

Contact bookings online

Ad format	ingenieur.de	C-suite environment*	Sections on individual portals	iq target Decision-maker network	Portal & channel rotation	Network rotation	iqd tec.net or/and iqd finance.net
Medium rectangle							
Skyscraper	85 €	65 €	45 €	40 €	30 €	20 €	13 €
Leaderboard							
Wide rectangle							
Ad bundle (Medium rectangle, Leaderboard & Skyscraper)	-	60 €	40 €	35 €	25 €	15 €	10 €
Billboard (above navigation bar)							
Content video ad							
Halfpage ad	150 €	95 €	75 €	65 €	50 €	26 €	20 €
Pushdown ad							
SideKick ad							
Wallpaper							
Premium ad bundle	-	-	70 €	61 €	47 €	24 €	-
Dynamic wallpaper							
Fluid banner	155 €	100 €	80 €	70 €	60 €	30 €	24 €
Sitebar ad							
Dynamic wallpaper XL	-	-	120 €	100 €	80 €	43 €	32 €
Banderole ad							
Floor ad	165 €	100 €	80 €	70 €	53 €	27 €	21 €
(Flash) Layer + reminder	225 €	140 €	120 €	100 €	80 €	43 €	32 €
Pre-roll up to 20"	-	-	-	-	85 €	75 €	-
Pre-roll up to 30"	-	-	-	-	115 €	105 €	-
Also applies to the following environments:		iq target decision-makers Sections fachmedien und mittelstand digital ROS across individual portal	WEKA Individual portal iq target decision-makers Individual portal & channel fachmedien and mittelstand digital topic environment LinkedIn Custom targeting Keyword targeting	LinkedIn Cluster Targeting	fachmedien and mittelstand digital ROS WEKA ROS	Finance cluster Games environments iq target decision-makers and environments theme networks iqdtec.net or iqdfinance.net	

Contact bookings mobile

Ad format			Sections on individual portals Keyword targeting	iq target Decision-maker network	Portal & channel ROS	RON	
Mobile banner standard medium (6:1 4:1)			30 €	20 €	15 €	10 €	
Mobile banner large (2:1 3:1)			40 €	30 €	25 €	15 €	
Mobile banner ad plus (6:1 4:1)							
Mobile gallery ad (6:1 4:1)			45 €	35 €	30 €	20 €	
Mobile interstitial + reminder			85 €	75 €	60 €	36 €	
Mobile halfpage ad							
Mobile billboard ad (only portal ROS)							
Mobile expandable ad							
Mobile high impact ad (1:1)			75 €	65 €	50 €	26 €	
Mobile medium rectangle							
Mobile movie ad							
Mobile pushdown ad							

Contact bookings digital

Ad format			Sections on individual portals	iq target Decision-maker network	Portal & channel ROS****	RON	
Mobile interstitial + reminder Billboard**			72 €	63 €	49 €	27 €	
Mobile interstitial + reminder Wallpaper**							
Mobile high impact ad (1:1) Billboard**			69 €	60 €	46 €	24 €	
Mobile high impact ad (1:1) Wallpaper**							
Mobile banner large (2:1) Leaderboard or Skyscraper**			40 €	34 €	26 €	17 €	
Halfpage ad			72 €	63 €	49 €	27 €	
Medium rectangle***			61 €	53 €	41 €	22 €	

Note	Explanation
*C-suite environment	portfolio product to target C-levels
**	Delivery min. 70% Online/max. 30% Mobile
***	Delivery max. 30% Online/min. 70% Mobile

Homepage online

Website	Position Duration (workday Mon, Tue, Wed or Thu weekend = Fri-Sun)	Als during booking period	Category 1	Category 2	Category 3 (standalone)
Ariva.de	Homepage workday	140.000	3.500 €	4.500 €	8.400 €
	Homepage weekend	140.000	3.500 €	4.500 €	8.400 €
finanztreff.de	Homepage workday	130.000	4.900 €	5.500 €	8.970 €
Golem.de	Homepage + ticker workday	185.000	5.450 €	8.200 €	12.500 €
	Homepage + ticker weekend	320.000	8.484 €	12.765 €	19.459 €
Handelsblatt Online	Homepage workday	360.000	12.113 €	17.280 €	26.640 €
	Homepage weekend	575.000	17.412 €	24.840 €	38.295 €
ingenieur.de	Homepage + section start pages week	25.000	5.650 €	7.900 €	13.300 €
iqd tec.net	Homepage week	100.000	2.800 €	4.280 €	6.500 €
	Homepage + section start pages week	200.000	5.600 €	8.560 €	13.000 €
karriere.de	Homepage + section start pages week	33.000	2.900 €	4.500 €	5.700 €
reuters.de	Homepage week	80.000	2.500 €	3.300 €	6.240 €
spektrum.de	Homepage + section start pages week	30.000	1.275 €	1.725 €	3.300 €
WirtschaftsWoche Online	Homepage week	260.000	13.000 €	19.300 €	28.340 €
WEKA-Netzwerk	Homepages of individual portals week	125.000	3.500 €	5.350 €	8.125 €
ZEIT ONLINE	Homepage workday	475.000	13.300 €	18.525 €	26.600 €
	Homepage weekend	1.000.000	25.200 €	35.100 €	50.400 €
LinkedIn	Profile homepage workday	350.000	-	12.950 €	- €

Event extender / Reminder rotation (bookable in combination with a homepage fixed position)	Individual portal	RON
Ad bundle	17 €	15 €
Halfpage ad Wallpaper Pushdown ad Sidekick ad Slidechannel	24 €	22 €
Billboard Sitebar	33 €	29 €

Price category	Ad format
Category 1	Medium rectangle, Halfpage ad, Wide rectangle, Wallpaper, Pushdown ad, Sidekick ad, Slidechannel
Category 2	Billboard, Pushdown billboard, Sitebar, Fireplace, Skyline ad, Content wallpaper, Floor ad, Homepage branding, Homepage branding LinkedIn, Dynamic wallpaper, Dynamic wallpaper XL
Category 3	Brand value ad, Brand value ad plus (only WEKA), Homepage event [Standard, XL or XXL], Remote ad, Homepage takeover, Navigation ad, Sticky navigation ad, Double sitebar, Intro message + wallpaper, Content switch 3D cube, Screengrabbng ad, Lead-off combination, Expandable tower ad

Ad format combinations	
Lead-off combination	Billboard + Medium rectangle or Wallpaper + Medium rectangle
Homepage takeover	Wallpaper + Medium rectangle + Content billboard
Homepage event	Billboard [or Fireplace] + background picture
Homepage event XL	Billboard [or Fireplace] + background picture + Medium rectangle
Homepage event XXL	Billboard [oder Fireplace] + background picture + Medium Rectangle + Content-Billboard
Brand value ad	Billboard + Fireplace + background picture
Homepage branding	Wallpaper + Content-Billboard
Homepage branding LinkedIn	Medium Rectangle + Textlink
Content wallpaper	Billboard and Halfpage Ad in the content (only on golem.de)
Dynamic wallpaper	Leaderboard + Sitebar
Dynamic wallpaper XL	Billboard (above navigation bar) + Sitebar

Homepage mobile

Website	Position Duration (workday Mon, Tue, Wed or Thu weekend = Fri-Sun)	Als during booking period	Category 1	Category 2	Category 3
Golem.de	Mobile homepage workday	85.000	2.125 €	3.400 €	5.100 €
	Mobile homepage weekend	175.000	3.938 €	6.300 €	9.450 €
Handelsblatt Online	Mobile homepage workday	165.000	4.125 €	6.600 €	9.900 €
	Mobile homepage weekend	355.000	7.988 €	12.780 €	19.170 €
WirtschaftsWoche Online	Mobile homepage week	100.000	2.500 €	4.000 €	6.000 €
ZEIT ONLINE	Mobile homepage workday	125.000	3.125 €	5.000 €	7.500 €
	Mobile homepage weekend	415.000	9.338 €	14.940 €	22.410 €

Price category	Ad format
Category 1	Standard banner (6:1 4:1) Gallery ad Banner ad plus (top banner slot)
Category 2	Banner large (2:1 3:1; in the middle) High impact ad (in the middle) Mobile movie ad (in the middle) Expandable ad (top banner slot) Pushdown ad (top banner slot)
Category 3	Interstitial + reminder Homepage takeover Brand value ad

Homepage digital

Website	Position Duration	Als during booking period	Category 1	Category 2	Category 3
Golem.de	Digital homepage workday	270.000	7.007 €	10.730 €	16.280 €
	Digital homepage weekend	495.000	11.490 €	17.636 €	26.741 €
Handelsblatt Online	Digital homepage workday	525.000	15.020 €	22.089 €	33.800 €
	Digital homepage weekend	930.000	23.495 €	34.799 €	53.155 €
WirtschaftsWoche Online	Digital homepage week	360.000	14.338 €	21.553 €	31.765 €
ZEIT ONLINE	Digital homepage workday	600.000	15.193 €	21.761 €	31.543 €
	Digital homepage weekend	1.415.000	31.947 €	46.287 €	67.349 €

Volume packages for General News sections

ZEIT ONLINE	Als week	Category 1	Category 2	Als week	Category 1	Als week	Category 1	Category 2
Volume package in the section	Online			Mobile		Digital		
Digital	250.000	6.500 €	9.000 €	80.000	2.484 €	330.000	8.310 €	10.623 €
Society	750.000	13.500 €	21.000 €	150.000	3.000 €	900.000	15.263 €	22.200 €
Studying & Career	500.000	10.000 €	15.000 €	175.000	4.725 €	675.000	13.621 €	18.246 €
Culture	500.000	16.000 €	21.000 €	150.000	4.607 €	650.000	19.062 €	23.687 €
Politics	750.000	15.000 €	22.500 €	250.000	6.705 €	1.000.000	20.077 €	27.014 €
Travel	200.000	6.400 €	8.400 €	35.000	1.225 €	235.000	7.053 €	8.903 €
Sport & Mobility	250.000	6.500 €	9.000 €	125.000	3.846 €	375.000	9.570 €	11.883 €
Business	500.000	13.000 €	18.000 €	125.000	3.875 €	625.000	15.609 €	20.234 €
Knowledge	750.000	15.000 €	22.500 €	200.000	5.429 €	950.000	18.896 €	25.834 €
Zeit Magazin	250.000	11.250 €	13.750 €	-	-	-	-	-
		Standard	Premium		Standard		Standard	Premium
Selected rotation package	500.000	7.500 €	11.000 €	300.000	4.500 €	800.000	11.100 €	14.338 €

Price category	Online	Mobile
Category 1	Wallpaper Billboard above navigation bar Sidekick ad Slidechannel	Standard banner (6:1 4:1) Gallery ad Banner ad plus Banner large (2:1 3:1) High impact ad Movie ad Expandable ad Pushdown ad
Category 2	Fireplace Sitebar ad Pushdown ad Dynamic wallpaper Dynamic wallpaper XL Fluid banner	-

Selected rotation	Sections
ZEIT ONLINE	Politics Society Studying & Career
Ad formats	
Standard	Wallpaper, Superbanner, Skyscraper, Medium rectangle
Premium	Billboard (above navigation bar), Halfpage ad and Sitebar

Surcharges on section bookings	Surcharge on gross price
100% Share of Voice for booked banner position	50%
Standalone (whole section, with the exception of house ads)	100%

Volume packages for Special Interest sections

ARIVA.de	Als week	Category 1	Category 2	Als week	Category 1	Als week	Category 1	Category 2
Volume package in the section	Online							
Stocks & Shares	600.000 day	10.500 €	13.500 €					
Portfolio	250.000	4.375 €	5.625 €					
Foreign Exchange	125.000	5.000 €	6.250 €					
Commodities	250.000	8.334 €	11.111 €					
Certs & Options (leverage prod.)	250.000	10.000 €	12.500 €					
		Standard	Premium					
Selected rotation package	500.000	7.500 €	11.000 €					

Handelsblatt Online	Als week	Category 1	Category 2	Als week	Category 1	Als week	Category 1	Category 2
Volume package in the section	Online			Mobile		Digital		
Automotive	250.000	7.500 €	10.000 €	50.000	1.350 €	300.000	8.186 €	10.215 €
Finance	180.000 day	9.000 €	10.800 €	35.000 Tag	1.365 €	215.000 day	9.588 €	11.253 €
Panorama	500.000	10.000 €	15.000 €	75.000	1.575 €	575.000	10.707 €	15.332 €
Politics	500.000	10.000 €	15.000 €	150.000	3.300 €	650.000	12.303 €	16.928 €
Sport	250.000	5.000 €	7.500 €	35.000	735 €	285.000	5.305 €	7.617 €
Companies	160.000 day	8.000 €	9.600 €	50.000 Tag	1.950 €	210.000 day	9.204 €	10.684 €
Technology	200.000	10.000 €	12.500 €	50.000	1.950 €	250.000	11.054 €	13.366 €
		Standard	Premium		Standard		Standard	
Selected rotation package	500.000	7.500 €	11.000 €	300.000	4.500 €	800.000	11.100 €	14.338 €

WirtschaftsWoche Online	Als week	Category 1	Category 2	Als week	Category 1	Als week	Category 1	Category 2
Volume package in the section	Online			Mobile		Digital		
Success	250.000	7.500 €	10.000 €	20.000	780 €	270.000	7.659 €	9.972 €
Finance	250.000	10.000 €	12.500 €	25.000	975 €	275.000	10.152 €	12.464 €
Politics	250.000	5.000 €	7.500 €	25.000	975 €	275.000	5.527 €	7.839 €
Technology	150.000	4.500 €	6.000 €	-	-	-	-	-
Companies	250.000	12.500 €	15.000 €	45.000	1.755 €	295.000	13.186 €	15.498 €

Golem.de	Als week	Standard	Premium	Als week	Standard	Premium
Volume package in the section	Online			Mobile		
Selected rotation package	500.000	7.500 €	11.000 €	300.000	7.500 €	11.000 €

iqd tec.net	Als week	Standard	Premium
Volume package in the section	Online		
Selected rotation package I	500.000	7.500 €	11.000 €
Selected rotation package II	1.000.000	14.000 €	21.000 €

Price category	Online	Mobile
Category 1	Wallpaper Billboard (above navigation bar) Sidekick ad Slidechannel	Standard banner (6:1 4:1) Gallery ad Banner ad plus Banner large (2:1 3:1) High impact ad Movie ad Expandable ad Pushdown ad
Category 2	Fireplace Sitebar ad Pushdown ad Dynamic wallpaper Dynamic wallpaper XL Fluid banner	-

Selected rotation	Sections
ARIVA.de	Portfolio News Glossary Forum
Golem.de	Mobile Phones Games, Audio/Video Internet Applications Mobile and Photo
Handelsblatt Online	Politics Panorama Sport Opinion
iqd tec.net	Rates Forum News Test
Ad formats	
Standard	Wallpaper, Superbanner, Skyscraper, Medium rectangle
Premium	Billboard (above navigation bar), Halfpage ad and Sitebar

Surcharges on section bookings	Surcharge on gross price
100% Share of Voice for booked banner position	50%
Standalone (with the exception of house ads)	100%

Newsletter

Website	Newsletter	Subscribers	Publication date	Minimum frequency	gross rate
Business & News					
Handelsblatt Online	Headline-Newsletter (Headlines in the morning + Headlines in the evening)	6.650	every stock exchange date	20 editions (4 weeks)	2.128 €
Handelsblatt Online	Morning Briefing	400.000	every stock exchange date	5 editions (1 week)	10.660 €
Handelsblatt Online	What remains of the day	15.000	every stock exchange date	20 editions (4 weeks)	3.200 €
Handelsblatt Online	Der Chefökonom (Chief Economist)	20.000	Friday	3 editions	3.000 €
INGENIEUR.de	Venture News	3.500	Thursday	2 editions	1.400 €
WirtschaftsWoche Online	Exclusive	10.000	Saturday	3 editions	1.200 €
WirtschaftsWoche Online	AGENDA	135.000	Monday	1 edition	5.400 €
WirtschaftsWoche Online	5 to 12	50.000	every stock exchange date	5 editions (1 week)	4.000 €
ZEIT ONLINE	ZEITLetter	100.000 (different options on request)	Wednesday	1 edition	2.500 €
Sustainability					
WirtschaftsWoche Online	Green	50.000	Friday	1 edition	2.000 €
Finance & Stock exchange					
ARIVA.DE	Standalone Newsletter	37.000	flexible (max. 2 week)	1 edition	4.000 €
ARIVA.DE	Stock markets at a glance	37.000	on request	1 edition	1.000 €
Finanztreff.de	Customer Newsletter	100.000	monthly (around the 15.)	1 edition	4.000 €
Handelsblatt Online	Investors Update	8.500	Friday	4 editions	1.360 €
Handelsblatt Online	FinanceToday	95.000	every stock exchange date	5 editions (1 week)	7.600 €
Job & Career					
Ingenieurkarriere.de	IngenieurKarriere News	45.330	1st Friday of the month	1 edition	1.813 €
karriere.de	Career Newsletter	32.000	Tuesday	1 edition	1.280 €
LinkedIn	InMail	individually defined	everytime (per User 60 days possible)	2.300 InMail receiver	9.200 €
ZEIT ONLINE	ZEIT Career Newsletter	26.000	always within the 1st and 3rd calendar week of a month	1 edition	650 €
ZEIT ONLINE	ZEIT CAMPUS Newsletter	14.400	Monday	2 editions	1.380 €
Technology & Science					
Golem.de	Golem Headlines Newsletter	37.000	daily (Monday - Friday)	2 editions	2.960 €
Spektrum.de	Science-online Newsletter	20.000	daily (Monday - Saturday)	2 editions	1.600 €
WEKA	Standalone Newsletter	100.000	on request	1 edition	5.000 €
ZEIT ONLINE	ZEIT KNOWLEDGE Newsletter	32.800	every 2nd Tuesday	2 editions	1.600 €
Travel & Education & Culture & Lifestyle					
ZEIT ONLINE	ZEIT Teacher Newsletter	30.100	twice a month	1 edition	1.400 €
ZEIT ONLINE	ZEIT Student Newsletter	20.100	Monday	2 editions	1.100 €

Tablet-Apps

Ad medium	Number of weekly sold accesses	Issues per booking period	Pre-Loading ad	Opening page (first ad)	Fullscreen ad*	Rectangle
Handelsblatt Live	25.000	5	12.000	10.000 €	8.000 €	8.000 €
WirtschaftsWoche App	3.000	1	-	10.000 €	8.000 €	-
DIE ZEIT App	27.000	1	-	5.000 €	4.000 €	-
ZEITmagazin App	27.000	1	-	5.000 €	4.000 €	-
Handelsblatt "Pre-Loading Package" (Handelsblatt Live, ePaper App, Morning Briefing App)	90.000	15	15.000	-	-	-

* Double page ad = 50% surcharge

WebApp Tablet

Ad medium	Als per week on the homepage	Medium rectangle High impact ad	Mobile billboard	Homepage takeover
Handelsblatt WebApp Tablet	160.000	6.400 €	9.600 €	14.610 €

Table of discounts

From gross turnover of	Discount on gross rate
50.000 €	3%
100.000 €	5%
250.000 €	10%
600.000 €	12,5%
1.000.000 €	15%
1.750.000 €	17,5%
3.000.000 €	20%

Surcharges

Possible surcharges	Surcharge on gross rate
Expandable ad formats	10%
as video ad package	10%
iq target basic (socio-demogr.)	15%
Homepage standalone (except house ads)	25%
Bigger than specs (by arrangement)	25%

Minimum booking volume

Ad medium	Minimum booking volume
LinkedIn	3.500€ AE-Netto
other iq digital websites	2.500€ AE-Netto

Links

Media data	iq digital - media data
Special offers	iq digital - Aktuelle Angebote
Specifications	iq digital - Technical specifications

All prices plus VAT.

The Advertising Terms and Conditions of the portal operators and/or iq digital media marketing gmbh apply, viewable at:

www.iqdigital.de

Correct as of Jan 01, 2014, older price lists are no longer valid.