

# RATE CARD

2021



## ABOUT US

iq digital, your marketing expert for leading media  
Portfolio

## RATE CARDS

Contact bookings

Contact bookings

Homepage

Sections

Section Roadblock

Newsletters

Apps

Podcasts

Content Marketing

INGENIEUR.de & fachmedien  
und mittelstand digital



## ANNEX

## CONTACT



# iq digital

Your marketing expert for leading media



**iq digital media marketing gmbh is a byword for the marketing of high-quality environments, exclusive target groups and premium data.**

Our shareholder structure comprising the FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Verlag publishers enables us to retain the clients we market over the long term and also to offer a unique portfolio together with other highly respected publishers.

We market all our websites in a way that ensures the highest quality of ad serving while actively avoiding ad fraud and clutter – and without purchasing external reach.



# EXCLUSIVE BRANDS FOR YOUR TARGET GROUP

## GENERAL NEWS

ZEIT ONLINE  
ZEIT MAGAZIN

TAGESSPIEGEL

## SPECIAL-INTEREST MEDIA

karriere.de

areamobile

Spektrum.de

INGENIEUR.de

VDI nachrichten

Edison

fachmedien  
und  
mittelstand  
digital

ndn

FE|MEDA  
HALLO: ELTERN



## BUSINESS & FINANCE

Handelsblatt

brand eins

Wirtschafts  
Woche

ARIVA.DE

## MILLENIALS

ze.tt

orange  
BY HANDELSBLATT



A woman with long, wavy hair, wearing a white shirt and a dark blazer, is shown in profile, looking down at a tablet device she is holding. The background is a soft, out-of-focus office interior. Overlaid on the left side of the image is a semi-transparent, golden-hued cityscape with several skyscrapers. The text 'CONTACT BOOKINGS' is written in a clean, white, sans-serif font across the middle-right portion of the image.

# CONTACT BOOKINGS

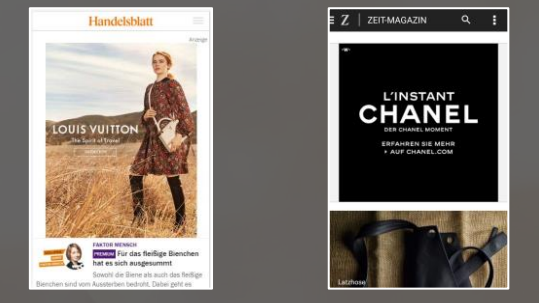


# OUR PRICE MATRIX

Combination for a digital price



	Stationary - inside, small	Stationary - inside, large	Stationary - outside
	6:1 to 10:1, medium rectangle, wide rectangle, superbanner, native teaser click-out	2:1 to 4:1, (sticky) billboard, skyscraper, halfpage ad	wallpaper, sidebar ad
Mobile - small	PC1: 45 € PC2: 30 € PC3: 20 €	PC1: 58 € PC2: 40 € PC3: 25 €	PC1: 61 € PC2: 42 € PC3: 26 €
2:1 and smaller, native teaser click-out			
Mobile - large	PC1: 58 € PC2: 40 € PC3: 25 €	PC1: 70 € PC2: 50 € PC3: 30 €	PC1: 73 € PC2: 52 € PC3: 31 €
1:1 and larger			



Mobile  
premium rectangle  
(mobile, large)

Mobile  
high-impact ad 1:1  
(mobile, large)

Click [here](#) to watch our best cases film.

**Price categories**

PC 1: Section & premium targeting  
 PC 2: Run on site & run on channel  
 PC 3: Run on network

Not all ad forms are available on every advertising medium. Details available on request.

15% surcharge on the gross price for iq target basic (no surcharge needed for "run on network" bookings)  
 25% surcharge on the gross price for larger ads than listed in the tech specs (by arrangement)



# OUR PRICE MATRIX

Combination for a digital price

	Stationary - inside, small	Stationary - inside, large	Stationary - outside
Mobile - small	<p>6:1 to 10:1, medium rectangle, wide rectangle, superbanner, native teaser click-out</p> <p>PC1: 45 € PC2: 30 € PC3: 20 €</p>	<p>2:1 to 4:1, (sticky) billboard, skyscraper, halfpage ad</p> <p>PC1: 58 € PC2: 40 € PC3: 25 €</p>	<p>wallpaper, sitebar ad</p> <p>PC1: 61 € PC2: 42 € PC3: 26 €</p>
Mobile - large	<p>2:1 and smaller, native teaser click-out</p> <p>PC1: 58 € PC2: 40 € PC3: 25 €</p>	<p>1:1 and larger</p> <p>PC1: 70 € PC2: 50 € <b>PC3: 30 €</b></p>	<p>PC1: 73 € PC2: 52 € PC3: 31 €</p>

**Example**

The combination of **mobile, large** (e.g. 1:1) and **stationary, inside, large** (e.g. halfpage ad) costs 30 € CPM in the **run on network**.

**Price categories**

PC 1: Section & premium targeting  
 PC 2: Run on site & run on channel  
 PC 3: Run on network

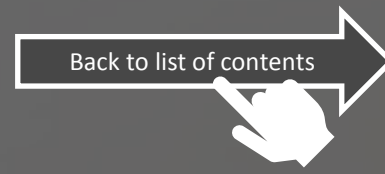
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15% surcharge on the gross price for iq target basic (no surcharge needed for "run on network" bookings)  
 25% surcharge on the gross price for larger ads than listed in the tech specs (by arrangement)



# AD BUNDLE

## Saving with a package



<p><b>Ad Bundle</b> - stationary</p> <hr/> <p>Skyscraper + superbanner + medium rectangle</p>	<p>PC1: 40 € PC2: 26 € PC3: 18 €</p>
<p><b>AdBundle</b> - mobile</p> <hr/> <p>2:1 + 4:1 + 6:1</p>	<p>PC1: 32 € PC2: 22 € PC3: 14 €</p>
<p><b>AdBundle</b> - digital</p> <hr/> <p>Skyscraper + superbanner + medium rectangle + mobile 2:1 + mobile 4:1 + mobile 6:1</p>	<p>PC1: 32 € PC2: 22 € PC3: 14 €</p>



Mobile banner 2:1



Mobile banner 4:1



Mobile banner 6:1

### Price categories

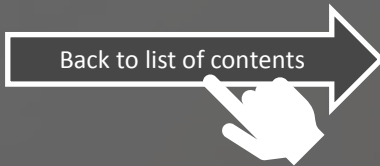
- PC 1: Section & premium targeting
- PC 2: Run on site & run on channel
- PC 3: Run on network

Not all ad forms are available on every advertising medium. Details available on request.



# MOVING IMAGE

InStream or OutStream – we offer both



CPM

CPCV\*

CPCV\*

Up to 20 secs.

Up to 30 secs.

InStream

Up to 20 secs.

PC2: 80 €

PC3: 70 €

InStream

Up to 30 secs.

PC2: 105 €

PC3: 95 €

OutStream

Digital content video ad,  
mobile InTxT square,  
mobile InTxT vertical

PC1: 70 €

PC2: 50 €

PC3: 30 €

PC2: 0.15 €

PC3: 0.13 €

PC2: 0.22 €

PC3: 0.19 €



Mobile  
InTxT vertical



Mobile  
InTxT square

## Price categories

- PC 1: Section & premium targeting
- PC 2: Run on site & run on channel
- PC 3: Run on network

Not all ad forms are available on every advertising medium. Details available on request.

15% surcharge on the gross price for iq target basic (no surcharge needed for "run on network" bookings)  
25% surcharge on the gross price for larger ads than listed in the tech specs (by arrangement)

\* CPCV = cost per completed view



CONTACT BOOKINGS

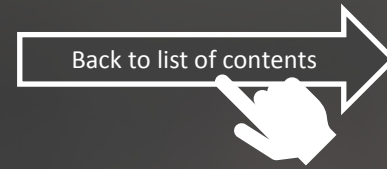
INGENIEUR.de

fachmedien  
und  
mittelstand digital



# OUR PRICE MATRIX

Combination for a digital price



	Stationary - inside, small	Stationary - inside, large	Stationary - outside
Mobile - small	75 €	92 €	96 €
Mobile - large	92 €	110 €	114 €

6:1 to 10:1,  
medium rectangle, wide  
rectangle, superbanner

2:1 to 4:1,  
(sticky) billboard,  
skyscraper, halfpage ad

wallpaper, sitebar ad

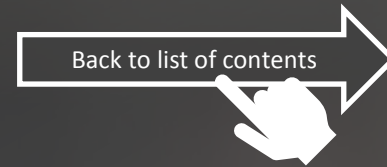
Prices valid for contact bookings on [INGENIEUR.de](https://www.ingenieur.de) and the individual specialist websites of [fum-digital.de](https://www.fum-digital.de).

25% surcharge on the gross price for larger ads than listed in the tech specs (by arrangement)



# AD BUNDLE

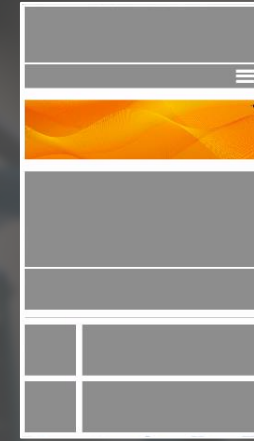
Saving with a package



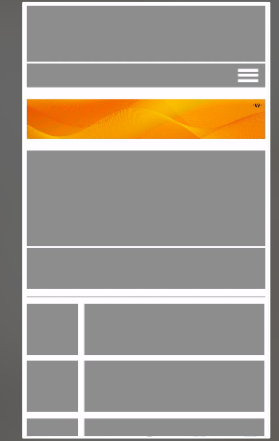
<p><b>AdBundle</b> - stationary</p> <hr/> <p>Skyscraper + superbanner + medium rectangle</p>	<p>62 €</p>
<p><b>AdBundle</b> - mobile</p> <hr/> <p>2:1 + 4:1 + 6:1</p>	<p>50 €</p>
<p><b>AdBundle</b> - digital</p> <hr/> <p>Skyscraper + superbanner + medium rectangle + mobile 2:1 + mobile 4:1 + mobile 6:1</p>	<p>50 €</p>



Mobile  
banner 2:1



Mobile  
banner 4:1



Mobile  
banner 6:1



# MOVING IMAGE

[Back to list of contents](#)



	CPM	CPCV* Up to 20 secs.	CPCV* Up to 30 secs.
OutStream	110 €	0.27 €	0.40 €

**OutStream**  
Digital content video ad,  
mobile InTxT square,  
mobile InTxT vertical

\* CPCV = cost per completed view

25% surcharge on the gross price for larger ads than listed in the tech specs (by arrangement)



# HOMEPAGE



# HOMEPAGE BOOKINGS

Your message in a prominent position on the start page



Site	Reach (ad impressions)		Ad category I	Ad category II Always standalone**
<b>Handelsblatt</b>	Working day	350,000	13,965 €	20,765 €
	Weekend*	670,000	23,590 €	34,901 €
<b>Wirtschafts Woche</b>	Week	375,000	20,313 €	29,228 €
<b>ZEIT ONLINE</b>	Working day	1,700,000	61,535 €	86,334 €
	Weekend*	4,500,000	144,506 €	206,542 €
<b>TAGESSPIEGEL</b>	Working day	350,000	12,644 €	17,873 €
	Weekend*	950,000	30,577 €	43,876 €



Doppelsitebar ad

## Ad categories

**I:** wallpaper, halfpage ad (stationary), 6:1 | 4:1 banner (mobile), billboard, sitebar ad, fireplace, 4:1 (stationary), mobile high-impact ad (plus) (1:1), 2:1 | 3:1 (mobile), mobile carousel ad, mobile medium rectangle

**II:** pushdown billboard, cinema ad, double sitebar, premium rectangle (mobile), 3:1 banner (stationary), dynamic fireplace, billboard with reminder, pushdown video ad (mobile), brand value ad (online/mobile), dynamic brand value ad (online), rollover event (online/mobile), homepage takeover (stationary), premium rectangle with reminder (mobile)

Not all ad forms are available on every advertising medium. Details available on request.

\* Weekend = Fri + Sat + Sun

\*\* Exception: integration in sports tickers

25% surcharge on the gross price for homepage standalone booking (except publisher's advertising)

25% surcharge on the gross price for larger ads than listed in the tech specs (by arrangement)



# HOMEPAGE BOOKINGS

Your message in a prominent position on the start page



Site	Reach (ad impressions)	Ad category I	Ad category II Always standalone**
<b>areamobile</b> (Homepage + section start pages)	Week 115,000	4,218 €	6,215 €
<b>ARIVA.DE</b>	Week 1,600,000	44,800 €	84,000 €
<b>INGENIEUR.de</b> (Homepage + section start pages)	Week 12,500	2,188 €	2,813 €
<b>karriere.de</b>	Week 17,000	895 €	1,288 €
<b>Spektrum.de</b> (Homepage + section start pages)	Week 55,000	2,767 €	5,161 €

\* Weekend = Fri + Sat + Sun

\*\* Exception: integration in sports tickers



Brand value ad

## Ad categories

**I:** wallpaper, halfpage ad (stationary), 6:1 | 4:1 banner (mobile), billboard, sitebar ad, fireplace, 4:1 (stationary), mobile high-impact ad (plus) (1:1), 2:1 | 3:1 (mobile), mobile carousel ad, mobile medium rectangle

**II:** pushdown billboard, cinema ad, double sitebar, premium rectangle (mobile), 3:1 banner (stationary), dynamic fireplace, billboard with reminder, pushdown video ad (mobile), brand value ad (online/mobile), dynamic brand value ad (online), rollover event (online/mobile), homepage takeover (stationary), premium rectangle with reminder (mobile)

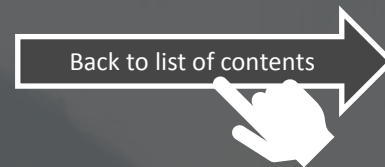
Not all ad forms are available on every advertising medium. Details available on request.

25% surcharge on the gross price for homepage standalone booking (except publisher's advertising)

25% surcharge on the gross price for larger ads than listed in the tech specs (by arrangement)

# HOMEPAGE ROADBLOCK

Our homepage package at a preferential price



Roadblock	Reach (ad impressions)	Ad category I	Ad category II Always standalone**
<b>Handelsblatt</b> ZEITUNG ONLINE TAGESSPIEGEL	Working day 2,300,000	76,277 €	108,403 €
	Weekend* 5,885,000	172,302 €	247,674 €

\* Weekend = Fri + Sat + Sun

\*\* Exception: integration in sports tickers

25% surcharge on the gross price for homepage standalone booking (except publisher's advertising)  
25% surcharge on the gross price for larger ads than listed in the tech specs (by arrangement)





# SECTIONS

**Section**

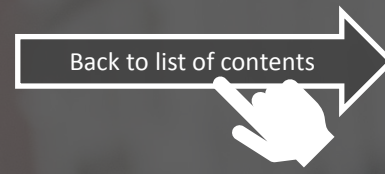
=

Topic category of a website, e.g. sport,  
politics, panorama ...



# VOLUME PACKAGES

Would you like a bit more?



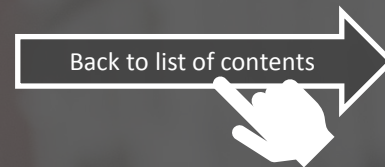
	Als	Duration	Saving
Section volume packages	from 500,000	1 – 6 weeks	<b>40 %</b> (price category 1, see pages 5-8)
	from 1,000,000		<b>50 %</b> (price category 1, see pages 5-8)
	from 2,000,000		<b>60 %</b> (price category 1, see pages 5-8)
Selected rotation & combination packages*	from 500,000	1 - 6 weeks	<b>65 %</b> (price category 2, see pages 5-8)

\* You can find more information on the sections included in selected rotation in the annex to this presentation.



# SECTION PACKAGES – STANDALONE

An entire section for your message



Site	Section - standalone	Digital Als per week	Digital (online I / mobile I)	Digital (online I / mobile II)	Digital (online II / mobile I)	Digital (online II / mobile II)
Handelsblatt	“Arts & Style”	185,000	6,554 €	7,382 €	9,004 €	9,832 €
	“Technology”	100,000	8,366 €	8,706 €	10,116 €	10,458 €
TAGESSPIEGEL	“Culture”	200,000	8,750 €	11,376 €	9,626 €	12,250 €
WirtschaftsWoche	“Technology”	80,000	4,385 €	4,494 €	5,582 €	5,720 €
ZEIT ONLINE	“Culture”	630,000	34,492 €	40,372 €	39,392 €	45,272 €
	“Sport”	430,000	21,652 €	26,828 €	24,802 €	29,978 €
	ZEITmagazin	800,000	61,250 €	69,028 €	66,500 €	74,278 €

## Ad categories

**online I:** billboard, 3:1, 4:1, wallpaper, sitebar

**online II:** takeover

**mobile I:** 2:1, 3:1

**mobile II:** premium rectangle, high-impact ad (plus), carousel ad, interscroller

# SECTION ROADBLOCK





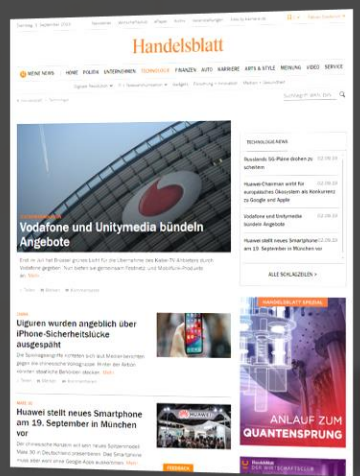
# SECTION ROADBLOCK

3 matching sections – 3 different websites – 1 package



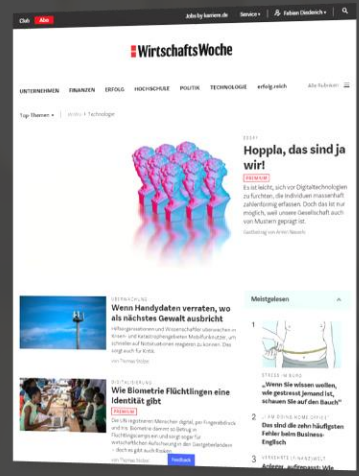
## Handelsblatt

Section "Technology"



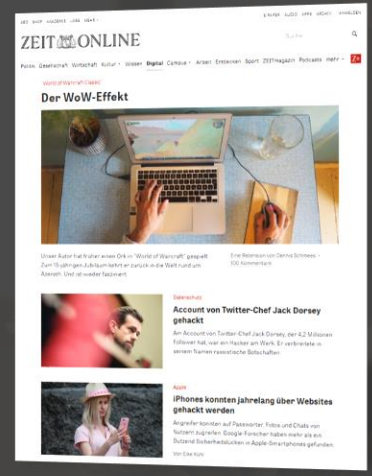
## WirtschaftsWoche

Section "Technology"



## ZEIT ONLINE

Section "Digital"



# SECTION ROADBLOCK

450,000 AI per week

# SECTION ROADBLOCK

	Digital Als per week	Digital (online I / mobile I)	Digital (online I / mobile II)	Digital (online II / mobile I)	Digital (online II / mobile II)
IT	560,000	25,762 €	29,907 €	24,244 €	28,389 €
Finance	796,500	45,354 €	50,352 €	-----	-----

**Ad categories**

**online I:** billboard, 3:1, 4:1, wallpaper, sitebar  
**online II:** takeover  
**mobile I:** 2:1, 3:1  
**mobile II:** premium rectangle, high-impact ad (plus), carousel ad, interscroller

15% surcharge on the gross price for iq target basic (no surcharge needed for "run on network" bookings)  
 25% surcharge on the gross price for larger ads than listed in the tech specs (by arrangement)

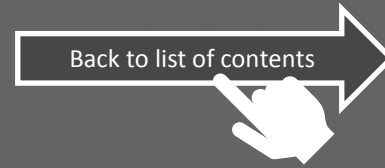




# NEWSLETTERS

# NEWSLETTERS

## Portfolio



news	business	finance & stock market	lifestyle	job & career	technology & science	health	education
<b>Handelsblatt Online</b> Morning Briefing Morning Briefing – Corona Spezial	<b>ada</b> adaption	<b>ARIVA.de</b> Die Börse im Überblick	<b>ZEITmagazin</b> Was für ein Tag Wochenmarkt	<b>Ingenieur.de</b> Karriere News	<b>Edison</b> Newsletter	<b>Handelsblatt Online</b> Digital Health	<b>Tagesspiegel</b> Queerspiegel Ehrensache Leute
	<b>Handelsblatt Online</b> Club Newsletter Inside Real Estate Zukunft Mittelstand	<b>Handelsblatt Online</b> Finance Briefing Inside Geldanlage	<b>WirtschaftsWoche</b> BörsenWoche	<b>EMOTION.de</b> Newsletter HOT BOWL	<b>Karriere.de</b> Newsletter	<b>Handelsblatt Online</b> Energie Briefing	<b>Tagesspiegel</b> Background Gesundheit & E-Health
<b>Tagesspiegel</b> Checkpoint Fragen des Tages Morgenlage Politik Potsdam HEUTE	<b>Tagesspiegel</b> Morgenlage Wirtschaft	<b>WirtschaftsWoche</b> Gründer		<b>WirtschaftsWoche</b> Gründer	<b>Spektrum.de</b> Newsletter	<b>Tagesspiegel</b> Background Digital- isierung & KI Background Energie & Klima Background Verkehr & Smart Mobility	
<b>ZEIT ONLINE</b> Was jetzt?		<b>WirtschaftsWoche</b> Club Newsletter Overnighter Weekender Weltmarktführer	<b>ZEIT Online</b> ZEIT CAMPUS Newsletter Wissen <sup>3</sup>	<b>ZEIT Online</b> ZEIT CAMPUS Newsletter Wissen <sup>3</sup>	<b>Tagesspiegel</b> Background Digital- isierung & KI Background Energie & Klima Background Verkehr & Smart Mobility		
	<b>ZEIT ONLINE</b> ZEIT für Unternehmen						



# NEWSLETTER ROADBLOCK

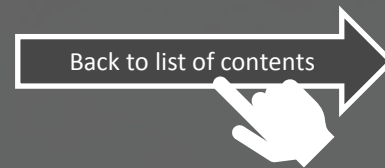
Our newsletter bundle with price advantage



Roadblock	Mailings per booking	Total mailing-issues per booking	Price	Included newsletters
News	3,131,100	23	27,548 €	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">                       Handelsblatt                      Morning Briefing                 </div> <div style="text-align: center;">                       ZEIT ONLINE                      Was jetzt?                 </div> <div style="text-align: center;">                       TAGESSPIEGEL                      Checkpoint                 </div> </div>
Finance	186,000	8	16,222 €	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">                       ARIVA.DE                      Die Börse im                      Überblick                 </div> <div style="text-align: center;">                       Handelsblatt                      Finance Briefing                 </div> <div style="text-align: center;">                       Wirtschafts                      Woche                      BörsenWoche                 </div> </div>
B2B	846,350	39	41,032€	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">                       TAGESSPIEGEL                      Morgenlage                      Politik                 </div> <div style="text-align: center;">                       TAGESSPIEGEL                      Background                 </div> <div style="text-align: center;">                       Handelsblatt                      Zukunft                      Mittelstand                 </div> <div style="text-align: center;">                       INGENIEUR.de                      Karriere                 </div> <div style="text-align: center;">                       Wirtschafts                      Woche                      Gründer                 </div> <div style="text-align: center;">                       Spektrum.de                      Newsletter                 </div> <div style="text-align: center;">                       Edison                      Newsletter                 </div> </div>

# OUR HERO NEWSLETTER

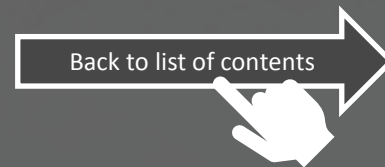
Handelsblatt Morning Briefing



Advertising medium	Newsletter	Subscribers (per issue)	Publication date	Minimum booking frequency	Price (per minimum booking frequency)
<b>Handelsblatt</b>	Morning Briefing	450,000	every trading day	<b>Breaking ad</b>	16,875 €
				<b>Advertorial ad</b>	21,938 €



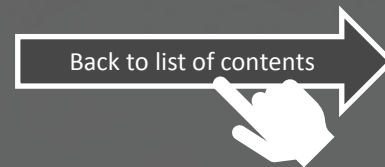
# NEWSLETTER



## news

Advertising medium	Newsletter	Subscribers (per issue)	Publication date	Minimum booking frequency (Breaking Ad)	Price (per minimum booking frequency)
<b>Handelsblatt</b>	Morning Briefing	450,000	every trading day	5 editions (1 week)	16,875 € (Breaking Ad) / 21,938 € (Advertorial Ad)
	Morning Briefing – Corona Spezial	460,000	every trading day	5 editions (1 week)	17,250 €
	Zukunftslabor USA	6,000	Wednesday	4 editions (4 week)	1,200 €
<b>ZEIT ONLINE</b>	Was jetzt?	40,800	Monday - Friday	5 editions (1 week)	8,160 €
	Checkpoint	112,850	every trading day	6 editions (1 week)	5,574 €
<b>TAGESSPIEGEL</b> <small>REBUM CAUSAS COGNOSCEERE</small>	Fragen des Tages	3,700	Monday - Friday	5 editions (1 week)	525 €
	Morgenlage Politik	45,750	Monday - Friday	5 editions (1 week)	4,995 €
	Potsdam HEUTE	4,250	every trading day	6 editions (1 week)	630 €

# NEWSLETTER

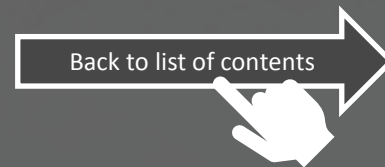


## business




Advertising medium	Newsletter	Subscribers (per issue)	Publication date	Minimum booking frequency (Breaking Ad)	Price (per minimum booking frequency)
	adaption	47,000	Sunday	1 edition	3,055 € (Breaking Ad) 2,350 € (Advertorial Ad)
	Club Newsletter	59,000	Monthly (first week)	2 editions	5,900 €
	Inside Real Estate	600	Thursday & Friday	2 editions	2,000 € (Advertorial Ad)*
	Zukunft Mittelstand	8,500	every 14 days (Wednesday)	2 editions	850 €
	Morgenlage Wirtschaft	22,000	Monday - Friday	5 editions (1 week)	4,995 €
	Club Newsletter	25,000	Monthly	2 editions	2,500 €
	Overnighter	2,400	Monday - Thursday	12 editions (3 weeks)	1,440 €
	Weekender	100,000	Friday	1 edition	5,000 €
	Weltmarktführer	10,000	Saturday	2 editions	2,000 €
	ZEIT für Unternehmen	40,000	Monthly	1 edition	2,000 €



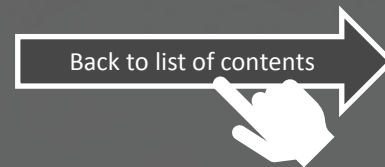
# NEWSLETTER



## finance & stock market

Advertising medium	Newsletter	Subscribers (per issue)	Publication date	Minimum booking frequency (Breaking Ad)	Price (per minimum booking frequency)
	Die Börse im Überblick	45,000	Friday	1 edition	2,250 €
	Finance Briefing	67,000	Advertorial & Beaking Ad: every trading day  Sustainable Investments Environment: 1x month (every second Friday of the month)  Financial advisor environment: Thursday	Advertorial Ad & Breaking Ad: 5 editions (1 week)  Sustainable Investments & Financial Advisors: 2 editions	Advertorial Ad: 10,887 € Breaking Ad: 8,375 €  Environments Sustainable Investments & Financial Consultants : 6,700 €
	Inside Geldanlage	900	Thursday	2 editions	2,000 € (Advertorial Ad)*
	BörsenWoche	74,000	Wednesday	2 editions	7,400 €

# NEWSLETTER



## lifestyle

Advertising medium	Newsletter	Subscribers (per issue)	Publication date	Minimum booking frequency (Breaking Ad)	Price (per minimum booking frequency)
<b>ZEITUNGSMAGAZIN</b>	Was für ein Tag	67,000	Wednesday - Tuesday	5 editions (1 week)	8,375 €
	Wochenmarkt	10,000	Friday	2 editions (2 weeks)	1,000 €
<b>emotion</b>	Newsletter	13,000	Wednesday	2 editions (2 weeks)	1,300 €
	HOT BOWL	55,000	Tuesday & Thursday	2 editions (1 weeks)	5,500 €

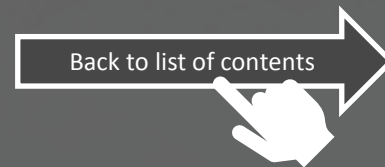
## job & career

<b>INGENIEUR.de</b>	Karriere News	61,000	Thursday (every 2 weeks)	1 edition	3,050 €
<b>karriere.de</b>	Newsletter	1,300	Tuesday	8 editions	520 €
<b>WirtschaftsWoche</b>	Gründer	6,500	Friday	4 editions	2,600 €
<b>ZEITUNGSONLINE</b>	ZEIT CAMPUS Newsletter	34,000	Monday	2 edition	3,400 €
	Wissen <sup>3</sup>	39,000	Monday + Thursday	1 edition	3,900 €



Please always consider our minimum booking volume of 3.500 €. \*price not discountable (n/n)




# NEWSLETTER



## technology & science

Advertising medium	Newsletter	Subscribers (per issue)	Publication date	Minimum booking frequency (Breaking Ad)	Price (per minimum booking frequency)
	Newsletter	1,800	Friday	4 editions	560 €
<b>Handelsblatt</b>	Energie Briefing	12,000	Friday	2 editions	breaking ad 6,000 € / advertorial ad 7,800 €
<b>Spektrum.de</b>	Newsletter	40,000	Daily (Tue- Sat)	5 editions	8,000 €
	Background Digitalisierung & KI	21,000	Monday - Friday	5 editions	From 4,499 €
	Background Energie & Klima	18,000	Monday - Friday	5 editions	From 4,499 €
	Background Verkehr & Smart Mobility	13,000	Monday - Friday	5 editions	From 4,499 €

## health

Advertising medium	Newsletter	Subscribers (per issue)	Publication date	Minimum booking frequency (Breaking Ad)	Price (per minimum booking frequency)
<b>Handelsblatt</b>	Inside Digital Health	900	Monday + Thursday	2 editions (1 week)	2,000 € (advertorial ad)*
<b>HALLO: ELTERN</b>	Newsletter	15.000	Sunday	1 editions	750 €
	Background Gesundheit & E-Health	10,000	Monday - Friday	5 edition	From 4,499 €



## education

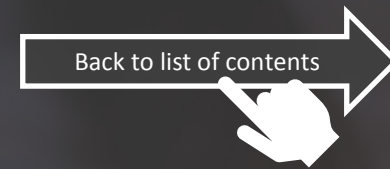
	Ehrensache	7,650	monthly	1 edition	109 €
	Leute	229,150	Monday - Friday	1 edition (1 week)	1,735 €
	Queerspiegel	8,250	monthly	1 edition	139 €
	ZEIT Lehrernewsletter	28,000	1 <sup>st</sup> +3 <sup>rd</sup> Thursday of a month	1 edition	1,400 €
	ZEIT Leo-Sondernewsletter	13,500	Friday	2 editions	1,350 €
	ZEIT Schülernewsletter	14,800	Monday	1 edition	740 €
	Freunde der ZEIT	200,000	Saturday	1 edition	8,000 €
	Verbrechen Newsletter	14,800	monthly	1 edition	740 €



APPS



# APPS



TABLET APPS	Downloads or active users	Advertising medium	Opening page (1st ad in the issue)	Individual product: fullscreen ad*	
<b>Handelsblatt</b>	90,000	Handelsblatt app	10,000 € <sup>1</sup>	8,000 € (fullscreen) <sup>1</sup>	
<b>WirtschaftsWoche</b>	18,000	WirtschaftsWoche app	10,000 € <sup>1</sup>	8,000 € <sup>1</sup>	
<b>INGENIEUR.de</b>	4,000	VDI-nachrichten ePaper app	-----	4,500 €	7,100 € (pre-loading ad)
<b>ZEIT ONLINE</b>	31,000	DIE ZEIT App	5,000 € <sup>1</sup>	4,000 € <sup>1</sup>	

<sup>1</sup> Price is understood as AE net price, no further discounts possible.

25% surcharge on the gross price for larger ads than listed in the tech specs (by arrangement)

\*50% surcharge on the gross price for booking of a double ad





PODCASTS

# YOUR BOOKING OPTIONS

Exactly the right proposal to suit your needs

[Back to list of contents](#)



**EXCLUSIVE  
BOOKING**

**VOLUME  
BOOKING**

**PODCAST EPISODE** → Details from page 40

**CPM ROTATIONS**  
Podcast show  
Podcast brand  
Podcast channel  
Podcast network

→ Details from page 38



# VOLUME BOOKING

Your options – flexible reach based on CPM

[Back to list of contents](#)



PODCAST  
SHOW

PODCAST  
BRAND

PODCAST  
CHANNEL

PODCAST  
NETWORK

## PRICE CATEGORY 1

1st MidRoll	90€
2nd MidRoll	90€
PostRoll	60€

## PRICE CATEGORY 2

1st MidRoll	60€
2nd MidRoll	60€
PostRoll	40€

## PRICE CATEGORY 2

1st MidRoll	60€
2nd MidRoll	60€
PostRoll	40€

## PRICE CATEGORY 3

1st MidRoll	40€
2nd MidRoll	40€
PostRoll	25€

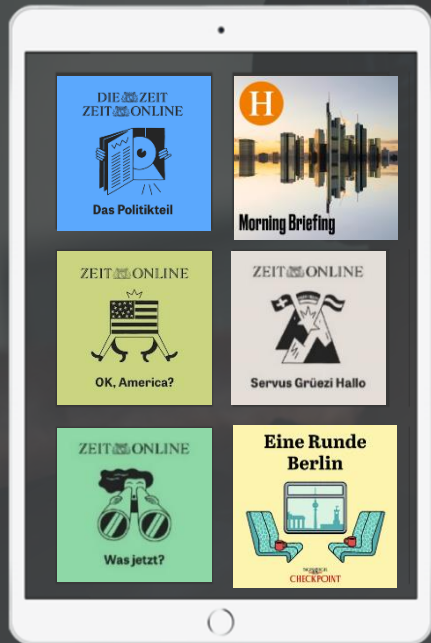
# PODCASTS

## Portfolio

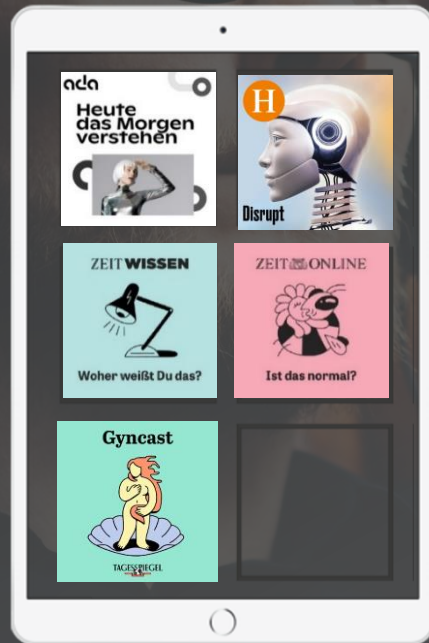
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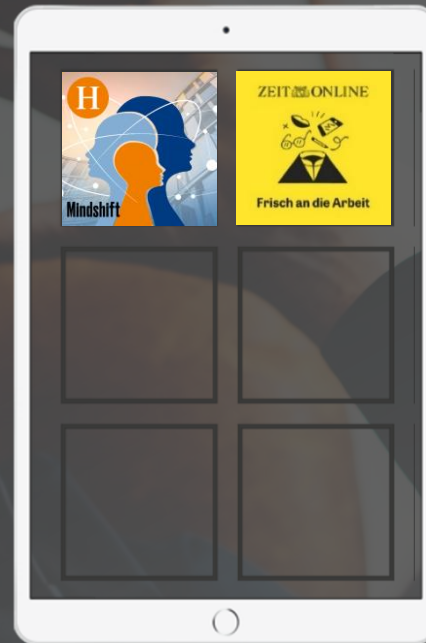
politics



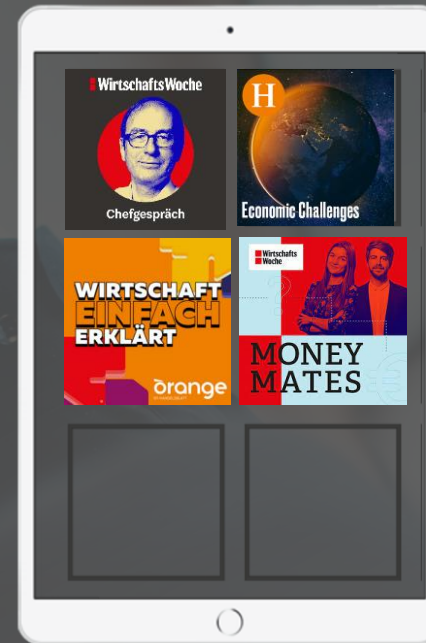
digitalisation & knowledge



work & career



business & finance



society



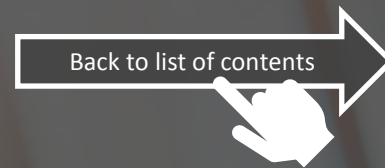
You can find more information on our podcast portfolio on our [website](#).

\*Downloads refers to the sum of completed downloads and streaming downloads.



# PODCASTS

## politics

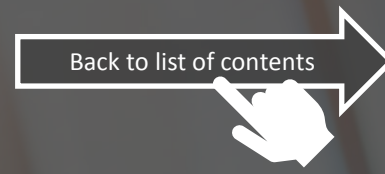


advertising medium	podcast	release	range per episode in Ø net-downloads*	package price
<b>Handelsblatt</b>	Morning Briefing Podcast	every trading day	50000	45,000 € for 5 episodes
	Ok, America?	once in a fortnight	70,000	12,600 € for 1 episode
	Das Politikteil	weekly	40,000	7,200 € for 1 episode
<b>ZEIT ONLINE</b>	Servus. Grüezi. Hallo	weekly	40,000	7,200 € for 1 episode
	Was jetzt?	every weekday (morning)	55,000	49,500 € for 5 episodes
	Was jetzt?	every weekday (afternoon)	40,000	36,000 € for 5 episodes
<b>TAGESSPIEGEL</b>	Eine Runde Berlin	monthly	9,000	1,620 € for 1 episode


\*Downloads refers to the sum of completed downloads and streaming downloads.

# PODCASTS

digitalization & knowledge

Back to list of contents 



advertising medium	podcast	release	range per episode in Ø net-downloads*	package price
	Heute das Morgen verstehen	weekly in seasons (6 episodes per season!)	3,000	960 € for 1 episode
Handelsblatt	Disrupt	weekly	10,000	3,200 € for 1 episode
ZEIT ONLINE	Woher weißt du das?	monthly	110,000	19,800 € for 1 episode
	Ist das normal?	once in a fortnight	50,000	9,000 € for 1 episode
TAGESSPIEGEL	Gynast	monthly	10,000	2,400 € for 1 episode

\*Downloads refers to the sum of completed downloads and streaming downloads.



# PODCASTS

work & career

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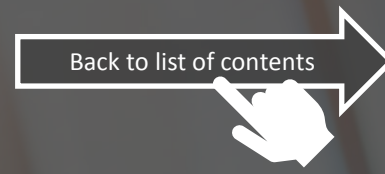


advertising medium	podcast	release	range per episode in Ø net-downloads*	package price
<b>Handelsblatt</b>	Mindshift	once in a fortnight	2,500	600 € for 1 episode
<b>ZEIT ONLINE</b>	Frisch an die Arbeit	once in a fortnight	15,000	2,700 € for 1 episode

\*Downloads refers to the sum of completed downloads and streaming downloads.

# PODCASTS

economy & finance

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advertising medium	podcast	release	range per episode in Ø net-downloads*	package price
<b>Handelsblatt</b>	Economic Challanges	weekly	4,000	960 € for 1 episode
<b>orange</b> BY HANDELSBLATT	Wirtschaft einfach erklärt	weekly (sundays)	3,500	840 € for 1 episode
<b>Wirtschafts Woche</b>	Chefgespräch	weekly	5,500	1,760€ for 1 episode
	Money mates	weekly	3,000	720 € for 1 episode


\*Downloads refers to the sum of completed downloads and streaming downloads.

\*\*The Chefgespräch Podcast changes between three formats: "Erfolgreich Alpha", "Mikro, Makro, Mammon" and "So wurde ich die Nummer1". One booking: up to three different episodes.




# PODCASTS

society

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advertising medium	podcast	release	range per episode in Ø net-downloads*	package price
ZEIT ONLINE 	Alles Gesagt?	monthly	170,000	30,600 € for 1 episode
	Augen zu	once in a fortnight	25,000	4,500 € for 1 episode
	Die sogenannte Gegenwart	monthly	25,000	4,500 € for 1 episode
	Unter Pfarrerstöchtern	once in a fortnight	70,000	12,600 € for 1 episode
	Verbrechen	once in a fortnight	700,000	63,000 € for 1 episode
	Hinter der Geschichte	weekly	10,000	1,800 € für for 1 episode

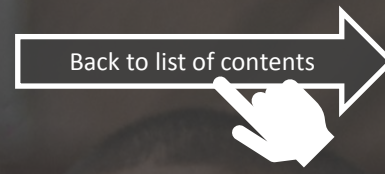
\*Downloads refers to the sum of completed downloads and streaming downloads.

# CONTENT MARKETING

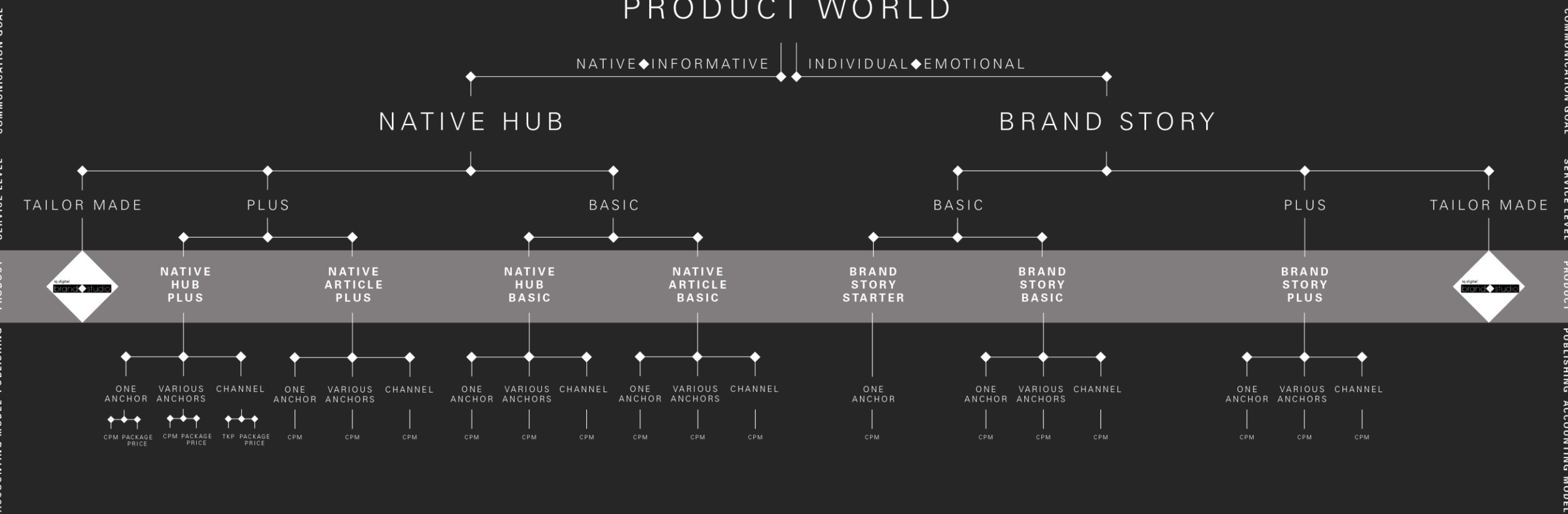
A man in a dark suit, white shirt, and dark tie is smiling and looking upwards and to the right. The background is a blurred city street with buildings and a street sign.



# CONTENT MARKETING



## PRODUCT WORLD



You can find more information on our content marketing solutions [here](#) and information about iq digital brandstudio on our [website](#).



ANNEX

i9 digital





# SECTION PACKAGES

Selected rotation

Sites	Included sections
Handelsblatt	“Politics”, “Opinion”, “Career”
ZEIT ONLINE	“Society”, “Knowledge”, “Digital”
TAGESSPIEGEL	“Berlin”, “Society”, “Opinion”, “Consumer”



# PRICE CATEGORIES (PCs)

## PC 1:

Portal sections & premium targeting

- (a) iq target premium (network, run of site and run of channel)
- (b) "fachmedien und mittelstand" digital topic environment
- (c) Keyword targeting on the individual sites: areamobile, Apotheken-umschau.de, health website combi
- (d) User involvement targeting (network, run of site and run of channel)
- (e) Customer re-targeting (network, run of site und run of channel)
- (f) Targeting of paid users on individual websites: ZEIT ONLINE
- (g) Contextual targeting (network)
- (h) Persona targeting (network, run of site und run of channel)
- (i) Emotion based targeting (netzwerk)
- (j) Re-targeting (event-exender or event-reminder)\*

## PC 2:

Portal/Channel rotation

Topic network rotation

fachmedien und mittelstand digital

## PC 3:

Network rotation (incl. basic targeting)

iq digital

\* in connection with a homepage booking a reduced pricing applies



# LINKS

Technical specifications

<https://techspecs.iqd-ao.de/de/index.php?title=Hauptseite>

iq digital Channel

[https://www.iqdigital.de/fileadmin/user\\_upload/Medien/Online/iqd\\_channel/iqd\\_Channel-INT.pdf](https://www.iqdigital.de/fileadmin/user_upload/Medien/Online/iqd_channel/iqd_Channel-INT.pdf)

The 'iq digital' logo is displayed in white on a dark grey background in the bottom left corner. It consists of a stylized 'i' and 'q' followed by the word 'digital'.

<https://www.iqm.de/international/iq-digital/>



# WE LOOK FORWARD TO HEARING FROM YOU



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