

Handelsblatt Magazin

Rate card no. 1 effective January 1, 2015



www.iqm.de/handelsblatt-magazin

iqm media



Intelligent media for intelligent target groups.

The finer side of business. Handelsblatt Magazin



Handelsblatt Magazin combines the expertise, tradition and competence of Germany's leading business newspaper with the ease and elegance of a modern magazine.

Handelsblatt Magazin is published 6 times a year with a unique selection of topics to illustrate the finer side of business: movers and shakers, fashion, companies, trends and visions.

It could be a chat with a major unusual entrepreneurial character or a portrait of a successful designer. An essay on topics of social relevance side-by-side with an opulent feature on fashion.

Just as the host newspaper Handelsblatt is devoted to serious reporting and relevance, the Handelsblatt Magazin offers the highest standards of journalistic and aesthetic excellence.

Handelsblatt Magazin readers are top decision-makers and opinion leaders in business and society at large. They are top performers with above-average incomes. Their high purchasing power and exclusive consumer habits make them an indispensable target group for premium and luxury products.

Advertisers benefit not just from the power and excellence of the Handelsblatt brand – top class journalism in an aesthetic pictorial setting provides a sophisticated platform for their brand messages.

Circulation Handelsblatt

Print circulation	122,585
Distributed circ.	123,847
Paid circ.	118,034

Source: IVW IV/2014








Coverage Handelsblatt

ma 2014	475,000
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Handelsblatt Magazin

Formats and rates

Standard formats	Type area		Bleed		Rate
	width	height	width	height	b/w+colour
 2/1 page	402	247.5	430	289	41,000 €
 1/1 page	184	247.5	215	289	20,500 €
 2/3 page vert.	121	247.5	140	289	15,000 €
 2/3 page horiz.	184	165	215	183.5	15,000 €
 1/2 page horiz.	184	123.5	215	146	12,100 €
 1/3 page vert.	58	247.5	76	289	8,500 €
 1/3 page horiz.	184	82.5	215	104	8,500 €

Further formats on request; rates plus VAT which may apply










Printing process

Offset

Booking/copy material/ cancellation deadlines

Acc. to the timetable. Cancellation deadlines coincide with the booking deadlines.

Premium positions

Formats	Type area		Bleed		Rate
	width	height	width	height	b/w+colour
 Cover Gatefolder ¹⁾					92,400 €
 Opening spread ²⁾	402	247.5	430	289	51,300 €
 1st double-page	402	247.5	430	289	43,400 €
 2nd double-page	402	247.5	430	289	41,800 €
 C2/3/4	184	247.5	215	289	24,700 €
 1/1 page Editorial	184	247.5	215	289	24,700 €
 1/1 page Editorial	184	247.5	215	289	23,500 €
 1st right hand page	184	247.5	215	289	24,700 €
 2nd right hand page	184	247.5	215	289	23,500 €

¹⁾ 4 pages, plus technical costs; information on request

²⁾ C2 + page 3

All formats in mm; further formats on requests; rates plus VAT which may apply

Trim

plus 3 mm trim all around for advertisements in bleed size

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Tip-on card

Publication

Total run; split possibilities on request

Tip-on card

May be positioned on the first and last page of a content sheet. The position of the glued insert on the page itself is subject to consultation. May be positioned a maximum of 5 cm from the gutter; the height is variable, but the card must be at least 2 cm from the trim edges. Gluing tolerances of up to 10 mm in each direction and parallelism deviations of 5° are possible.

Product sample

May be positioned on the first and last page of a content sheet. The position of the glued insert on the page itself is subject to consultation. The distance of the product sample from the upper, lower and outer edge as well relative to the gutter must be at least 30 mm. Gluing tolerances up to 10 mm in each direction are possible.

Product samples must be of a design that ensures that they do not impair or put at risk the production and dispatch of the circulation. Liquid or powder-like substances must be delivered in firmly weld-sealed film packages. Sample sachets and their contents should be designed as flat as possible to ensure that the sample does not change the thickness of the magazine to any significant extent.

Booking/Cancellation deadline

Postcard: 6 weeks prior to publication date

Samples: 8 weeks prior to publication date

Bound-in insert

Publication Total run

Split possibilities on request

Labelling

To comply with the press regulations, one-piece and two-part Bound-in insert that are not clearly recognisable as advertising due to their design must be clearly marked with the word "ADVERTISEMENT" in 9-point semi-bold block letters.

Technical conditions

One-piece and two-part Bound-in insert must be delivered with a 10 mm binding flap. When using the maximum format (215 mm x 289 mm) please ensure an additional 4 mm trim at the side and bottom + 10 mm binding flap. Smaller Bound-in insert only possible by prior agreement – e.g. 190 mm x 248 mm. Bound-in insert with a length exceeding 4 pages must be sealed at the top.

Positioning

Bound-in insert are positioned in the middle of the magazine. Two-part Bound-in insert are positioned inside the magazine between the sheet sections of the content (depending on length).

Booking/cancellation deadline

6 weeks prior to publication

Delivery of process ready bound-in inserts

3 weeks prior to publication

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	77 €	90 €
Samples	90 €	101 €

Size/Paper weight post cards

	Width	Height
Minimum size	105 mm	148 mm
Paper weight	150 up to 200 g/qm	

Size/Paper weight sample

	Width	Height
Minimum size	80 mm	80 mm
Paper weight	approx. DINA A5	

More comprehensive glued inserts possible on request – please supply samples for technical inspection.

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

Rates: per 1,000 copies up to

4 pages	148 €
8 pages	162 €
12 pages	179 €

Paper weight:

4 pages	min. 100 g/qm
8 pages	min. 80 g/qm

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

Handelsblatt Magazin

Time schedule

Issue no.	Publication date	Booking deadline	Copy deadline
1	13.03.15	09.02.15	11.02.15
2	17.04.15	12.03.15	16.03.15
3	15.05.15	09.04.15	13.04.15
4	02.10.15	31.08.15	02.09.15
5	06.11.15	05.10.15	07.10.15
6	04.12.15	02.11.15	04.11.15

Subject to alterations

Technical data

Trim allowance

Plus 3 mm on all sides for ads in bleed format

Printing method

Offset

File format

PDF/X-1a, PDF/X-3 data preferred

Fonts / Lines

Stroke width at least 0.3 pt (N.B. Acrobat and digital proofs show these kinds of line thicker!)

Bleed format

2/1 page 430 mm wide x 289 mm high

1/1 page 215 mm wide x 289 mm high

Type area format

2/1 page 402 mm wide x 247,5 mm high

1/1 page 184 mm wide x 247,5 mm high

Colour profile

Cover ISOcoated_v2_300 (includes max. ink coverage of 300%)

Content ISOcoated_v2_300_eci.icc (includes max. ink coverage of 300%)

Screen values

Cover 200 lpi (AM, elliptical dot)

Content 175 lpi (AM, elliptical dot)

Image resolution

Colour at least 300 dpi

Greyscale at least 300 dpi

Line at least 1200 dpi

Paper quality

Content 70 g/m² coated MWC paper, soft-calendered, silk matt

Cover 150 g/m² picture print, wood-free, matt

Proofs

1 final colour proof. The contract proof must be created 1:1 from the supplied data set and must contain the Ugra/Fogra media wedge.

Advertisement upload

www.iqm.de/anzeigen-upload

Email

handelsblatt-magazin@anzeigeneingang.de

Data media

CD, DVD

Please send data media together with binding colour proof to:

Mediengruppe Main-Post GmbH
Digitale Vorstufe Handelsblatt
Berner Str. 2, 97084 Würzburg

Contact persons

Mr. Grieb, Mr. Gunreben

Telephone: + 931 6001-456/766

Handelsblatt Magazin

Publisher's details

Publisher's address:

Handelsblatt GmbH
Kasernenstrasse 67
40213 Düsseldorf

Frequency:

6 times a year

Terms and Conditions:

Terms and conditions apply as stated on www.iqm.de/handelsblatt-magazin
The publisher reserves the right not to publish an ad.

Terms of payment:

14 days within date of invoice net, 2% discount for prepayment or bank debit.

Bank account:

Commerzbank AG, Düsseldorf,
Account 211920100, Bankcode 300 800 00
IBAN DE53 3008 0000 0211 9201 00
Swift Code DRES DE FF 300

Copy deadlines:

Please refer to www.iqm.de/anzeigen-upload

Contact

iq media marketing
A division of the Handelsblatt
Publishing Group
Kasernenstrasse 67
40213 Düsseldorf
Telephone: +49 211 887 2343
Email: international@iqm.de

International Representatives

Australia

Hogan Media
John Byrne
Unit 1 - 200 Rokeby Road
Subiaco 6008,
Western Australia.
Phone (+61) 8 9381 3991
E-mail john@hoganmedia.com.au

Austria/Czech Republic/Croatia/ Hungary/Slovenia/Slovakia

proxymedia e.U
Internationale Medienvertretung & Service
Michael Schachinger-Brauner
Wiesengasse 3
A-2801 Katzelsdorf
Phone (+43) 2622/ 36 7 55
Mobil (+43) 676/970 1517
Fax (+43) 1/25 330 333 989
E-mail michael.schachinger@proxymedia.at

Benelux

Mediacontact International
Jean Mineur
Avenue Brugmann 157
1190 Brussels
Belgium
Phone (+32) 2 343 43 71
Fax (+32) 2 343 43 76
E-mail j.mineur@mediacontact.net

Brazil

SIX-Serviço de Imprensa
Antonio Scavone jr.
Rua Piracuama, n.316 cj. 81
05017-040 São Paulo
Phone (+55) 11 38734875
Fax (+55) 11 38734875
E-mail scavonejr@midiainternacional.com.br

China

Affinity Media China
Mr. Zhao
9 Che Gong Zhuang Da Jie
D2-302 Wu Dong Da Lou
Beijing 100044
Phone (+86) 10 88395326
Fax (+86) 10 88395338
E-mail zhao@affinitymediachina.com

C.I.S. / Baltic States

Media Pro
Vladimir Barkov
Kibalchicha str. 2-1-252
129164 Moscow
Russian Federation
Phone: +7(985)610 9165
E-mail: vladimir.barkov8@gmail.com

France

Affinity Media
Frederic Lahalle
53 rue de Maubeuge
75009 Paris
Phone (+33) 1 53059401
E-mail f.lahalle@affinity-media.fr

Greece & Cyprus

A & O Media Worldwide
Nikos Barbopoulos
11, Tzavella str.
152 31 Halandri
Phone (+30) 210 6754898
Fax (+30) 210 6771431
E-mail info@a-omedia.com

Hong Kong/Indonesia/Singapore/Malaysia

Asian Integrated Media Limited
Peter Jeffery
Room 3200, 32/F, Citicorp Centre
18 Whitfield Road, Causeway Bay
Hong Kong
Phone (+852) 2850 4013
Fax (+852) 2850 4097
E-mail peterjeffery@asianimedia.com

Handelsblatt

International Representatives

Italy

K.media
Bernard Kedzierski
Via Bonaventura Cavalieri, 1/3
20121 Milan
Phone (+39) 02 29061094
Fax (+39) 02 29062341
E-mail info@kmedianet.com
bernard.kedzierski@kmedianet.com

India

Global Media Network
(A Division of GMN Media Pvt. Ltd.)
Vimal Anand
120 Institutional Area, Sector 44
Gurgaon 122002
Delhi NCR, India
Phone +91-124-4932020
Fax +91-124-4932021
E-mail: vimal@gmnindia.net

Japan

Pacific Business Inc.
Yoshinori Ikeda
Akutagawa Bldg., 7-7,
Nihonbashi Kabutocho,
Chuo-ku, Tokyo 103-0026
Phone (+81) 3 3661-6138
Fax (+81) 3 3661-6139
E-mail pbi2010@gol.com

Korea

DOOBEE Inc.
Joane Lee
8th Fl., DooBee Bldg.
35 Jeongdong-gil
Jung-gu, Seoul 100-120
South Korea
Phone (+82) 02 3702-1740
Fax (+82) 02 7555-9860
E-mail dbi@doobee.com

Middle East

Integrated Advertising services
Ali Asgar Mir
1105 Grosvenor Business Tower
Tecom Site C
Near Media Rotana Hotel
P.O. Box 27671
Dubai
UAE
Phone (+ 97) 14 4475760
Fax (+ 97) 14 4475761
E-mail alimir@iasmedia.com

North America

Iconic International Communications, Inc.
Guy Holroyd
1992 Commerce Street (Suite 314)
Yorktown Heights, NY 10598-4412
USA
Phone (+1) 914-205-2355
Fax (+1) 914-357-2030
E-mail contact@iconicinternational.com

Portugal

ILIMITADA – Marketing,
Publicidade e Serviços, Lda
Paulo Andrade
Av. Clotilde - Edifício Centro de Congressos
do Estoril, 4°C
2765-211 Estoril
Portugal
Phone (+351) 21 385 35 98 45
Fax (+351) 21 388 32 83
E-mail pandrade@ilimitadapub.com

International Representatives

Scandinavia

5 CROSS MEDIA
Marcus Erlandsson
1st Floor
Birger Jarlgatan 31
111 45 Stockholm
Phone (+46) 08 5788 6651
E-mail marcus@5crossmedia.com

Spain

About International Media
Olga Martinez
C/ Alcalá, 20, ofi. 403, 4ªplta.
28014 Madrid
España / Spain
Phone (+34) 91 320 37 70
Fax (+34) 91 741 61 20
E-mail olga.martinez@aboutim.es

Switzerland

Top Media Sales GmbH
Walter von Siebenthal
Chamerstraße 56
6300 Zug
Phone (+41) 41 7105701
Fax (+41) 41 7105703
E-mail
walter.vonsiebenthal@topmediasales.ch

Turkey (Newspapers)

Dr. Ahmer Refii Dener
Ressam Hamdipasa Sok. 4/2
34353 Besiktas-Istanbul
Phone +90 (0) 532 652 85 88
E-mail dener@d-project.de

United Kingdom, Ireland

Advance International Media
Peter Mason
First Floor
30 St John's Lane
London
EC1M 4NB
Phone (+44) 207 253 0888
E-mail peter@advance.uk.com



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iq media marketing gmbh
A division of the Handelsblatt Publishing Group
Kasernenstrasse 67
40213 Düsseldorf
Telephone: +49 211 887 2343
Email: international@iqm.de
www.iqm.de