



# HANDELSBLATT ROADMAP 2024

Status February 2024

# IMPRESSIVE COVERAGE ON ALL MEDIA CHANNELS



**1.1 m.**  
Newsletter  
Subscriptions

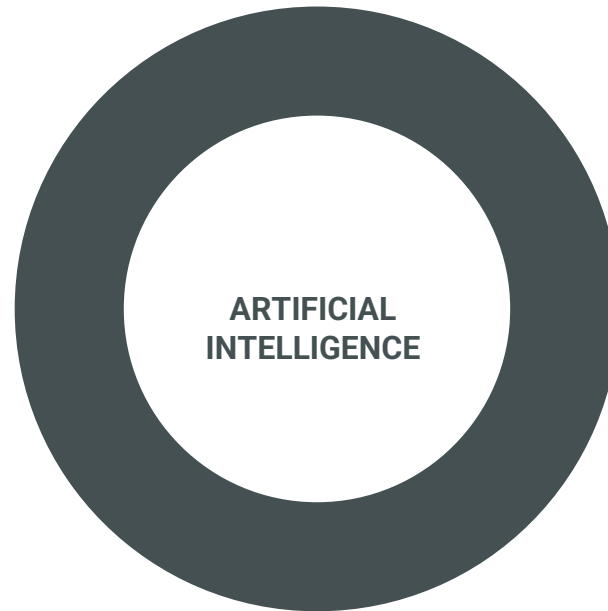
**7.4 m.**  
Unique Users

**4.2 m.** Podcast  
Downloads

**546 thou.**  
Print / ePaper  
Readers

**16 thou.**  
Event  
Participants  
yearly

# HANDELSBLATT EDITORIAL FOCUS 2024



# HIGHLIGHT WEEKS 2024

**MULTIMEDIAL, TO THE POINT**  
Print, Web / App, Newsletter, Podcast, Live

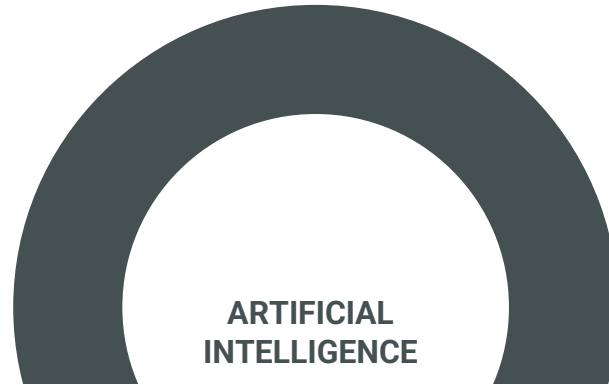


**SUSTAINABILITY**

May 6 – May 10

Handelsblatt takes up how the transformation to a climate-neutral economy can succeed. What challenges does the economy face and how can new technologies help?

1 week on all channels



**ARTIFICIAL INTELLIGENCE**

June 3 to June 7

Handelsblatt provides information on how artificial intelligence will change companies, business models and industries and which trends will shape the world in 2024 and the future.

1 week on all channels



**LEADERSHIP**

July / August

Summer Management School: Handelsblatt presents how managers can successfully steer their companies through the crisis.

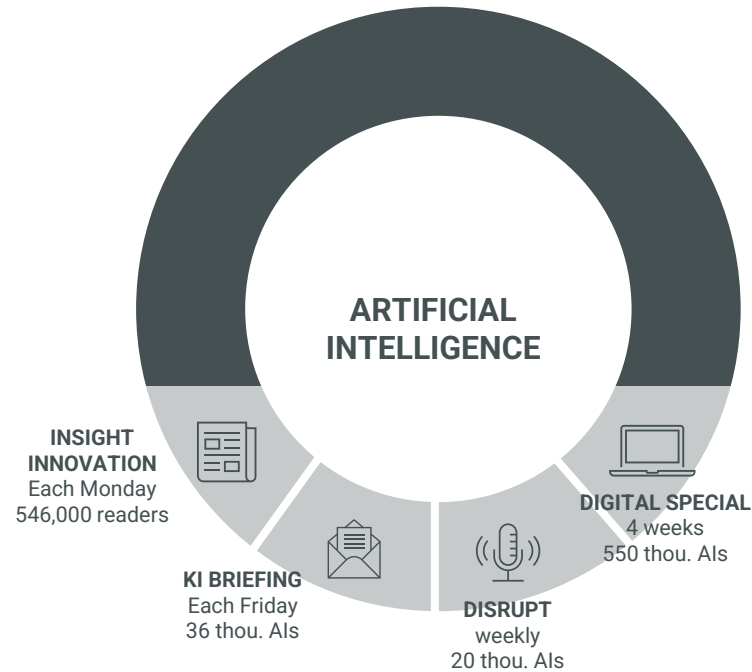
Multimedia Series  
4 weeks with one topic day in each week

# MULTIPLE TOUCHPOINTS

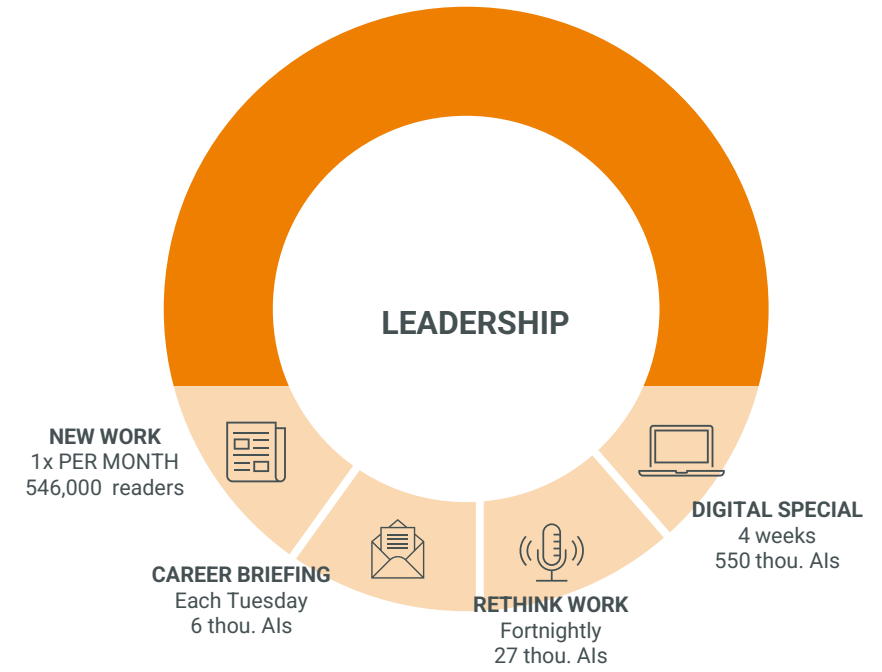
Throughout the year  
Editorial environment



Greentech Festival



KI-Circle



PULSE – Women Economic Network  
incl. Newsletter

# HANDELSBLATT ROADMAP 2024 AT A GLANCE



Davos | 15.-19.01.

International Women's Day | 08.03.

EM | 14.06.-14.07.

US Election 05.11.

Jan

Feb

Mar

Apr

May

June

July

Aug

Sep

Oct

Nov

Dec

## Highlight Weeks

Sustainability

Artificial Intelligence

Leadership

Sustainability Series Print, Podcast Green & Energy, Newsletter Energy Briefing, Online Topic Page, Events

Technology & Innovation Series in Print, Podcast Disrupt, Newsletter KI Briefing, Online Topic Page, Events

New Work Series in Print, Podcast Rethink Work, Newsletter Karriere, Online Topic Page, Events

Specials in Print & Digital (New Work, Real Estate, Digitization, Sustainability / Energy, Mobility)

## Yearly Touchpoints

## Editorial Specials

## Surprisingly different

Handelsblatt Weekend: Ressort in Web & App, Newsletter

# YOUR CONTACT

---

## SALES INTERNATIONAL

Gerda Gavric- Hollender  
Director Sales International Print  
Telefon +49 211 887 2343  
[gerda.gavric-hollender@iqm.de](mailto:gerda.gavric-hollender@iqm.de)

Bettina Goedert  
Senior Sales Manager International  
Telefon +49 211 887 1336  
[bettina.goedert@iqm.de](mailto:bettina.goedert@iqm.de)

Darwin Santo  
Director New Business International  
Telefon +49 211 887 2371  
[darwin.santo@iqm.de](mailto:darwin.santo@iqm.de)

Sarah Schmidt  
Sales Controller International  
Telefon +49 151 1823 5954  
[sarah.schmidt@iqm.de](mailto:sarah.schmidt@iqm.de)