

# Der Tagesspiegel

Rate card no. 55 effective January 1, 2015



[www.iqm.de/tagesspiegel](http://www.iqm.de/tagesspiegel)

**iqm** media

# Tagesspiegel



## Tagesspiegel – The newspaper for Berlin and Germany

People who want to know what's happening in Berlin and Germany read Tagesspiegel. The paper features daily background and analysis on politics, business and culture – direct from the German capital.

Thorough research, a liberal mindset and critical commentary – these are the things that both readers and colleagues in the industry value about Tagesspiegel.

It is one of the most frequently cited daily newspaper in Germany.

Tagesspiegel was the first independent daily newspaper in Berlin and can look back on a long and successful history.

Today, it is the multimedia brand for the cosmopolitan elite in Berlin. No other Berlin daily reaches more opinion leaders in the German capital.

“Agenda” has been published every Tuesday since 2014. This self-contained section of the paper provides even more political background as well as in-depth and exclusive reporting for political decision-makers.



### Circulation structure (IVW III/2014)

Paid circulation	116,650
Subscription	86,104
News stand	15,566

(Newsstand Mo-Fr, total circulation Tagesspiegel with Potsdamer Neueste Nachrichten)

### Coverage

LA Berlin 2014:	331,000 readers
EAB 2014:	34% decision-makers in Berlin and Potsdam (potential of 112,000)

(Tagesspiegel total circulation with Potsdamer Neueste Nachrichten)

### Publisher data

Publication dates	Monday to Sunday
Copy price (Mo-Fr):	1.40 Euro
Copy price (Sa):	1.50 Euro
Copy price (Su):	2.00 Euro

### Media information

[www.iqm.de/tagesspiegel](http://www.iqm.de/tagesspiegel)

## Rates and formats

### Solus ads

Size	Width	Height	Total Mo-Fr	Total Sa/Su
 1/1 page Premium*	370.5	528	29,568 € 35,059 €	31,046 € 36,749 €
 1/2 page horiz. Premium*	370.5	264	14,784 € 17,530 €	15,523 € 18,374 €
 1/2 page vert. Premium*	183.3	528	14,784 € 17,530 €	15,523 € 18,374 €
 1/3 page horiz. Premium*	370.5	176	9,856 € 11,686 €	10,349 € 12,250 €
 1/3 page vert. Premium*	120.9	528	9,856 € 11,686 €	10,349 € 12,250 €
 1/4 page horiz. Premium*	370.5	132	7,392 € 8,765 €	7,762 € 9,187 €

\* Premium: Position “Politics” on page 3, page 5 or AGENDA

### Discount:

#### Frequency discount:

6 x	5%
12 x	10%
24 x	15%
52 x	20%

#### Volume discount:

1,000 mm	3%
3,000 mm	5%
5,000 mm	10%
10,000 mm	15%
20,000 mm	20%

#### Extended volume discount\*:

30,000 mm	21%
40,000 mm	22%
60,000 mm	24%
80,000 mm	26%
100,000 mm	28%

\*individual calculation possible from 150,000 mm and more

Position surcharge for explicit position requests as well as on the front page of “Lokales” (Local news) and “Wirtschaft” (Business): 10%

## Tagesspiegel

### Solus ads

Size	Width	Height	Total Mo-Fr	Total Sa/Su
 1/2 page corner Premium*	245.7	396	15,523 € 18,269 €	16,262 € 19,219 €
 1/3 page corner Premium*	245.7	264	11,053 € 13,024 €	11,616 € 13,658 €
 1/4 page corner Premium*	183.3	264	9,134 € 10,771 €	9,610 € 11,299 €
 1,000 mm corner ad Premium*	183.3	250	8,650 € 10,200 €	9,100 € 10,700 €

\* Premium: Position "Politics" on page 3, page 5 or AGENDA

All rates are basic rates, eligible for discounts and agency commission, plus VAT which may apply

### Rates and formats

#### Special positions

Size	Width	Height	Total Mo-Fr	Total Sa/Su
<b>Title page ads</b>				
 Title page strip	370.5	50	3.910 €	4,105 €
 Page turner	120.9	100	3.740 €	3,925 €
 Stock market strip ad	370.5	30	2.045 €	2,145 €
 Strip ad Hint of the day/media	370.5	50	3.330 €	3,495 €
 Island ad Hint of the day/media	140	75	1.375 €	1,445 €
 Big weather strip ad (weekly package)	370.5	25		6,500 €
 Small weather strip ad (weekly package)	370.5	50		12,000 €

\*Die Platzierung in den Potsdamer Neuesten Nachrichten erfolgt Mo-Sa.

#### Panorama ad

 2/1 page	770	528	62,832 €	65,974 €
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#### Solus ads:

**Minimum calculation:** 1,000 mm

#### Maximum size:

5 cols (308.1 mm w x 400 mm h)

#### Calculation:

No. of text cols. x height in mm x 1.333 (conversion factor) x solus rate of the individual category

<b>1,000 up to 1,299 mm</b>	8.65 EUR (Mo-Fr)
	9.10 EUR (Sa/Su)
Premium*	10.20 EUR (Mo-Fr) 10.70 EUR (Sa/Su)
<b>1,300 up to 1,599 mm</b>	7.85 EUR (Mo-Fr)
	8.25 EUR (Sa/Su)
Premium*	9.25 EUR (Mo-Fr) 9.70 EUR (Sa/Su)
<b>1,600 and more mm</b>	7.35 EUR (Mo-Fr)
	7.70 EUR (Sa/Su)
Premium*	8.65 EUR (Mo-Fr) 9.10 EUR (Sa/Su)

#### Panorama ads:

#### Minimum:

17 cols (770 mm) w x 180 mm h

#### Maximum:

17 cols (770 mm) w x 528 mm h; ads exceeding 400 mm h will be calculated at full page height)

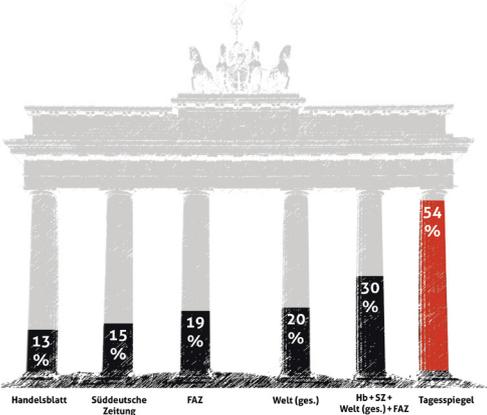
Position surcharge for explicit position requests as well as on the front page of "Lokales" (Local news) and "Wirtschaft" (Business): 10%

# Tagesspiegel

## AGENDA



Since 2014 Tagesspiegel has extended its editorial scope by adding an independent section featuring **even more background for political decision-makers in the capital city** and all those interested in politics. The new **information service, a one-of-a-kind in Germany**, not only creates greater transparency with its **in-depth reports providing a high level of value added** but is also designed to appeal specifically to the political class. Alongside parliament and cabinet, this includes **specialists in ministries, authorities, party headquarters, think tanks, foundations, associations, the media** and many other places.



**Der Tagesspiegel is the No. 1 among political decision-makers.**

Der Tagesspiegel is read by more political decision-makers (54%) in Berlin than all the national subscription newspapers together (30%).

Source: EAB 2014

**Publication date:**  
each Tuesday

**Booking deadline:**  
Fridays prior to publication date at 11am (German time)

**Volume:**  
6 pages in the weeks during which the Bundestag is in session

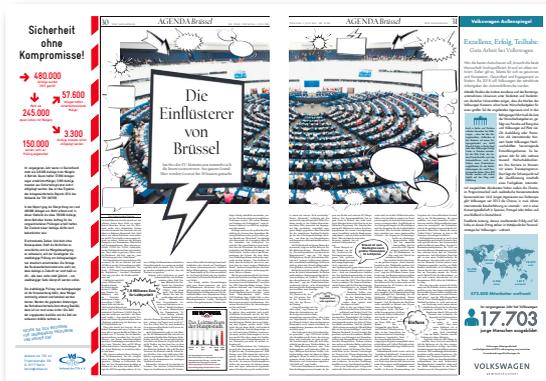
**Bundestag in session 2015:**

13.01.15	16.06.15
27.01.15	30.06.15
03.02.15	08.09.15
24.02.15	22.09.15
03.03.15	29.09.15
17.03.15	13.10.15
24.03.15	03.11.15
21.04.15	10.11.15
28.04.15	24.11.15
05.05.15	01.12.15
19.05.15	15.12.15
09.06.15	

## Rates and formats

Size	Width	Height	Rate
1/1 page	370.5	528	35,059 €
1/2 page	370.5	264	17,530 €
1/4 page strip	370.5	132	8,765 €
1/3 page Corporate Column*	120.9	528	11,686 €

## Sample:



## Corporate Column

All ad formats can either be prepared by the publisher or delivered as print ready material.

Production through publisher requires photos and text and will be charged according to time and effort.

\*Background stories and information out of companies and associations.

# Tagesspiegel

## Special publications

### Advertorials

An advertorial is a company profile with editorial look and feel but in a different layout from that of Tagesspiegel.  
Rates listed are client net rates, plus VAT which may apply

Size	Total Mo-Fr	Total Sa/Su
 1/1 page	32,525 €	34,151 €
 1/2 page	16,262 €	17,076 €



Sample: A special publication of the City of Madrid

### Further mm rates

	Total	Mo-Fr	Sa/Su
<b>Non-solus ads</b>		7.00 €	7.35 €
Minimum: 1 col (45 mm) w x 10 mm h Maximum: 8 col (370.5 mm) w x 528 mm h			
<b>Solus ads</b>	18.55 €	19.50 €	
Minimum: 1col (58.5 mm) w x 10 mm h Maximum: 2col (120.9 mm) w x 150 mm h			
<b>Rates for tourism ads</b>	7.00 €	7.35 €	
<b>Travel combination rate</b> (consecutive publication dates Thursday and Sunday)	9.30 €		
<b>Book Publishing Houses</b>	6.20 €	6.50 €	

## Loose inserts

Loose inserts can be published in the total or split circulation of Tagesspiegel. In addition they appear in the e-paper circulation and will be published one week free of charge on tagesspiegel.de.

**Minimum circulation:** 25,000 copies

A surcharge of 10% will be invoiced due to additional handling costs

**Minimum/Maximum weight:** 10 g/75 g. Other weights on request, rates on request

**Minimum/Maximum size:** 105 x 148 mm/385 x 260 mm, folded

**Bigger formats** possible if folded to maximum format

**Special sizes:** on request and based on samples provided

**Insertion order:** 14 days prior to publication date at the latest.

In case of cancellations after this date, the client will be billed for 50% of the lowest weight category for the insertion in question.

Total circulation and newspaper combinations	Mo-Thurs.		Fr-Su	
	Total run	Delivery run	Total run	Delivery run
Der Tagesspiegel total with PNN* and DIE ZEIT**	176,600	168,600	185,200	177,200
Der Tagesspiegel total with PNN*	135,600	127,600	144,200	136,200
Der Tagesspiegel total	125,600	117,600	133,900	125,900
PNN	10,000	10,000	10,300	10,300

Calculation basis is the total or split circulation booked

### Rate per 1,000 copies

Weight	Total run
up to 20 g	107.50 €
up to 30 g	112.50 €
up to 40 g	123.50 €
up to 50 g	128.50 €
up to 60 g	134.00 €

\* For the total run on Sundays the publication in the Potsdamer Neueste Nachrichten will be on Saturday.

\*\* Loose insert in Die Zeit (Berlin circ.) will only appear on Thursdays.

### Delivery:

Mo-Fr from 8am to 3pm  
Free delivery of the inserts 3-6 working days prior to publication, packed in uniform layers between 8 and 12 cm in height. The inserts for Der Tagesspiegel and Potsdamer Neueste Nachrichten must be delivered separately.

**Labelling:** Packing notes specifying the designation of the insert, the name of the newspaper, the issue and insertion date

### Delivery address:

Axel Springer Verlag AG,  
Beilagen Verlag Der Tagesspiegel,  
Druckhaus Spandau,  
Brunsbütteler Damm 156-172, 13581 Berlin

### Loose inserts e-paper/online:

**Data format:** Please deliver a PDF file including all pages; a PDF page needs to be identical to the actual loose insert page

### Delivery address:

banner@urban-media.com

**Delivery:** 3-6 working days prior to publication date including covering email with information on client name and insertion date.

Technical specs on request.

# Tagesspiegel

## Publisher's details

### Frequency:

Daily from Monday to Sunday

### Payment terms:

Net immediately following publication. 2% discount for direct debit payment provided no outstanding invoices are still due. The publisher reserves the right to ask for prepayment from all new business partners before publishing any insertion.

### Bank details:

#### SEPA transfer

Commerzbank Stuttgart

IBAN: DE03 6004 0071 0525 7779 00

BIC: COBADEFFXXX

### Publisher:

DER TAGESSPIEGEL GmbH  
Askanischer Platz 3  
10963 Berlin

### Postal address:

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### Head of Brand Management Tagesspiegel:

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Terms and conditions as stated  
in the German rate card.

## Special topics

Topic	PD	BD/CD
Open sea and river cruising	08.02.2015	29.01.2015
Partner for SME I	25.02.2015	11.02.2015
International Travel Fair	01.03.2015	19.02.2015
By ferry to Northern Europe	08.03.2015	26.02.2015
Mobile homes	14.03.2015	04.03.2015
Health/Active travel	15.03.2015	05.03.2015
Partner for SME II	14.04.2015	02.04.2015
Leisure (outdoor)	19.04.2015	02.04.2015
Automotive special	25.04.2015	08.04.2015
Golf I (Magazin)	26.04.2015	30.03.2015
Summer culture	17.05.2015	17.04.2015
Partner for SME III	11.06.2015	28.05.2015
Holidays in Asia	09.08.2015	30.07.2015
Latin America/Caribbean	16.08.2015	06.08.2015
Open sea and river cruising	23.08.2015	13.08.2015
Golf II (Magazin)	30.08.2015	03.08.2015
Art week	September	
Partner for SME IV	03.09.2015	20.08.2015
Wellness in Germany	13.09.2015	03.09.2015
Living (Magazin)	25.09.2015	28.08.2015
Conscious living	25.09.2015	14.09.2015
Partner for SME V	15.10.2015	01.10.2015
Automotive special	17.10.2015	30.09.2015
Winter Culture	08.11.2015	02.10.2015
Partner for SME VI	08.12.2015	24.11.2015

# Tagesspiegel

## Technical details

### Formats:

<b>Type area width x height:</b>	<b>1/1 page:</b>	<b>Panorama ad:</b>	
	370.5 x 528 mm	770 x 528 mm	
<b>Page volume:</b>	<b>1/1 page:</b>	<b>Panorama:</b>	
	4,224 mm	8,976 mm	
<b>No. of columns:</b>	<b>Text cols.</b>	<b>Ad cols.</b>	<b>Panorama</b>
	6	8	17
<b>Column width:</b>	<b>Ad section</b>	<b>Text section</b>	
1 col	45 mm	58.5 mm	
2 cols	91.5 mm	120.9 mm	
3 cols	138 mm	183.3 mm	
4 cols	184.5 mm	245.7 mm	
5 cols	231 mm	308.1 mm	
6 cols	277.5 mm	370.5 mm	
7 cols	324 mm	-	
8 cols	370.5 mm	-	

### Printing process:

Web offset, newspaper print acc. to ISO 12647-3:2004

### 4col. ads:

Printing sequence:  
black, cyan, magenta, yellow

### Printing material delivery:

**ISDN/Eurofile:** +49 30 29021-13254

(Leonardo/Mac, ZMG/GZM, mecom-multiconnect, Teles, Fritz, Twist etc.)

**Email:** druckunterlagen@tagesspiegel.de

**FTP:** ftp2.tagesspiegel.de

**user:** ftpanzeigen

**Password:** tssenden30

Please use only compressed files

(zip, sit or similar)

### Contact:

Telephone: +49 30 29021-13009

Email: schichtleitung\_satz@tagesspiegel.de

## International Representatives

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## Tagesspiegel

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## Tagesspiegel

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