

A stack of Tagesspiegel newspapers is shown, slightly out of focus, resting on a wooden surface. The masthead 'TAGESSPIEGEL' is clearly visible on the top paper.

TAGESSPIEGEL

Advertisement price list No. 66, effective from January 1, 2025

BRAND UNIVERSE TAGESSPIEGEL



130 Specials per Year



394,000
Daily Readers

9,23 Mio.
Unique User



7 Magazines

83 events with more than
800 speakers in 2023



TAGESSPIEGEL BACKGROUND

8 Expert briefings
110,440 Subscribers



Instagram:
201,000 Follower



X:
519,400 Follower



Facebook:
204,400 Follower



TikTok:
55,800 Follower

12 Newsletters totalling
902,100 subscribers



5 Podcasts:
173,000 monthly downloads

Sources: ma 2024 Tageszeitung, basis: German-speaking population aged 14 and over; agof daily digital facts 04/2023, evaluation period: month of March 2023; ma Podcast (month: September 2024); AGNITAS (month: September 2024); number of followers of the respective Tagesspiegel channel (month: September 2024); IVW III/2024; average paid circulation Mon.-Sat. weekly; LAE 2024; b4p 2024

TITLE PROFILE

Der Tagesspiegel



From The world - From The Capital

As the leading medium from the capital, the Tagesspiegel delivers **quality journalism** that appeals to both national and regional readers - including numerous multipliers and opinion leaders. It is available **throughout Germany** and is one of the **most modern multi-channel media houses**.

-Readers receive **two newspapers in one**: The first book provides daily national and international reporting combined with external expertise and regularity. In the second book, Germany's largest Berlin editorial team provides the most comprehensive reporting for the capital region.

Every Saturday, **Tagesspiegel Wochenende** offers even more useful and consumer-orientated content for inspiration in a separate book, e.g., with topics from the areas of travel, enjoyment or debate.

Der Tagesspiegel has one of the **best circulation trends** of all German daily newspapers and is the **No. 1** daily newspaper in Berlin.

The Tagesspiegel is regularly among the **most quoted media** in Germany.

The Tagesspiegel was included in the **reader analysis of decision-makers** for the first time in 2024. It reaches over **458,000 decision-makers** across Germany and **36% of political decision-makers** in the capital - more than any other national subscription newspaper. As one of the leading hosts for political and business decision-makers, the Tagesspiegel connects politics, business, science and society in **83 event formats in 2023**.

Circulation structure (IVW III/2024, Mo. – Sa.)

Paid Circulation	100,625 Copies
Subscription	86,561 Copies
News stand & other sales	14,091 Copies

Coverage

b4p	394,000 readers
LAE 2024	458,000 decision-makers cross-media monthly; 100,000 decision-maker daily for print

Publisher Data

Publication date	Monday - Saturday
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RATES & FORMATS

Der Tagesspiegel



	Size	Width mm	Height mm	Der Tagesspiegel Mo – Fr	Der Tagesspiegel Sa	Placement
	Panorama Page 2/1	522	371	97,855 EUR	102,746 EUR	Opening oder Center Spread, P. 2 + 3, Tagestipp-Pages
	1/1 Page Premium*	247	371	46,071 EUR 55,277 EUR	48,373 EUR 58,040 EUR	Except Opening page left
	1/2 Page horiz. 1/2 Page vertical Premium*	247 121	186 371	23,056 EUR 27,659 EUR	24,207 EUR 29,040 EUR	Except Opening page left
	1/3 Page horiz. 1/3 Page vertical Premium*	247 103	124 371	15,383 EUR 18,452 EUR	16,150 EUR 19,372 EUR	Except Opening page left
	1/4 Page horiz. Premium*	247	93	11,547 EUR 13,848 EUR	12,122 EUR 14,538 EUR	
	1/2 Page Solus Premium*	193	237	28,890 EUR 34,660 EUR	30,333 EUR 36,392 EUR	Except Opening page left
	1/3 Page Solus Premium*	139	220	19,273 EUR 23,120 EUR	20,235 EUR 24,274 EUR	Except Opening page left
	1/4 Page Solus Premium*	139	165	14,259 EUR 17,103 EUR	14,970 EUR 17,956 EUR	Except Opening page left
	Magazin Format	193	276	33,670 EUR 40,396 EUR	35,352 EUR 42,414 EUR	Except Opening page left and right

▪ **Publication date & Positioning**
On request

• **Weekdays:**

For the next issue: Two days prior, 5:00 PM; for Mondays: Friday noon (12am)

• **Saturday:**

For the next issue: 2 days prior to publication date at 5pm

▪ **Data Delivery:**

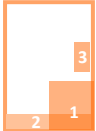






dispo@tagesspiegel.de

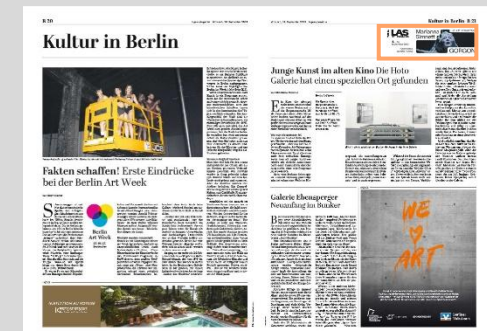
*Premium surcharge for all full-page formats in the table of contents (p. 2 & 3), U4, 1st & 2nd book, all agenda, left and right section surcharge pages Politics (p. 5), and second right page (p. 7), left and right section surcharge page Business, Checkpoint (2nd book, p. 3). All prices include a clickable 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	Placement
					Title Page
Title page					
1 Flip Ad	85	85	5,790 EUR	6,078 EUR	
2 Strip Ad	247	50	6,059 EUR	6,360 EUR	
3 „Title-Stopper“	31	50	1,123 EUR	1,177EUR	
					P. 3
Content overview (1st book)					
1 Magazin Solus	193	276	40,396 EUR	42,414 EUR	
					„Im Gespräch“
Spread	522	50	44,019 EUR	46,218 EUR	
					Section 1 und 2
OBC – 1/1 Page	247	371	56,076 EUR	58,880 EUR	
					Section 1 und 2
OBC– 1/4 Page	247	93	14,049 EUR	14,750 EUR	
					
„Kustode“ (Supervisor)	49 103	30 30	1,814 EUR 3,551 EUR	1,903 EUR 3,727 EUR	
					
Weather strip (1 st book)	247	50	4,977 EUR 6,334 EUR	5,224 EUR 6,649 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

TAGESSPIEGEL WEEKEND

Print on Saturday and E-Paper on Sundays



Tagesspiegel Weekend

Tagesspiegel Weekend offers even more useful and consumer-orientated content for inspiration in a separate book every Saturday. With the e-paper 'Wochenende Plus', subscribers also receive an overview of news from politics, sport and Berlin as well as background information and analyses on Sundays.

Tagesspiegel Weekend is published with the following sections:

- Travel
- Enjoyment
- Cultural recommendations
- Debate
- Society
- Love column

Zeit magazin in e-paper

Every Sunday the Zeit Magazin is published in the e-paper edition.



Booking/copy deadline Book 1 & 2:
For the next issue 2 days prior to publication date on 5pm

Booking/copy deadline Weekend (Book 3):
Mondays on 4pm

Format	Sa.
Full page	48,373 EUR
1/2 page	24,207 EUR
1/3 page	16,150 EUR
1/4 page	12,122 EUR
1/4 solus (corner)	14,970 EUR
1/4 page front page	17,956 EUR

TRAVEL

Tagesspiegel Weekend



Your travel offers on Saturday

On Saturdays, at least 4 editorial pages appear as a travel section in Tagesspiegel Weekend.

The Tagesspiegel editorial team prepares everything to do with travel for you in stimulating environments. Whether opulent picture worlds or exciting reports, we offer you various topics.

Publication date: Every Saturday in Tagesspiegel Weekend

Booking/copy deadline: Monday on 4pm

Tagesspiegel Unterwegs – Special Supplements/Magazines



The tabloid supplement Unterwegs is published twice a year. Tagesspiegel readers receive inspiration and specific offers for travelling near and far.



Take advantage of the travel environment in the Tagesspiegel tourism content marketing magazine Sehnsüchte. The supplement is published twice a year in spring and winter.



The Brandenburg magazine is published once a year in spring and presents readers with the best ideas for planning their leisure time.

ENJOYMENT

Tagesspiegel Weekend



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Tagesspiegel.de, Sonntag, 14. September 2025

GENUSS

Series GENUSS GUIDE Teil 2: Pizza



Foto: Instagram.com, Margherita-Magazin im Park am Charlottenpark, gelagert im Supermarkt und im Backofen.

Hier geht's rund

Die Welt last eine Scheibe. Aber wo gibt es die besten Margheritas und Deep-Dish-Pizzen der Stadt? Fünf Adressen mit und ohne geschmolzenen Käse

Von Ulrich Amling, Felia Denk, Ferdinand Dyck und Annika Schönbald

Nachfolger lassen mag sein, für gut möglich aber: Das die Pizza das meist beliebteste Gericht der Welt ist, wiederum ist das nicht unbedingt schmeckt, kann man über.

Standard Pizza
In der ersten europäischen Gabelzahl in der Stadt ist es eine der meist und eine nach der Einführung von Standard-Pizza in die Hauptstadt. Sie gibt es in allen Teilen der Stadt, von den kleinen Pizzerien bis hin zu den großen Restaurants. Die Qualität variiert stark, aber die meisten sind gut.

Handmade Pizza
In der ersten europäischen Gabelzahl in der Stadt ist es eine der meist und eine nach der Einführung von Standard-Pizza in die Hauptstadt. Sie gibt es in allen Teilen der Stadt, von den kleinen Pizzerien bis hin zu den großen Restaurants. Die Qualität variiert stark, aber die meisten sind gut.

Genuss Guide
— 2024 —
BERLIN GUIDE
RESTURANTS

Genuss Pizza
Handgemachte Pizza bekommt man in Berlin an jeder Ecke. Bei der Pizza ist die Vielfalt groß. Es gibt viele verschiedene Sorten, die von den kleinen Pizzerien bis hin zu den großen Restaurants angeboten werden. Die Qualität variiert stark, aber die meisten sind gut.

und Margherita. Ein paar 'New York Style' Pizzen bekommt man auch. Die Dromedare für €5, Milla für €7, 13-21 für €8, Sa. 14-22 für €9.

Margherita
Eine außergewöhnlich gute Pizza ohne Fleisch bekommt man auch bei den besten Pizzerien der Stadt. Die Qualität variiert stark, aber die meisten sind gut.

Magic Jahre
Die Pizza war ein Hauptbestandteil der Ernährung der Berliner. Auch im Jahr 2024 wird es nicht anders sein. Die Pizza ist ein fester Bestandteil der Berliner Küche. Die Qualität variiert stark, aber die meisten sind gut.

Tagesspiegel Enjoyment

The editorial team serves up reports from the world of gastronomy, restaurant reviews, delicatessen tests, recipes for amateur chefs, special tips and dates. The 'Genuss' pages on good food, drink and cookery in Berlin and beyond are published every Saturday in Tagesspiegel Wochenende.

In addition, Enjoyment specials focus on seasonal events such as Easter, barbecues and Christmas.

Publication Dates of the Enjoyment specials 2025

Vegetarian highlights in January	11.01.2025
Easter	12.04.2025
Barbecue	10.05.2025
Enjoyment market	September
Wines	20.09.2025
Food Week/Eat Berlin	October
Christmas	08.11.2025

Publication
Every Saturday in the Weekend edition

Booking/copy deadline:
Mondays on 4pm



Rates incl. Clickable Ads;

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	55,277 EUR
 1/2 Page horizontal	247	186	27,659 EUR
 1/3 Page horizontal	247	124	18,452 EUR
 1/4 Page Solus	139	165	17,103 EUR
 Corporate Column 2/3 Page vertical	157	371	18,718 EUR
 Inselanzeige	49	50	2,403 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

SPECIALS OVERVIEW

Tagesspiegel



Specials Overview & Supplement

Editorial specials are published on various topics, occasions and events throughout the year. Make use of a tailor-made environment to present your brand and products to your target group.

A variety of topics

- Travel
- Enjoyment & Nutrition
- Politics
- Diversity
- Health, Insurance & Wellness
- Education & Further Training
- Art, Culture & Leisure
- Construction & Living
- Finance & Investments
- Work & Start Ups
- Volunteer
- Sustainability
- Countries & Regions
- Editorial environments with Fairs & Congresses



LOOSE INSERTS

Der Tagesspiegel



Rate per 1,000 copies Weight up to	Rate Total Circulation	Rate Split Circulation
20 g	148 EUR	155 EUR
25 g	151 EUR	158 EUR
30 g	155 EUR	161.50 EUR
35 g	158 EUR	165 EUR
40 g	170 EUR	180 EUR
45 g	173.50 EUR	184 EUR
50 g	176.50 EUR	187 EUR
55 g	180 EUR	190 EUR
60 g	184 EUR	193.50 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		Sa	
	Circulation*	Delivery quantity	Circulation*	Delivery quantity
Der Tagesspiegel (full run incl. E-paper)	123,400	146,200	67,600	90,400

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.

PUBLISHERS DETAILS

Der Tagesspiegel



Publication frequency:

Daily from Monday to Saturday (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:

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Askanischer Platz 3
10963 Berlin

Address

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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:

Colour displays Data preparation and printing according to ISO 12647-3:2004 ICC profiles ISOnewspaper26v4.icc, colour profile+ISOnewspaper26v4_gr.icc, greyscale profile

E-mail: dispo@tagesspiegel.de

We will gladly send you the detailed technical specification.



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