



Premium-Content for Premium-Target groups.

WirtschaftsWoche – the business magazine for decision-makers.



WirtschaftsWoche is the biggest business news magazine in Germany. It is the voice and discussion platform for everyone who understands business not just as a job to be done, but as a way of looking at the world. WirtschaftsWoche gives you an overview of the week's current topics with new perspectives – it takes clear positions and provides the necessary background information.

The WirtschaftsWoche group of brands also offers you the unique opportunity to address decision-maker target groups in a variety of ways: on stock exchange trading days via the website, several times a week by E-Mail-Newsletter, weekly with the magazine and globally via the iPad app. Events and direct mailings round off the WirtschaftsWoche portfolio of services, making it an essential component of your communications strategy with decision-makers.

WirtschaftsWoche readers belong to Germany's business elite. They have an above-average amount of money at their disposal and have major influence on developments in their companies. They make investment decisions not only at work, but in their capacity as private consumers. Their role as opinion leaders and multipliers – both professionally and privately – makes them an indispensable premium target group.

Circulation (IVW I/2015):

Print circulation	175,469
Distributed circulation	158,321
Paid circulation	149,604

Coverage:



AWA 2014	842,000
LAE 2014	320,000

Media information:

www.iqm.de/wirtschaftswoche

WirtschaftsWoche









Basic formats:

Basic sizes	Type area		Bleed		Gross rates b/w and 4c
	Width	Height	Width	Height	
 1/1	188	244	210	280	28,750 €
 2/3 vert.	124	244	134	280	21,100 €
 1/2 horiz.	188	120	210	138	17,200 €
 1/3 vert.	60	244	70	280	11,950 €
 1/3 horiz.	188	76	210	94	11,950 €

Format across the gutter:

Basic sizes	Type area		Bleed		Gross rates b/w and 4c
	Width	Height	Width	Height	
 2/1	400	244	420	280	57,500 €
 1 1/3 (1/1 + 1/3 vert.)	272	244	282	280	40,700 €
 2 x 2/3 vert.	272	244	272	280	42,100 €
 2 x 1/2 horiz.	400	120	420	138	34,400 €
 2 x 3/6 fireplace	272	160	–	–	38,000 €

Premium positions:

Basic sizes	Type area		Bleed		Gross rates b/w and 4c
	Width	Height	Width	Height	
 Cover 2 + p. 3	400	244	420	280	80,500 €
 Cover 2 / Cover 4	188	244	210	280	34,400 €
 Cover 3	188	244	210	280	31,700 €
 Premium double p.*	400	244	420	280	68,900 €
 1st right hand page	188	244	210	280	33,100 €
 2nd right hand page	188	244	210	280	31,600 €
 1st double page	400	244	420	280	63,200 €
 1/3 Editorial	60	244	70	280	13,000 €

Sizes listed in mm. The rates are exclusive VAT, which may apply

* Upon "Editorial" and before the contents table

Discount structure:

4 pages	4 %
8 pages	9 %
12 pages	12 %

Printing process:

Rotogravure for the regular part, offset for the covers

Processing:

saddle-stitched

Booking / cancellation and copy deadline:

Acc. to the schedule; cancellation and booking deadlines are identical

Trim:

4 mm all around, vital details should be kept at least 10 mm from the untrimmed edge to avoid loss through trimming.




Format specification:

Sizes listed in mm (width x height), bleed sizes in colour

WirtschaftsWoche





Financial advertisements

Financial rates apply to derivatives or ETF advertisements. The regular volume discount will be taken into consideration. Financial ads count into separate contracts (no combination possible with image / product ads)

Sizes and rates	Type area		Bleed		Gross rates b/w and 4c
	Width	Height	Width	Height	
 1/1 page	188	244	210	280	15,800 €
 1/2 page horizontal	188	120	210	138	9,500 €
 1/3 page, vertical	60	244	70	280	6,600 €

Lufthansa Covers

All copies of WirtschaftsWoche sold to the airline are given an additional cover. With colour insertion options, i.e. you can target business class passengers systematically and exclusively in their specific reading environment.

Sizes and rates	Type area		Bleed		Gross rates b/w and 4c
	Width	Height	Width	Height	
 Title LHC	191	193	–	–	11,500 €
 Cover 2	188	244	210	280	10,400 €
 Cover 3	188	244	210	280	10,400 €
 Cover 4	188	244	210	280	10,400 €

Loose inserts

Insert possibilities:

Full domestic circulation, domestic postal circulation, split circulation runs on request. Inserts in split circulation runs subject to publication date being moved by the publisher.

Minimum circulation: 20,000 copies

Technical conditions:

Supplements are inserted by machine in the magazine and therefore have to meet special preconditions. For supplements consisting of several pages the closed page has to be parallel to the back of the magazine. Accordion fold inserts with stapled or adhesive postcards cannot be processed. Inserts of the same advertiser in different designs in the same issue are only possible by special arrangements.

Supplements have to be rectangular. When printing inserts an additional 3% should be produced. The insert can only be max. 1mm thick. Oversized supplements (190 x 300 mm) can only be inserted in max. 60 % of the full circulation run.

Adhesive postcards in supplements have to be on the inside pages of the supplement.

Closing date: 4 weeks before the issue date

WirtschaftsWoche is an official publication of the Frankfurt, Düsseldorf and Stuttgart stock exchanges.



Discounts: Existing WirtschaftsWoche basic contracts will be considered but insertions in Lufthansa cover do not increase the overall page volume taken into consideration for the discount.

Supplements are printed products loosely inserted in the magazine.

Rates: per 1,000 copies	Full circulation		Split circulation
	up to 25 g	up to 30 g	
up to 25 g	143 €	175 €	175 €
up to 30 g	150 €	183 €	183 €
up to 35 g	158 €	193 €	193 €
up to 40 g	168 €	203 €	203 €
up to 50 g	175 €	213 €	213 €

Rates for other sizes on request.

Size:	Width	Height
Minimum	105	148
Maximum	190	260

Sizes listed in mm.

Paper weight:

2-page inserts	min. 115 g/m ²
4-page inserts	min. 80 g/m ²

Weights for larger inserts on request.

WirtschaftsWoche

Glued inserts

Glued inserts are:

- a) postcards or other rectangular, unfolded print products, empty sealed envelopes.
- b) sealed envelopes with contents, folded printed products.
- c) product samples and CD-ROM on request with examples.

Other specifications possible with prior agreement.

Insertion possibilities:

Basic ad in full print run. Ad in split run on request.

Ad to be placed:

Glued inserts are only possible in combination with a full page advertisement (acc. to rate card)

Positioning:

The positioning of the ad and the position of the adhesive insert on the ad has to be agreed with the advertising department. The position of the glued insert can be within a frame of approx. 25–65 mm from the gutter and at least 20 mm away from the trimmed edges. Slight deviations of up to 10 mm* in each direction and parallel differences of 5 degrees should be taken into account when designing the ad.

Closing date: 4 weeks before the issue date

Bound-in inserts

The positioning of bound-in inserts is in the middle of the magazine – between 2 printed products, so that one part is in the front half and one part in the back part of the magazine.

Insert possibilities: full circulation

Identification:

For legal reasons governing the press, bound-in inserts which are not easily recognised as advertising because of their design, have to be clearly labelled with the word “ANZEIGE” (advertisement) in 9 point semi-bold capitals.

Technical requirements:

Bound-in inserts have to be delivered with a 10mm back fold. Bound-in inserts with 8 or more pages must be glued in the gutter. To avoid tearing, the following should be taken into account when producing 4 page products: the run of the paper should be at a 90 degree angle to the fold. Important details should be kept at least 4 mm from the top and bottom as well as 10 mm from the untrimmed edge. Include 3 mm heading/food/side trim (left and right) plus 9 mm back fold.

All formats in mm. Other formats on request.

Closing date: 6 weeks before the issue date

Glued inserts are stuck on to the basic ads (at least 1 full page), so they can be easily removed and used.

Rates: per 1,000 copies

	Full circulation	Split circulation
Unfolded cards	78 €	90 €
Envelops with contents, CDs or booklets.	90 €	101 €

Rates for other sizes on request.

Size:	Width	Height
Minimum	55	85
Maximum	170	210

Sizes listed in mm.

Technical requirements:

Paper weight	150 g/m ²
Maximum weight for filled envelopes	20 g/m ²

More comprehensive glued inserts possible on request – please supply sample.
Please follow the guidelines of the BVDM (Federal Association of German Magazines).

Bound-in inserts are print products/prospectuses firmly bound-in to the magazine.

Rates: per 1,000 copies up to

4 pages	148 €	16 pages	192 €
8 pages	162 €	20 pages	205 €
12 pages	179 €	24 pages	218 €

Sizes:	Width	Height
Untrimmed size	213/223	286
Final trim format	210	280

Minimum:	Width	Height ¹
	110/120	286

incl. 3 mm trimm
Sizes listed in mm.

Paper weight:

4 pages	min. 100 g/m ²
8 pages	min. 70 g/m ²

More comprehensive bound-in inserts on request – sample to be supplied.

¹⁾ Head lay

WirtschaftsWoche

General Notes

Basis for price calculation: The basis for calculation is the print circulation in line with the most recent IVW quarterly figures at the time of billing. Rates may be higher if the nature of the products complicates processing.

Partner advertising: Loose inserts / glued inserts / bound inserts used jointly by more than one advertiser may be booked by special arrangement.

Disposal costs: If glued inserts / loose inserts in returned copies have to be disposed of, the customer bears the additional costs of disposal on a case to case basis.

Delivery volume: To allow for circulation fluctuations, the must consult the advertising dept. once again prior to production to ascertain the actual required volume of loose inserts / glued inserts / bound inserts.

Liability: The publisher is entitled to compensation for damage suffered due to non-adherence to the technical requirements. In the event of processing problems, finishing the print circulation will take priority.

Queries regarding technical requirements:

iq media marketing gmbh
Herr Jochen Kukley
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Email jochen.kukley@iqm.de

Product samples are to be delivered in compliance with the guidelines of the German Printing Federation (BVDM) (please request from the publisher).

Postcards and four-page folded postcards must not be stacked in layers higher than 20 cm. Envelopes, booklets and CD-ROMs are to be in stacked horizontally in the same direction without gaps and secured against movement using intermediate strips / panels.

Delivery: 14 days prior to the publication date free at bookbinder on Europallets only. Products must be suitable for immediate mechanical processing without the need for any manual preparation work. Products that have become moist or stuck together cannot be processed. Pallets must weigh no more than 800 kg and must not exceed a height of 120 cm; they must be securely packaged for transport purposes and each pallet should contain only one type of product. Products must lie flat with aligned edges and identical layer heights. The layer height should be between 10 cm and 12 cm, and there should be no additional tie-ups, protective films or wraparounds. Cross-wise stacking should be avoided wherever possible. There must be a 2 mm-thick separating card between each layer.

Delivery notes must contain the following details:

- magazine, issue no. distribution, product name distribution
- no. of copies on the pallet, no. of pallets, total number of units in the delivery
- sender and recipient

A sample should be prominently attached to each packaging unit.

Delivery address:

Prinovis Nürnberg GmbH
Sammelheftung / WV-West (Kundenbetreuung WirtschaftsWoche)
Breslauer Straße 300
90471 Nürnberg
Phone +49(0)911 80 03 - 240

Advertising data

Terms and Conditions:

Our general terms and conditions can be found on our website:
www.iqm.de/wirtschaftswoche

Bank details:

Commerzbank AG, Bank code 300 800 00, Account no. 211 920 100
IBAN no. DE 53 3008 0000 0211 9201 00, Swift Code DRES DE FF 300

VAT:

The rates are exclusive Value Added Tax, which may apply.

Payment:

Invoices are rendered before publishing and are payable in full on the publication date in Euros. In the event of default of payment interest is charged along with the collection expense incurred.

Publication: weekly on Fridays.

Copy price: 5.50 €

Publisher:

Handelsblatt GmbH
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www.iqm.de/wirtschaftswoche

WirtschaftsWoche

Publishing and closing deadlines

Issue no.	Publication date	Booking and copy deadline	Specials 2015
1/2	January 5	December 11	
3	January 12	December 18	
4	January 19	December 29	
5	January 26	January 8	Summit of the World Market leader
6	February 2	January 15	Real estate reference book
7	February 9	January 22	eMobility
8	February 14	January 28	
9	February 23	February 5	SME I
10	March 2	February 12	Career I (Closing date: January 19, 2015)
11	March 9	February 19	Green Economy I (Closing date: January 26, 2015)
12	March 16	February 26	CeBIT
13	March 23	March 5	Watches I: Basel World
14	March 30	March 12	SME II
15	April 4	March 18	Financial advisor I
16	April 13	March 26	Hanover Fair
17	April 20	April 1	Urban planning
18	April 27	April 9	Business software
19	May 4	April 16	SME III
20	May 8	April 21	
21	May 15	April 27	Real estate / Career II (Closing date: March 30, 2015)
22	May 22	May 5	MBA I
23	May 29	May 11	Financial advisor II
24	June 5	May 18	SME IV
25	June 12	May 26	Green Economy II (Closing date: April 28, 2015)
26	June 19	June 2	Fleet management

Issue no.	Publication date	Booking and copy deadline	Specials 2015
27	June 26	June 10	Red Dot Design Award
28	July 3	June 17	
29	July 10	June 24	Exclusive Living
30	July 17	July 1	
31	July 24	July 8	
32	July 31	July 15	
33	August 7	July 22	
34	August 14	July 29	
35	August 21	August 5	Country special Bavaria
36	August 28	August 12	Green Economy III (Closing date: July 20, 2015)
37	September 4	August 19	MBA II
38	September 11	August 26	SME V
39	September 18	September 2	IAA
40	September 25	September 9	Financial advisor III
41	October 2	September 16	Expo Real
42	October 9	September 23	SME VI
43	October 16	September 30	Green Economy IV (Closing date: September 7, 2015)
44	October 23	October 7	Watches II: Munich Time
45	October 30	October 14	Consulting
46	November 6	October 21	SME VII
47	November 13	October 28	Career III (Closing date: October 5, 2015)
48	November 20	November 4	Financial advisor IV
49	November 27	November 11	Country special North-Rhine Westfalia
50	December 4	November 18	SME VIII
51	December 11	November 25	Career IV (Closing date: November 2, 2015)
52	December 18	December 2	Year end edition
1/2	December 23	December 7	

Special topics 2015

A variety of specials with the following editorial focus are scheduled:

Finance + Insurances

- Financial advisor (issue no. 15, 23, 40, 48)

Small-/Medium sized companies

- SME (issue no. 9, 14, 19, 24, 38, 42, 46, 50)

Traffic + Logistics

- eMobility (issue no. 7)
- Fleet management (issue no. 26)
- IAA (issue no. 39)

IT + Telecommunications

- CeBIT (issue no. 12)
- Business software (issue no. 18)

Special topics 2015

A variety of specials with the following editorial focus are scheduled:

Career / Further education

- MBA (issue no. 22, 37)
- Career (issue no. 10, 21, 47, 51)

Lifestyle

- Design/red dot award (issue no. 27)
- Watches (issue no. 13, 44)

Sustainability / Energy

- Green Economy (issue no. 11, 25, 36, 43)

Real Estate

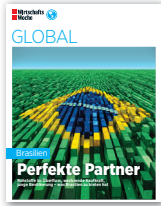
- Real Estate (issue no. 6, 21, 29, 41)
- Urban planning (issue no. 17)

Other specials

- Summit of the World Market leader (issue no. 5)
- Hanover Fair (issue no. 16)
- Country special Bavaria (issue no. 35)
- Country special North-Rhine Westfalia (issue no. 49)
- Consulting (issue no. 45)
- Year end edition (issue no. 52)

WirtschaftsWoche

Special issues:



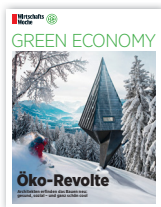
WirtschaftsWoche Global:

In the series of "WirtschaftsWoche Global" special issues at irregular intervals, the WirtschaftsWoche editorial team devotes its attention to topics of overriding importance. It could focus on various countries like France, China or India. Equally possible are subjects of general economic relevance like the labour market or the social market economy.



WirtschaftsWoche "Karriere":

WirtschaftsWoche devotes several special issues to career topics. Its editorial team does justice to the fact that WirtschaftsWoche is not just the preferred reading of the business elite, but also the most read specialist publication in Germany's business schools. These specials which appear with a separate cover in regular issues of WirtschaftsWoche, cover topics, like, for example, the best employers, the most interesting branches of industry, getting started in a job and the best ways of getting on in your career.



WirtschaftsWoche Green Economy:

The green, sustainable economy will change more than the internet-driven New Economy ever did. But what does the transition to a greener economy really mean? What are the consequences for consumers and companies? And above all: how do you measure green economic activity and sustainability? WirtschaftsWoche addresses these questions in a four-part series under the title Green Economy, published under its own cover in regular issues of the magazine. The series covers topics like renewable energy forms, energy efficiency, responsible capital investment, green gadgets, the future of urban centres and mobility in tomorrow's world.

We are at your disposal for further information.

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WirtschaftsWoche



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