

TITLE PROFILE

Der Tagesspiegel





Bürger von Europa Die El handlungsfähiger werden

vor Chrotigte von Marchet

Strickenfer bereitstellt bei eine stellen bedauer bei ein der ZF (2002). Billigenin (Net
Strickenfer bedauer bei ein der Kromeiber 121) vorlänge und

See that the second section of the section of the second section of the second section of the second section of the section of th

TAGESSPIEGEL BERLIN



Beriiner W	irtschaft.	Wochenende:		
		As are a		Married States
Mit Innovat	ionen gegen	die Krise	Neun Tipps	
An Tanja Burtrock			Als Priedrichshainer über man ja gernemalins Ausbard, Nuch Neus- berg, Neuklills, Mitte oder Frank- ratels bekonfelenster. Leteteren	Boom im Berliner Umland Nachfrage such Walsonnien und
bristian Manchia, Penduktioner inner innand des Attentioner inner	ssin Varorelsser Michael Blütker, Chef des Businist der Deutschlen Wirtschaft Köln. Dieser nannte ein Gas-Emborgo sugar "eine Kern- schmolor" für die Industrie Monch- ke ergitente, dans die phermann- teche Industrie vom sicht un mach	"Ein Brimpiel sind die mEECA tropf- stelle", sagte et. Auch Wismie Forsdenberg, Per- serendierierin der Anfraghermollers Oris Deutschlund in Tayol, aproch Über die Ausrelriangem des Unss- ter Erigen zu die Chermalmen.	bufinder sich berkninners gesehen im Lundwickland. Weit nich die frankoptile Ferr- welt poelt, zieht's mich nach/Krun- berg zus Prol-Linchs-Ufer. Egal ab margens, mittagender abende här wiel gestellen, seun der	Websergen und Gewerbeilüchen steigt Brandenburg, 825
Official Antonio Carrier presenta 1992 zur Kulonischen Menadzu- Gruppe Dur Befiner Traditioneur- iernehmen, das seinen Stampskirt im Adlershof hat ist für das den	dadusch potosilien witede wie die chemische Indontie, doch die Nas- wirkungen seien immens.	Durch des demografischen War- del sei die Belegschaft überahert, dringend wieden Eschleichte ge- meht. Wir bellen mucker Ulera-	pologi. Nicht erlogit Hier fliegen die elberson Engels in Fliche-filie sen-eder beiten Begenwürfen und innen der kleisen Zielkund. "Sar"	
neimittelgeschlift in Deutschland und Ostenavops zuständig.	Anlinghersteller Olis hofk and Brocksilight one	ne Gellichtste gewinnen zu kör- nen für une", sagte Trondenberg.	genoner, historier. Das Savoir- vives von Econobergi	T. L.
1890 outstand dort die "che- nisch-pharmaseutische Fabrik Caliboum". Schering knafte diese 1937, und mende nach dem Zuer.	der Lieutes Zuden betonte er, dass Deutsch- brid das einzige Land set, das zur Kernkraft und Kohle gleichneitig	Bereite nach den Flachtbewegun- gen 2015 habe man qualifizierte Spor im Unterschmenetagestellt.	Mitsiners Füschehen Weifesein bepacht konn nun dert Beckenpte- lend und manter perferrend sein Werbenende nerbeitenen Oder m.	Hughafes BER Kenner ab
ten Weblerieg entrigneri. Die DOR gründete den VES Serän-Chemie, seiter wilkite die Treubendanstalt	neutrige, "Eller werden weiter hobe Irroretionskosten zuf uns rakmenen" noter der Befür-Chr-	Das Hermitisch des Unter- nebenses mit die Internationale Versetzung	minded Tells davon Denry smerk entitered im Just-Clob Diseas III wante fringer Live Marii auf um.	Nucleifuget Sucheifuget
Memorine als Innustry aux. "Dan Searchiff subt in tropy for Welcons	min Verstand. Near neit hohen zu- ehrelichen Importitionen auf dies zu	Chur vin schoo länger beste- bender dietrike Model könsten	Dieri kaim man absolute Ann- rahmekingsferingenin beingsfage	
seiter", berichtete Christian Manichke als Teilnebmer einer Didominnunge an Moren, die	stemmen. Viele der Attracktoffe des Unternehmens würden in Aufmannennen Meinher sernen	peffichrete Ukrainerissen – im schrindbigen Alter sind es ja mer Frauen, die das Land verfissen	Eto-Raum-Atmosphire zu Gesiche und Gehör bekommen. Das hor sich sehn von Jahrenhie zumärzischen	Wetter
con des Distanschmen med Graies Berlig-Brandenburg (LVE) ong-	von 20 bis 50 Prosent. Walche man	distins - varietie wenten. Der Auf- zuglangstäter hat Standorte is ver-	"Guardian" hersengesprochen. Oder doch auf ein Titte-b-Titte	Section
rieteri worden war. Theras: die Heraustoolerangen der geopolitischen Zeiterwonde	tolle, misse sum sichhold klarm- chen. Matschke plädiette für den Erken unf inversiter Drocksite.	schiedenen Lindern "Dort, wo es Sinn ergibt", betome Freudenberg und erwiterte". In der Produktion	mit Manet Bocker in Sibylle Ber- personne fintantischer Fetoschau in der Berlinischen Gelerie? Die	:Ö:
für die Wirmschaft. Die Vorungung mit Armedinsbruh, per Live gebe voller in der Ukraine – trote den		betegiskrevise ist en nicht rollig. Deutsch zu klissen: Für Mikhamisched der inter-	Persilation Military vom spaniste ham Bogder Militarion Pendera Alexandri var Incisora una indomicillo mobilette sian	54-9°C
Cologos, Elia Work hat das Pharma- Dascrachmen, soch in Pendand	99	national par autgratelism Unter- nehmene", wie Breudenberg sart.	beim dramarischen Kino vor der Greline den Protefamer Platten	near many
Der Robel-Vorbill im norteilich ein Problem, wenn man nof dem nu- sierben Morie weiter bielben will!	Wir hoffen, aus der Ukreine Geflüchtete	sei naugroprochen groß. Das Herr- etlick sei die "internationale Ver- nettener". Die sei meh wielblie sen	Und der Sonntagt Wird nüchtern, aber ekstatisch unternd an einem Ort mit Januarier Geschichte."	Latrigumpplime
negte Matschice. Der Berlin-Chemie-Verstand	gowinnen zu können für ums."	die Immer atteker werdenden Lieferkempungsten zu das ber-	im Verlagegebriede der Messen Deutschlund selebstert, Word der	Senat findet keine Frankiss zu
siehr ein Gas-Emborgo aus Russ- land gemaus problematisch wie	Winner Proudending	chen, um den Lieferfluss wieder in Gang zu brinnen, Solts 820	mal letine Meline Berliner Welt- reise wird Seite 820	Volloresterheid Berlin, 831

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 (IVV	V 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

Energy & Climate | Digitalization & AI | Cybersecurity | Health & E-Health | Transportation & Smart Mobility | Smart City & Administration | Sustainable Finance ** Sources *b4p 2022 |, Base: German-speaking, 16+ years; Media Tenor Quotes Ranking, January - June 2023; ma 2023 |
TZ. EAB 2022



CROSS MEDIA COMMUNCIATION SOLUTIONS

Brand Familiy - Der Tagesspiegel





130 Specials per Year



More than 100 events per vear



365,000

Daily Readers

9,23 Mio.

Unique User





8 Expert briefings 112,000 Subscribers















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. 1/2 Page vertical	247 121	186 371	22,278 EUR	23,390 EUR	Except Opening page left
Premium*			26,726 EUR	28,060 EUR	
1/3 Page horiz. 1/3 Page vertical	247 103	124 371	14,864 EUR	15,605 EUR	Except Opening page left
Premium*			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	
1/2 Page Solus Premium*	193	237	27,516 EUR 33,011 EUR	28,890 EUR 34,660 EUR	Except Opening page left
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
Premium*			16,526 EUR 32,069 EUR	17,350 EUR 33,670 EUR	Except Opening page left

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

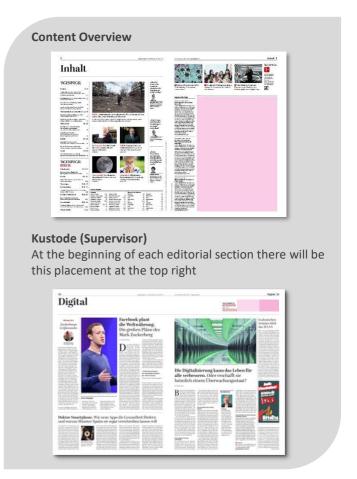


RATES & FORMATS

Der Tagesspiegel



	Size	Width	Height	Der Tagesspiegel Mo – Fr	Der Tagesspiegel Sa / Su	Placement
3	Title page 1 Flip Ad 2 Strip Ad 3 "Title-Stopper"	85 247 31	85 50 50	5,516 EUR 5,772 EUR 1,071 EUR	5,790 EUR 6,059 EUR 1,123 EUR	Title Page
	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	
世	Weather strip (1 st book)	247	50	4,742 EUR 6,034 EUR	4,977 EUR 6,334 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



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..



^{*}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



ADVERTORIALS

Der Tagesspiegel





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.

- Publication date & Placement: On request
- Material deadline texts/photos2 weeks prior to publication
- Production cost
 1,000 EUR; 2,000EUR 1/1 Page
 *not eligible for discounts/agency commission
- Cost for other formats on request

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

Advertorial Sample

^{*}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



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.

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

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

^{*}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



EDITORIAL SPECIAL PAGES

Der Tagesspiegel



Sa. – Su.

46,738 EUR

23,390 EUR

15,605 EUR

11,714 EUR

14,465 EUR

Editorial Special Pages

Mo. – Fr.

44,514 EUR

22,278 EUR

14,864 EUR

11,158 EUR

13,778 EUR

Format

1/1 Page

1/2 Page

1/3 Page

1/4 Page

1/4 Page Solus



















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prices include a Clickable Ad and are subject to applicable VAT. Placement requests available upon request



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At lea	st 2	ages	
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ing and so to Was at		E.C.		
2nd boo	k, all agenda, left and right sect	on surcharge pages Politics (p. 5), and second right page (p. 7), le	eft and right section surcharge page Business, Checkpoint (2nd book, p. 3)	All



EDITORIAL SPECIAL PAGES

Der Tagesspiegel





Investieren





Western and the second second

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



LOOSE INSERTS

Der Tagesspiegel



- 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)

	ivio – i nu		Fr – Su	
	Circulation*	Delivery quantity	Circulation*	Delivery quantity
Der Tagesspiegel	121,800	71,800	131,000	81,000

- 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.

Including E-Paper.



^{**} Circulation figures are provided by the publisher. The advertising unit "Der Tagesspiegel" consists of the two advertising unit "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.

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 applicabel



^{*}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.











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