HANDELSBLATT APP
All in ONE, everything from a single source

- Personalised and always up to date
- Swipe navigation
- With news ticker and changing lead stories
- Own news section and topic archive

- Modern design with the focus on usability
- Switch tab at the top right of the app for fast switching between live and ePaper view
- Switch tab at the bottom right of the app for fast switching between live and Morning Briefing view

*Source: Google Analytics 2019*
HANDELSBLATT APP
Quality journalism for high-earning decision-makers

- 36% have a gross annual income of €100,000+
- 52% are very quality-aware and have a high demand
- 40% decision maker on managing director level
- 34% decision makers in the finance industry
- 30-59 Years of age

Source: LAE 2018
HANDELSBLATT APP
Exclusive sponsoring of the Premium App

- Book the app "standalone" and use the opportunity to address premium users, as the only customer, with eye-catching formats:

- The Sponsoring package consists of three ad placements:
  - Opening Page:
    Fullscreen Ad between section „Top Stories“ & „Wirtschaft & Politik“
  - Fullscreen Ads*:
    Two more ads after every second section.

*for more information, please find out technical specifications here: https://www.iqm.de/fileadmin/user_upload/Mediens/Online/Verbeformate/Technical_Specifications_e.pdf p. 621.
**No further discounts possible
HANDELSBLATT APP
Placement and ad example

The sponsoring package ad as example on a smartphone and on a tablet:

- The ad’s aspect ratio stays the same on a smartphone as well as on a tablet.

The ad placement as example on a tablet:
WE LOOK FORWARD TO HEARING FROM YOU