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