

A close-up, slightly blurred image of a gold-colored Bitcoin coin. The coin features the Bitcoin symbol (a 'B' with two vertical bars) and the text 'DIGITAL & DECENTRALIZED * PEER TO PEER *' around the perimeter. The background is a bokeh of warm, yellow and orange lights.

Special Topic
Cryptocurrencies 2022

Special Topic: Cryptocurrencies

Single-topic dossier plus cross-media extension

- Cryptocurrencies polarize the financial world. However, if investors follow a few rules, this megatrend offers enormous opportunities. WirtschaftsWoche explains to readers where to pay attention and to what extent Bitcoin & Co. represent the new gold. From October 24 to 28, 2022, the WiWo editorial team will be devoting a full week to this megatrend across all channels.
- The centerpiece is an editorial dossier (publication on October 28), which will be inserted in the full circulation of WirtschaftsWoche and extended into the e-paper circulation of Handelsblatt.
- Be part of it and position yourself as a driving force in this high-profile and innovative editorial topic environment.
- WirtschaftsWoche readers have above-average earnings and a high interest in private investment topics. This allows you to reach your target group effectively and without wastage.

Editorial concept

The following editorial topics* are planned in the dossier:

- What comes after the big crash, what is the future of cryptocurrencies?
- Will only Bitcoin remain in the end? Which altcoins offer opportunities, where do investors have to be careful?
- Whitepaper and Co.: How does a cryptocurrency actually work, how is it created?
- Lightning, Proof of Stake: How do cryptocurrencies become more sustainable?
- Blockchain: What is it, what is behind it and what are the concrete business models?
- What are stablecoins and why is the crypto market so dependent on them?
- ETPs/ETNs/ETFs: What investment products are there and how to invest in cryptocurrencies as easily as possible?

Facts around the dossier

Your editorial environment



The dossier planned for October is a sequel of the already published dossier Krypto-1x1.

- On October 28, 2022, the total circulation (print and e-paper) of WirtschaftsWoche will be accompanied by a single-topic dossier on cryptocurrencies.
- Profit from the increased awareness via the additional Handelsblatt e-paper circulation of 98k copies (IVW 1/2022) on October 28. This maximises the contacts of your advertisement.
- **Dates and deadlines:**
 Publication date: October 28, 2022
 Booking deadline: September 22, 2022
 Copy deadline: October 6, 2022
- **Rates 2022:**
 1/1 page (210 x 280 mm): 33,500 €
 1/2 page (210 x 138 mm): 20,100 €
 1/3 page (70 x 280 mm): 14,000 €