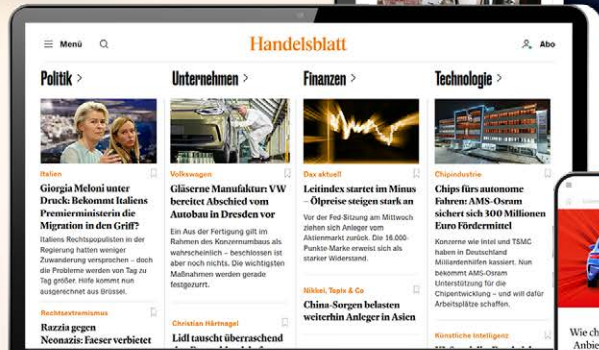
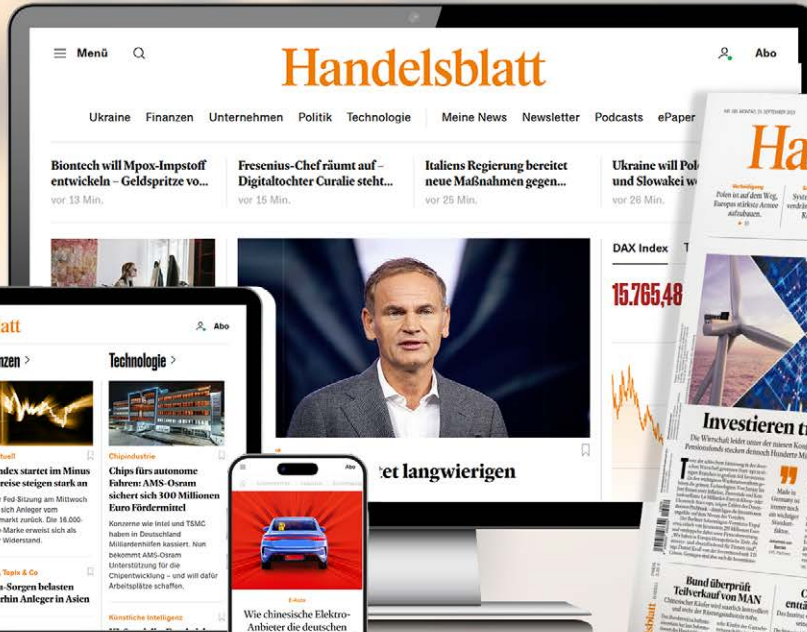


# Handelsblatt





## Handelsblatt – Ready for fresh thinking



The world is facing a decade of profound change: Technological disruptions, the green transformation of the economy and demographic change will change business models, companies and the lives of millions and millions of people. Global development, financial markets and economies, international trade agreements or national tax legislation – decision-makers must be aware of all decisive factors. Handelsblatt reporters and correspondents all over the world describe what moves the economy and provide orientation. They look behind the scenes of the big companies and the Berlin politics. They analyse which technologies, trends and innovations will change, which industries will rise and fall. And how the geopolitical balance of power is shifting. "If you want to understand the economy of the future must read Handelsblatt," says Sebastian Matthes, Editor-in-Chief of Handelsblatt.

In its political, corporate, financial and investment sections, Handelsblatt presents extensive background reporting. Friday edition provides additional value for the readers with the topics of careers, real estate, art, and literature. A detailed commentary and analysis section, internationally renowned columnists and numerous tools underpin the unique position of Handelsblatt as Germany's leading business and financial newspaper.

Over the past decades, Handelsblatt has developed into a globally networked, round-the-clock news platform for exclusive business journalism. The Handelsblatt brand thus meets the current needs of information and user behaviour. In terms of content, the offerings are optimally interlinked to provide top decision-makers with relevant information across all channels.

### Circulation (IVW II/2023)

Distributed circulation	145,693
Paid circulation	127,809
Subscriptions	82,330













### Coverage

ma 2023/II	546,000
LAE 2023	277,000

### Media information:

 [www.iqmedia.de/portfolio/handelsblatt](http://www.iqmedia.de/portfolio/handelsblatt)

## Formats and rates

Standard formats	Format	Width	Height	Rates	
				Rates (Mo-Thurs.) b/w or colour	Rates (Fr.) b/w or colour
	2/1 page	528	371	149,250 €	153,600 €
	1/1 page	249	371	71,750 €	73,850 €
	Magazine format	192	276	46,150 €	47,500 €
	1/2 page horizontal	249	186	39,800 €	41,000 €
	1/2 page vertical	122	371	39,800 €	41,000 €
	1/2 page solus	192	238	39,800 €	41,000 €
	1/3 page horizontal	249	124	31,000 €	31,950 €
	1/3 page solus	136	221	31,000 €	31,950 €
	1/4 page horizontal	249	93	26,200 €	26,950 €
	1/4 page solus	136	167	26,200 €	26,950 €
	Flyer ad (2 col.)	107	100	21,550 €	21,550 €
	Flyer ad (1 col.)	65	100	12,550 €	12,550 €















Flyer in the editorial section: 1 or 2 col. (height 20-100 mm)

Gutter bleed: (30 mm width)

All format indications in mm; further formats on request; Rates are exclusive VAT, which may apply

Special topics: [www.iqm.de/handelsblatt-sonderthemen](http://www.iqm.de/handelsblatt-sonderthemen)

## Premium positions

Formats	Position	Format		Rates		
		Width	Height	Rates (Mo-Thurs.) b/w or colour	Rates (Fr.) b/w or colour	
	Flip ad	Title page	79	79	18,300 €	18,300 €
	Opening or center spread	page 2+3 or center of the newspaper	528	371	179,100 €	184,350 €
	1/1 page	C2 (only on Fridays) or prior to 1st section	249	371	86,100 €	88,600 €
	Magazine format	prior to 1st section	192	276	55,400 €	57,000 €
	1/2 page horizontal	Section opener or prior to 1st section	249	186	47,800 €	49,200 €
	1/2 page vertical	Section opener or prior to 1st section	122	371	47,800 €	49,200 €
	1/2 page solus	Section opener or prior to 1st section	192	238	47,800 €	49,200 €
	1/3 page horizontal	Section opener or prior to 1st section	249	124	37,200 €	38,300 €
	1/3 page solus	Section opener or prior to 1st section	136	221	37,200 €	38,300 €
	1/4 page horizontal	Section opener or prior to 1st section	249	93	31,450 €	32,350 €
	1/4 page solus	Section opener or prior to 1st section	136	167	31,450 €	32,350 €
	2 x 1/4 page panorama	Section opener or prior to 1st section	528	93	65,350 €	67,300 €
	Center page (2 x 1/2 pages)	prior to 1st section or center of the newspaper	274	371	98,400 €	101,300 €
	Section head	Section opener	122	30	5,400 €	5,400 €

Gutter bleed (30 mm width)

All format indications in mm; further formats on request; Rates are exclusive VAT, which may apply

Rate card no. 79, effective January 1, 2024

## Loose inserts

### Insertion options

Total national circulation, circulation split possible from minimum 10,000 copies

**Rates:** per thousand copies

Weight in g	Full circ. (Print + ePaper)	Part circ. (w/o ePaper)
up to 20	126 €	162 €
up to 25	130 €	167 €
up to 30	134 €	172 €
up to 35	138 €	177 €
up to 40	142 €	182 €
up to 50	150 €	192 €

Other weights on request

### Order placement:

A model (5 copies) must be submitted when the order is placed. The order is only binding on the publisher following submission and approval of the insert model. Loose inserts do not qualify for any discount. All rates are including postal fees and excluding VAT which may apply. Postage fees for press-like products on request.

### Other conditions:

Loose inserts used by more than one advertiser are only available by special arrangement. These inserts are subject to surcharge of 50% on the basic rate.

### Technical processing:

Properties and packaging of the inserts are based on the "Guidelines for the Properties of inserts" published by the German Printing Federation (German-language copy on request). Special formats by arrangement only.

## Publisher's details

### Publisher's address:

Handelsblatt GmbH  
Toulouser Allee 27  
40211 Düsseldorf

### Frequency:

Every stock market day (Monday to Friday)

### Terms and Conditions:

Terms and conditions apply as stated on <http://www.iqm.de/portfolio/handelsblatt/>  
The publisher reserves the right not to publish an ad.

### Terms of payment:

14 days within date of invoice net, 2% discount for prepayment or bank debit.

### Bank account:

DZ Bank Düsseldorf  
IBAN: DE91 3006 0010 1013 1204 08  
SWIFT Code/BIC: GENODEDDXXX

### Printint material:

Informations and technical details on: [www.iqm.de/anzeigen-upload](http://www.iqm.de/anzeigen-upload)

### Closing dates, copy and cancellation deadlines:

Daily sections: 2 working days prior to publication date  
Weekend section: 5 working days prior to publication date  
Special supplements/specials: 10 working days prior to publication date

### Format

Minimum: 105 x 148 mm  
Maximum: 260 x 380 mm

Fold on the longitudinal side

### Paper weight

Single sheets or multi-page inserts with DIN A6 or DIN A4 must have a grammage of at least 120g/m<sup>2</sup>

### Order deadlines

Insertion order at least 4 weeks prior to publication date  
Cancellation deadline 10 working days prior to publication date

### Delivery

7 working days in advance at the earliest, latest 3 working days prior to publication

## Contact

iqm media marketing  
A division of the  
Handelsblatt Media Group  
Toulouser Allee 27  
40211 Düsseldorf  
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Media information  
[www.iqm.de/handelsblatt](http://www.iqm.de/handelsblatt)

**Technical data****File types:** We prefer PDF/X-3, PDF/X-4 data**Resolution:** 300dpi for grey-scale/color images**Screen:** 40 L/cm**Fonts:** Fonts and lines must have a line width of at least 0.18 mm (equivalent to 0.5 point). Caution is advised with the use of serif-based fonts.**Profil:** ISOnewspaper26v4**Printing process:** Newspaper offset**Processing:** Saddle-stitched**Data delivery**

Accompanying documents:

For all ads booked we require at least 1 newspaper-compatible colour or position sample for reference purposes (by the copy/artwork deadline at the latest). If a binding newspaper-compatible proof is not supplied, the client has no recourse of complaint.

**b/w and colour ads**

Tone range: Light tone: 0%, first printable tone: 5%, drawing depth: 85%

**4c ads**

Total coverage in 4c overprint mode max. 240%. This data is taken from the "Technical Guidelines for Four-Colour Reproduction on Newspaper Print" published by the German Printing Federation. We will be happy to send you detailed information on request.

**Colours/Duplex****4c colours:** Four-colour ads must not contain any spot colours (full-tone colours) but only the process colours cyan, magenta, yellow and black.**Spot colours:** Spot colours are generated using the process colours cyan, magenta, yellow and black.**Colour names:** The ad must contain the colour booked in the order. Please do not use any colour names like "Client blue" but base your designations on the HKS or Pantone fans. Pantone colour names with the suffix "C" cannot be used with newsprint. We recommend colour models in Pantone series "U" for visual colour impression.**Duplex:** Please create duplex images in a 4c version (process colours), specifying the special colour to be simulated.**Advertisement upload**

www.iqm.de/anzeigen-upload

**Email:**

handelsblatt@anzeigeneingang.de

**Please send data media together with binding colour proof to:**Mediengruppe Main-Post GmbH  
Digitale Vorstufe Handelsblatt  
Berner Str. 2, 97084 Würzburg**Contact persons:**

Telephone: +49 931 6001-776

Email: handelsblatt@anzeigeneingang.de

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Phone (+ 97) 14 4475760  
E-mail alimir@iasmedia.com

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