

TAGESSPIEGEL

Advertisement price list No. 65, effective from January 1, 2024

TITLE PROFILE

Der Tagesspiegel



Der Tagesspiegel is redefining itself!

The leading medium from the capital relaunches itself
From 29 November 2022, the Tagesspiegel will offer a completely new journalistic service as the leading medium for Germany.
Europe's largest economic nation is thus getting a capital city newspaper.

- In future, readers will receive **two newspapers in one: 40 pages from Germany and the world, 40 pages from the cosmopolitan city**. This establishes the Tagesspiegel as a national brand.
- The Tagesspiegel doubles its national and international coverage, has Germany's largest industry editorial staff* and will in future publish 12 pages of business in cooperation with the Handelsblatt.
- The Tagesspiegel is available throughout Germany. The readers are decision-makers from the Sinus leading milieus with the **highest average HHNI** of all national dailies (3,937 EUR.**)
- The Tagesspiegel is regularly among the **most quoted media** in Germany.
- The Tagesspiegel is one of the largest organisers in the German capital with over 200 different formats.

Circulation structure (IVW II/2023, Mo. – Su.)

Paid Circulation	103,246 Copies
Subscription	91,569 Copies
News stand & other sales	11,650 Copies

Coverage

EAB 2022	45% of political decision-makers in Berlin/Potsdam
ma 2023 (incl. PNN)	365,000 readers

Publisher Data

Publication date	Monday - Sunday
Copy rate (Mo-Fr):	3.00 Euro
Copy rate (Sa):	3.40 Euro
Copy rate (Su):	4.00 Euro



CROSS MEDIA COMMUNICATION SOLUTIONS

Brand Family - Der Tagesspiegel



130 Specials per Year



365,000
Daily Readers

9,23 Mio.
Unique User



Instagram:
165,000 Follower



Twitter:
508,388 Follower



Facebook:
200,505 Follower

14 Newsletters totalling
852,821 subscribers



7 Magazines

More than 100 events per
year



**TAGESSPIEGEL
BACKGROUND**

8 Expert briefings
112,000 Subscribers



6 Podcasts:
260,000 monthly downloads

Sources: ma 2022, Distribution areas: Berlin/Potsdam/Potsdamer Surrounding; AGOF daily digital facts 2021-11 (Month November 2021); Podigee (Month: July 2022); AGNITAS, Month September 2022; Publishers Statements

RATES & FORMATS

Der Tagesspiegel



	Size	Width mm	Height mm	Der Tagesspiegel Mo – Fr	Der Tagesspiegel Sa / Su	Placement
	Panorama Page 2/1	522	371	94,547 EUR	99,272 EUR	Opening oder Center Spread, P. 2 + 3, Tagestipp-Pages
	1/1 Page Premium*	247	371	44,514 EUR 53,409 EUR	46,738 EUR 56,078 EUR	Except Opening page left
	1/2 Page horiz.	247	186	22,278 EUR	23,390 EUR	Except Opening page left
	1/2 Page vertical Premium*	121	371	26,726 EUR	28,060 EUR	
	1/3 Page horiz.	247	124	14,864 EUR	15,605 EUR	Except Opening page left
	1/3 Page vertical Premium*	103	371	17,829 EUR	18,718 EUR	
	1/4 Page horiz. Premium*	247	93	11,158 EUR 13,382 EUR	11,714 EUR 14,049 EUR	Except Opening page left
	1/2 Page Solus Premium*	193	237	27,516 EUR 33,011 EUR	28,890 EUR 34,660 EUR	
	1/3 Page Solus Premium*	139	220	18,357 EUR 22,020 EUR	19,273 EUR 23,120 EUR	Except Opening page left
	1/4 Page Solus Premium*	139	165	13,778 EUR 16,526 EUR	14,465 EUR 17,350 EUR	Except Opening page left
	Magazin Format	193	276	32,069 EUR 38,475 EUR	33,670 EUR 40,396 EUR	Except Opening page left and right

▪ Publication date & Positioning

On request

• Weekdays:

For the next issue: Two days prior, 5:00 PM

• Saturday:

For the next issue: In the morning, 10:00 AM

• Sunday:

Friday, 3:00 PM

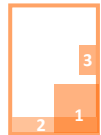
▪ Data Delivery:

dispo@tagesspiegel.de

*Premium surcharge for all full-page formats in the table of contents (p. 2 & 3), U4, 1st & 2nd book, all agenda, left and right section surcharge pages Politics (p. 5), and second right page (p. 7), left and right section surcharge page Business, Checkpoint (2nd book, p. 3). All prices include a clickable ad and are subject to VAT. Placement requests available upon request

RATES & FORMATS

Der Tagesspiegel



Size	Width	Height	Der Tagesspiegel Mo – Fr	Der Tagesspiegel Sa / Su	Placement
Title page					Title Page
1 Flip Ad	85	85	5,516 EUR	5,790 EUR	
2 Strip Ad	247	50	5,772 EUR	6,059 EUR	
3 „Title-Stopper“	31	50	1,071 EUR	1,123 EUR	
Content overview (1st book)					
1 Magazin Solus	193	276	38,475 EUR	40,396 EUR	P. 3
Spread	522	50	41,925 EUR	44,019 EUR	“Im Gespräch”
OBC – 1/1 Page	247	371	53,408 EUR	56,076 EUR	Section 1 und 2
OBC– 1/4 Page	247	93	13,382 EUR	14,049 EUR	Section 1 und 2
„Kustode“ (Supervisor)	49 103	30 30	1,729 EUR 3,373 EUR	1,814 EUR 3,541 EUR	
Weather strip (1 st book)	247	50	4,742 EUR 6,034 EUR	4,977 EUR 6,334 EUR	

Content Overview



Kustode (Supervisor)

At the beginning of each editorial section there will be this placement at the top right



*Premium surcharge for all side formats in the table of contents (p. 2 & 3), U4, 1st & 2nd book, all agenda, left and right section surcharge pages Politics (p. 5), and second right page (p. 7), left and right section surcharge page Business, Checkpoint (2nd book, p. 3). All prices include a Clickable Ad and are subject to applicable VAT. Placement requests available upon request

RATES & FORMATS

Der Tagesspiegel



	Size	Width	Height	Der Tagesspiegel Mo – Fr	Der Tagesspiegel Sa / Su	Placement
	Format 1*	49	50	1,915 EUR	2.009 EUR	Except title, content overview, Health section opener, OBC
	Format 2*	103	50	3,819 EUR	4.008 EUR	Except title, content overview, Health section opener, OBC
	Format 3 Island ad**	49	50	2,290 EUR	2.403 EUR	Except title, content overview, Health section opener, OBC
	Format 4*	49	25	963 EUR	1.010 EUR	Except title, content overview, Health section opener, OBC
	Format 5*	103	25	1,890 EUR	1,984EUR	Except title, content overview, Health section opener, OBC
	Marginal Column	31	70	1,689 EUR	1.771 EUR	Except title, content overview, Health section opener, OBC

MarginalColumn

The marginal columns enjoy great attention due to the prominent, exempted placement..



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ADVERTORIALS
Der Tagesspiegel



Advertorial Sample

Advertorials

An advertorial is a detailed company presentation with an editorial feel, but with a layout that differs from Der Tagesspiegel. The advertorial is labelled in accordance with the advertorial guidelines. The advertorial production is handled by Der Tagesspiegel according to specified layout guidelines, which is why design costs are added.

	Size	Width	Height	Der Tagesspiegel Mo – Fr	Der Tagesspiegel Sa / Su
	1/1 Page	247	371	44,514 EUR	46.738 EUR
	1/2 Page	247	186	22,278 EUR	23.390 EUR
	1/3 Page horizontal	247	124	14,864 EUR	15.605 EUR
	1/4 Page Solus	139	165	13,778 EUR	14.465 EUR

*Premium surcharge for all side formats in the table of contents (p. 2 & 3), U4, 1st & 2nd book, all agenda, left and right section surcharge pages Politics (p. 5), and second right page (p. 7), left and right section surcharge page Business, Checkpoint (2nd book, p. 3). All prices include a Clickable Ad and are subject to applicable VAT. Placement requests available upon request

AGENDA

Der Tagesspiegel



AGENDA – The journal for politics in the German capital







AGENDA is the stand-alone newspaper section with even more political background for the Capital’s political decision-makers and anyone interested in politics. This product – unique in the Federal Republic – creates not only more transparency with useful background reporting, it is also aimed specifically at the political apparatus itself. Apart from parliament and cabinet, that means specialists in the ministries, authorities, party headquarters, think tanks, foundations, associations, the media and much more.

Every
Tuesday

Booking deadline: 6 working days prior to publication date 4pm (CET)

Copy deadline: 1 working day prior to publication date 11 am (CET)

Volume: 6 pages in the weeks during which the Bundestag is in session, 1– 2 pages during all other weeks

Size	Width	Height	Der Tagesspiegel
 1/1 Page	247	371	53,409 EUR
 1/2 Page horizontal	247	186	26,726 EUR
 1/3 Page horizontal	247	124	17,829 EUR
 1/4 Page Solus	139	165	16,526 EUR
 Corporate Column 2/3 Page vertical	157	371	17,829 EUR
 Inselanzeige	49	50	2,290 EUR

*Premium surcharge for all side formats in the table of contents (p. 2 & 3), U4, 1st & 2nd book, all agenda, left and right section surcharge pages Politics (p. 5), and second right page (p. 7), left and right section surcharge page Business, Checkpoint (2nd book, p. 3). All prices include a Clickable Ad and are subject to applicable VAT. Placement requests available upon request

EDITORIAL SPECIAL PAGES

Der Tagesspiegel



Weekdays:

„Health“
Daily 1-2 pages

„Education & School“ & „Family“
Daily 1-2 pages

„Society“
Daily 2 pages

„Ticket“
Thursdays

Saturday

„Health“
Daily 1-2 pages

„Enjoyment“
4 Pages/Berlin Book

„Good Live“
32 Page

„Queerspiegel“
2 pages 1-2x monthly

Sunday:

„Society“
2-5 Pages

„Play Time“
Sunday

„Travel“
At least 2 pages

Editorial Special Pages

Format	Mo. – Fr.	Sa. – Su.
1/1 Page	44,514 EUR	46,738 EUR
1/2 Page	22,278 EUR	23,390 EUR
1/3 Page	14,864 EUR	15,605 EUR
1/4 Page	11,158 EUR	11,714 EUR
1/4 Page Solus	13,778 EUR	14,465 EUR

*Premium surcharge for all side formats in the table of contents (p. 2 & 3), U4, 1st & 2nd book, all agenda, left and right section surcharge pages Politics (p. 5), and second right page (p. 7), left and right section surcharge page Business, Checkpoint (2nd book, p. 3). All prices include a Clickable Ad and are subject to applicable VAT. Placement requests available upon request

EDITORIAL SPECIAL PAGES

Der Tagesspiegel



20 %
Premium-
Surcharge



Tagesspiegel „Gut Leben“ (Good Live – Saturday – 3rd Book / 32 pages

The new and independent Tagesspiegel book "Gut Leben" (Good Live) covers five topics and is a useful and consumer-oriented editorial section.

“Gut Leben” appears editorially with:

- 8 pages Housing & Real Estate
- 3 Pages Work & Jobs
- 4 pages Investing & Money
- 6 pages Travel
- 1 page mobility



Booking Deadline/Copy Deadline
One week prior to publication date

Format	Sa. – Su.
1/1 Page	46,738 EUR
1/2 Page	23,390 EUR
1/3 Page	15,605 EUR
1/4 Page	11,714 EUR
1/4 Page Solus	14,465 EUR
¼ Page Title	14,049 EUR

Alle Preise zzgl. ges. MwSt.

*Premium surcharge for all side formats in the table of contents (p. 2 & 3), U4, 1st & 2nd book, all agenda, left and right section surcharge pages Politics (p. 5), and second right page (p. 7), left and right section surcharge page Business, Checkpoint (2nd book, p. 3). All prices include a Clickable Ad and are subject to applicable VAT. Placement requests available upon request

LOOSE INSERTS

Der Tagesspiegel



Rate per 1,000 copies Weight up to	Rate Total Circulation	Rate Split Circulation
20 g	141,00 EUR	147,50 EUR
25 g	144,00 EUR	150,50 EUR
30 g	147,50 EUR	154,00 EUR
35 g	150,50 EUR	157,00 EUR
40 g	162,00 EUR	171,50 EUR
45 g	165,00 EUR	175,00 EUR
50 g	168,00 EUR	178,00 EUR
55 g	171,50 EUR	181,00 EUR
60 g	175,00 EUR	184,50 EUR

- **Minimum circulation:** 25,000 copies (lower by arrangement - a surcharge of 10% is levied for technical expenditure.)
- **Minimum/Maximum weight:** 20 g / 60 g. (Higher weights subject to approval, rates on request)
- **Minimum/Maximum format:** 105 x 148 mm (DIN A6) / 385 x 260 mm, folded. (Other formats on request)

	Mo – Thu		Fr – Su	
	Circulation*	Delivery quantity	Circulation*	Delivery quantity
Der Tagesspiegel	121,800	71,800	131,000	81,000

Including E-Paper.

** Circulation figures are provided by the publisher. The advertising unit "Der Tagesspiegel" consists of the two advertising units "Main Edition Berlin" (Der Tagesspiegel) and "Main Edition Potsdam" (Potsdamer Neueste Nachrichten). For advertising in "Der Tagesspiegel" on Sundays, the placement is in the Potsdamer Neueste Nachrichten on Saturdays.

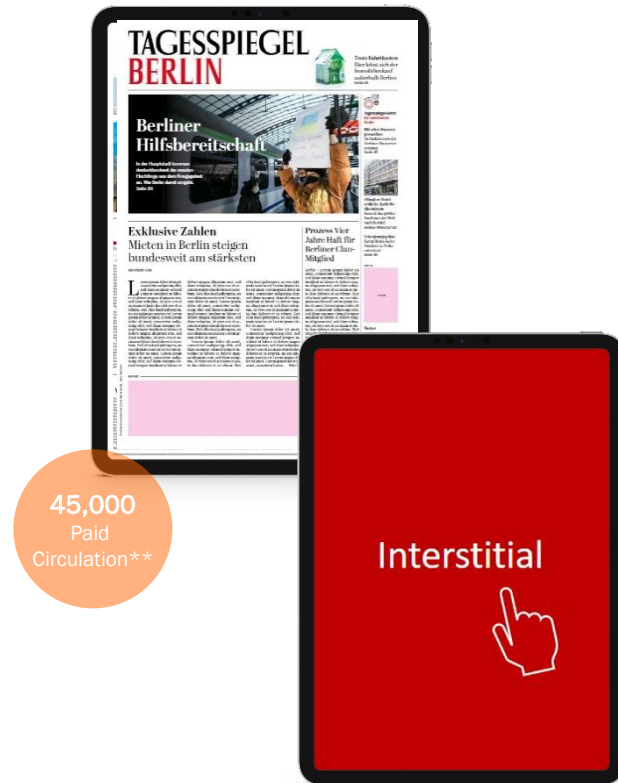
*** Higher weights available upon request.

Insertion deadline: October 10, 2023.

- All prospectus inserts appear in Tagesspiegel Print, E-Paper, and on the online portal at tagesspiegel.de.
- **Delivery:** Monday to Friday, from 8 AM to 3 PM. Free delivery of inserts 3 to 6 business days before the publication date, packed in uniform stacks of 8 to 12 cm in height. Inserts for Der Tagesspiegel and Potsdamer Neueste Nachrichten must be delivered separately.
- **Labeling:** Package label should include the insert's name, the newspaper's name, edition, and insert date.
- **Delivery Address:** Axel Springer Verlag AG, Beilagen Verlag Der Tagesspiegel, Druckhaus Spandau, Brunsbütteler Damm 156-172, 13581 Berlin.
- **Prospectus Inserts for E-Paper/Online:** File format: Send a PDF file containing all prospectus pages. One PDF page should correspond to one prospectus page.
- **Delivery Address:** prospekte@tagesspiegel.de
- **Delivery:** Send the file 3 to 6 business days before the publication date with an accompanying email specifying the customer's name and the insert placement date. We can provide you with detailed technical specifications upon request.
- **Order Confirmation:** No later than 14 days before the publication date. In case of later cancellation, 50% of the respective weight category's lowest rate for the placement will be charged.
- **Billing** is based on circulation, not the quantity delivered.

INTERSTITIAL: E-PAPER AD SPECIAL

Der Tagesspiegel



Tagesspiegel E-Paper

Interstitials

Your interstitial ad will be delivered to the users of the e-paper app and placed between the 3rd and 4th, or 9th and 10th page as a 1/1 page. You can also enter a target URL. The interstitial will appear in all e-paper editions that are accessed via the e-paper app during the booked period.

- The Tagesspiegel E-Paper is the ideal way to reach the younger Tagesspiegel target groups: Activate a young, online-savvy target group with your advertising message*.
- Relaxed reading experience: In the usual reading situation of turning the pages, advertisements are perceived as less of a disturbance.

The Interstitial is published exclusively in the E-Paper App.

Technical specifications:

Size: 768 x 1024 pixels or 1024 x 768 px (Please deliver both formats, this guarantees that your ad can be displayed in vertical and horizontal format)

File format: Gif, png or jpg (no PDF)

File weight: max. 200 KB

Linking: Target URL of the advertiser

Format	Rate
1 day (24 hours) Publication period	999 €
3 days (72 hours) Publication period	2,899 €
7 days (168 hours) Publication period	6,499 €

Rates plus VAT if applicable

*Score Media Group, E-Paper Study 2019

**IVW, I/2021, E-Paper paid circulation Mo-Su

PUBLISHERS DETAILS

Der Tagesspiegel



Publication frequency:

Daily from Monday to Sunday (for the placement Der Tagesspiegel on Sunday, the placement takes place in the Potsdamer Neuesten Nachrichten on Saturday). The booking unit "Der Tagesspiegel" is made up of the two booking units "Main Edition Berlin" (Der Tagesspiegel) and "Main Edition Potsdam" (Potsdamer Neuesten Nachrichten). The booking unit "Der Tagesspiegel" applies to national customers from the brand, services, tourism and trade sectors. The booking units "Hauptausgabe Berlin" and "Hauptausgabe Potsdam" apply exclusively to regional customers.

Payment conditions:

Net cash immediately after publication. In the case of new business, the publisher reserves the right to ask for prepayment.

SEPA Credit transfer:

DZ Bank Düsseldorf
IBAN: DE60 3006 0010 0020 1208 11
BIC: GENODEDDXXX
VAT ID.: DE 151725755

Publisher:

DER TAGESSPIEGEL GmbH
Askanischer Platz 3
10963 Berlin

Address

Verlag DER TAGESSPIEGEL GmbH
Anzeigenabteilung
10876 Berlin
Telephone +49 (0)30 290 21 – 0

iq media marketing gmbh
Toulouser Allee 27
40211 Düsseldorf

Internet:

www.iqm.de/tagesspiegel

The current T&C apply.

TECHNICAL SPECIFICATIONS

Der Tagesspiegel



Type Area Width x Height (in mm)		1/1 Page	Panorama
		247 x 371mm	522 x 371 mm

Column Width	Textteil	Column Width	Textteil
1 Column	13 mm	8 Column	139,0 mm
2 Column	31 mm	9 Column	157,0 mm
3 Column	49 mm	10 Column	175,5 mm
4 Column	67 mm	11 Column	193,0 mm
5 Column	85 mm	12 Column	211,0 mm
6 Column	103 mm	13 Column	229,0 mm
7 Column	121 mm	14 Column	247,0 mm

Printing process:
Web offset newspaper printing
according to ISO 12647-3:2004

Four-colour advertisements:
Printing order:
Black, Cyan, Magenta, Yellow

Printing material delivery:
ISDN/Eurofile: (030) 290 21 - 132 54
(Leonardo/Mac, ZMG/GZM, mecom-multiconnect, Teles, Fritz, Twist etc.)
E-mail: druckunterlagen@tagesspiegel.de

E-mail: dispo@tagesspiegel.de

We will gladly send you the detailed technical specification.



YOUR CONTACTS



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**#MEHR
#WERT
STIFTER**