

TAGESSPIEGEL

Advertisement price list No. 67, effective from January 1, 2026

BRAND UNIVERSE TAGESSPIEGEL



130 specials per year

3 Magazines



7.46 mio*
unique user

394,000
daily readers



100 events with more than
770 speakers in 2024



**TAGESSPIEGEL
BACKGROUND**

8 Expert briefings
> 114,800 subscribers

**No. 1 among Berlin's political
decision-makers:** Reaches the
most political decision-makers
(36%) and 45,000 top decision-
makers in the capital region
every day.

97,561*
paid circulation



Instagram:
219,000 Follower



X:
516,500 Follower



Facebook:
218,600 Follower



TikTok:
75,800 Follower

11 Newsletter:
>919,500 subscribers



5 Podcasts:
> 32,400 monthly downloads

Sources: best for planning 2024, base: German-speaking population aged 14+; agma DNA 2025-6, June, base: ages 16+; ma Podcast (June 2025); AGNITAS (June 2025); number of followers of the respective Tagesspiegel channel (June 2025); * IVW III/2025; average sold circulation Mon-Sat.

TITLE PROFILE

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.
- **High income**: The average household net income (HHNE) of *Tagesspiegel* readers is €3,956, significantly above the population average and comparable to other national daily newspapers.
- 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 **440,000 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 through **100 event formats in 2024**.

Circulation structure (IVW III/2025, Mo. – Sat.)

Paid Circulation	97,561 copies
Subscription	85,598 copies
News stand & other sales	11,963 copies

Coverage

B4p 2024	394,000 readers
LAE 2025	444,000 decision-makers cross-media monthly; 100,000 decision-maker daily for print

Publisher Data

	Berlin/ Brandenburg	National
Copy price (Mo-Fri):	2.60 €	3.30 €
Copy price (Sat):	3.30 €	4.20 €

RATES & FORMATS

Tagesspiegel



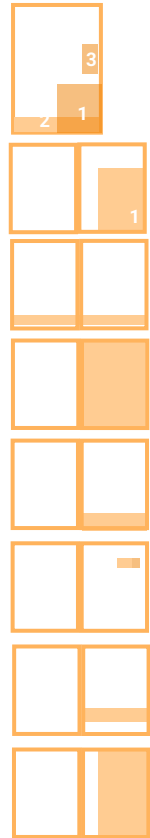
	Size	Width mm	Height mm	Der Tagesspiegel Mo – Fri	Der Tagesspiegel Sat	Placement
	Panorama Page 2/1	522	371	75,123 EUR	78,877 EUR	Opening oder Center Spread, P. 2 + 3, Tagestipp-Pages
	1/1 Page Premium*	247	371	46,761 EUR 56,105 EUR	49,097 EUR 58,908 EUR	Except Opening page left
	1/2 Page horiz. 1/2 Page vertical Premium*	247 121	186 371	23,401 EUR 28,073 EUR	24,569 EUR 29,475 EUR	Except Opening page left
	1/3 Page horiz. 1/3 Page vertical Premium*	247 103	124 371	15,613 EUR 18,728 EUR	16,392 EUR 19,662 EUR	Except Opening page left
	1/4 Page horiz. Premium*	247	93	11,720 EUR 14,056 EUR	12,304 EUR 14,757 EUR	
	1/2 Page Solus Premium*	193	237	29,323 EUR 35,180 EUR	30,787 EUR 36,936 EUR	Except Opening page left
	1/3 Page Solus Premium*	139	220	19,561 EUR 23,465 EUR	20,537 EUR 24,636 EUR	Except Opening page left
	1/4 Page Solus Premium*	139	165	14,472 EUR 17,358 EUR	15,195 EUR 18,225 EUR	Except Opening page left
	Magazin Format	193	276	34,174 EUR 41,001 EUR	35,881 EUR 43,049 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

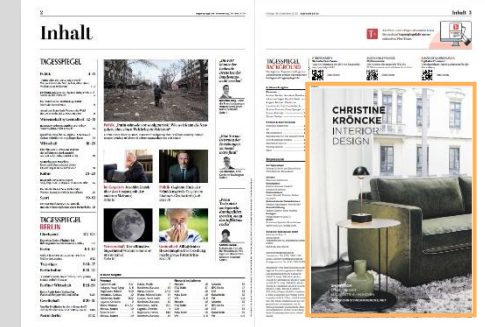
RATES & FORMATS

Tagesspiegel



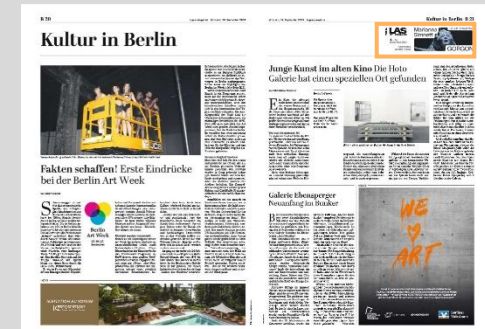
Size	Width	Height	Der Tagesspiegel Mo – Fri	Der Tagesspiegel Sat	Placement
Title page					Title Page
1 Flip Ad	85	85	5,876 EUR	6,169 EUR	
2 Strip Ad	247	50	7,704 EUR	8,087 EUR	
3 „Title-Stopper“	31	50	1,139 EUR	1,194 EUR	
Content overview (1st book)					Page 3
1 Magazin Solus	193	276	41,001 EUR	43,049 EUR	
Spread	522	50	44.679 EUR	46,911 EUR	“Im Gespräch”
OBC – 1/1 Page	247	371	56,105 EUR	58,908 EUR	Book 1 und 2
OBC– 1/4 Page	247	93	14,056 EUR	14,757 EUR	Book 1 und 2
„Kustode“ (Supervisor)	49 103	30 30	1,814 EUR 3,604 EUR	1,932 EUR 3,783 EUR	
Weather strip (1 st book)	247	50	5,051 EUR	5,302 EUR	
2/3 page premium high	193	371	40,197 EUR 48,228 EUR	42,205 EUR 50,638 EUR	Available upon request

Content overview



Kustode / Section Header

At the beginning of each section, the Kustode placement appears in the upper right corner.



*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

ADVERTORIALS

Tagesspiegel



THEMA 1/1

STICHWORT

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KONTAKT
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 Telefax +49 30 2500-112
 E-Mail: kontakt@tagesspiegel.de

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.

Editorial-style advertisements

In addition to advertorials, Tagesspiegel also offers the option of editorial-style advertisements. These ads are created by the client and are ideal for presenting complex topics. We would be happy to provide you with more information!

- **Publication date & Placement:** On request
- **Material deadline texts/photos:** 2 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 – Fri	Der Tagesspiegel Sat
1/1 Page	247	371	46,761 EUR	49,097 EUR
1/2 Page	247	186	23,401 EUR	24,569 EUR
1/3 Page horizontal	247	124	15,613 EUR	16,392 EUR
1/4 Page Solus	139	165	14,472 EUR	15,194 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 Quikable 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	Sat.
Full page	49,097 EUR
1/2 page	24,569 EUR
1/3 page	16,392 EUR
1/4 page	12,304 EUR
1/4 solus (corner)	15,194 EUR
1/4 page front page	18,225 EUR

Rates incl. Clickable Ads; plus VAT if applicable; eligible for discount and agency commission

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



10 | tagesspiegel.de | Sonntag, 14. September 2024

GENUSS

Seiten | GENUSS GUIDE Teil 2: Pizza



Foto: Instagram.com, Margherita | Abgebildet nach: D. Schmitt, 1990 und 2010

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 Ulrik Aebling, Felia Denk, Ferdinand Dyck und Annika Schmitt-Hilf

Nachfolgend lesen Sie, wo Sie die besten Margheritas und Deep-Dish-Pizzen der Stadt finden. 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

1. **La Strada** (Königsplatz) - Beste Margherita. 2. **La Strada** (Königsplatz) - Beste Deep-Dish-Pizza. 3. **La Strada** (Königsplatz) - Beste Margherita. 4. **La Strada** (Königsplatz) - Beste Deep-Dish-Pizza. 5. **La Strada** (Königsplatz) - Beste Margherita.

6. **La Strada** (Königsplatz) - Beste Margherita. 7. **La Strada** (Königsplatz) - Beste Deep-Dish-Pizza. 8. **La Strada** (Königsplatz) - Beste Margherita. 9. **La Strada** (Königsplatz) - Beste Deep-Dish-Pizza. 10. **La Strada** (Königsplatz) - Beste Margherita.

11. **La Strada** (Königsplatz) - Beste Margherita. 12. **La Strada** (Königsplatz) - Beste Deep-Dish-Pizza. 13. **La Strada** (Königsplatz) - Beste Margherita. 14. **La Strada** (Königsplatz) - Beste Deep-Dish-Pizza. 15. **La Strada** (Königsplatz) - Beste Margherita.



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 2026 available upon request.

Publication Every Saturday in the Weekend edition

Booking/copy deadline: Mondays on 4pm

10 | tagesspiegel.de | Sonntag, 14. September 2024

GENUSS

Themenportal | Grillen



Auf die Spitze getrieben

Im 'Mixer' kommen nur gegüllte Speise auf den Tisch. Die lassen sich kreativ kombinieren - und zu Hause nachhaken

Die Grillparty hat sich in den vergangenen Jahren zu einem festen Bestandteil der Sommerferien entwickelt. In Berlin sind es vor allem die Grillpartys in den Parks und auf den Terrassen der Restaurants, die den Sommer ausmachen. Die Grillpartys sind aber nicht nur ein beliebtes Hobby, sondern auch eine Möglichkeit, sich kreativ zu betätigen. In diesem Artikel erfahren Sie, wie Sie Ihre Grillpartys auf die Spitze treiben können.

10 | tagesspiegel.de | Sonntag, 14. September 2024

GENUSS

Wein-Spezial

COGNAC
FOUR
GLUGLIANO
HABLA AUGUSTA



Wiederentdeckung der edlen Süße

Einmal als Rotes Gold geschätzt, heute aus der Mode gekommen: Besuch auf der Vulkaninsel Pantelleria, wo die Süßwein-Tradition lebt

Die Süßweine Pantellerias sind ein wahrer Schatz. Sie sind nicht nur für ihre Süße bekannt, sondern auch für ihre Komplexität. In diesem Artikel erfahren Sie, wie Sie diese edlen Süße wiederentdecken können.

AGENDA

A weekly section in the Tagesspiegel



Every Tuesday

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.

Booking deadline: Monday of the previous week, 4:00 p.m.
Copy deadline: Monday before publication date, 11:00 a.m.

Volume: 6 pages in every parliamentary sitting week, 1–2 pages in all other weeks.

Placement: On the opening page, only the following ad formats are possible: Corporate Column, corner ads.

Size	Width	Height	Der Tagesspiegel
1/1 Page	247	371	56,105 EUR
1/2 Page horizontal	247	186	28,073 EUR
1/3 Page horizontal	247	124	18,728 EUR
1/4 Page Solus	139	165	17,358 EUR
Corporate Column 2/3 Page vertical	157	371	18,728 EUR
Inselanzeige	49	50	2,438 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



Place your health offerings close to editorial content

The editorial health pages are published three times a week, with 1–2 pages each on Tuesday, Thursday, and Friday.

Use this environment to reach health-interested readers and the healthcare sector.

Tagesspiegel Health Guides

The Tagesspiegel Gesundheit magazines provide essential guidance on a wide range of medical topics and specialties.

They reach health-conscious readers, medical professionals, and employees in the healthcare sector.

Publication dates of the HEALTH specials 2026 available upon request.

Frequency: 3 times per week

Booking deadline: Two days before publication date, 5:00 p.m.

Print material deadline: same as booking deadline

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	155 EUR	157.50 EUR
25 g	158 EUR	160.50 EUR
30 g	161.50 EUR	164 EUR
35 g	165 EUR	167.50 EUR
40 g	180 EUR	182.50 EUR
45 g	184 EUR	187 EUR
50 g	187 EUR	190 EUR
55 g	190 EUR	193 EUR
60 g	193.50 EUR	196.50 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 / Fri		Sa	
	Circulation*	Delivery quantity	Circulation*	Delivery quantity
Tagesspiegel (full run incl. E-paper)	117,300 / 126,900	60,300 / 69,900	138,000	81,700

*Higher weights available on request.

** Including e-paper. Circulation figures are based on publisher information. Billing is based on circulation, not on delivered copies.

Status: 01.10.2025

- 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:

DER TAGESSPIEGEL GmbH
Askanischer Platz 3
10963 Berlin

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Anzeigenabteilung
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Telephone +49 (0)30 290 21 – 0

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Internet:

www.iqm.de/tagesspiegel

The current T&C apply.

TECHNICAL SPECIFICATIONS & CO₂ COMPENSATION

Tagesspiegel

Type Area Width x Height (in mm):	1/1 page:	Panorama:
	247.0 x 371.0 mm	522 x 371 mm
Page volume:	1/1 page:	Panorama:
	2.226 mm	4611 mm

Printing process:

Web offset newspaper printing in accordance with ISO 12647-3:2004

Printing documents

Colour advertisements Data preparation and printing in accordance with ISO 12647-3:2004 ICC profiles ISOnewspaper26v4.icc, colour profile+ISOnewspaper26v4_gr.icc, greyscale profile

Delivery of print documents:

Email: druckunterlagen@tagesspiegel.de

Contact:

E-mail: dispo@tagesspiegel.de

We will gladly send you the detailed technical specification.

CO2 compensation



Zeitungsdruck-
papier



Das Zeichen für
verantwortungsvolle
Waldwirtschaft



- UPM uses a balanced ratio of fresh wood fibres and secondary fibres, with the specific composition depending on the desired product qualities and the location of the paper mill. 80% of the energy produced by UPM is free of fossil CO₂ emissions, and 60% of the fuels used consist of biomass.
- Eco-efficiency: The papers produced by UPM have the best environmental credentials on the market. Independent eco-labels prove that our products meet the highest ecological standards.
- The EU Ecolabel is the European Union's official label for the most environmentally friendly products. It is used for over 20 different product groups, ranging from household goods to textiles. Translated with DeepL.com (free version)

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Or our Worldwide network
of international representatives
refer to: www.iqmedia.de/contact

DELIVERING VALUE

IQMEDIA.DE/INTERNATIONAL-PAGE