

# WirtschaftsWoche

The advertisement features three devices displaying the WirtschaftsWoche content. The desktop monitor shows the website's main page with a featured article titled "Wie kann ich die Wärmepumpe von der Steuer absetzen?". The smartphone shows a mobile-optimized version of the same article. To the right, a stack of magazines is shown, with the top issue being "N° 40" from 25 September 2022. The magazine cover features a pink crumpled paper flower and the headline "Die KUNST des Neuanfangs".

**WirtschaftsWoche**

UNTERNEHMEN FINANZEN ERFOLG COACH POLITIK TECHNOLOGIE **WIRTS** Alle Rubriken: ☰

Top-Themen: BörsenWoche Wärmepumpe Immobilien → Newsletter

**Wie kann ich die Wärmepumpe von der Steuer absetzen?**

UNSER LESER UND SEINE FRAU WOLLEN IM ABBEZAHLTEN MAHFFAMILIENHAUS EINE WÄRMEPUMPE EINBAUEN LASSEN. KÖNNEN SIE DIE SELBST ZU TRAGENDEN KOSTEN ALS VERMIETER STAUERLICH ABSETZEN?

von Susanne Thomann-Mickler

**WirtschaftsWoche**

N° 40  
25. September 2022  
8 SEITEN  
BÜRO: 10117 BERLIN  
VERLAG: IQ MEDIA  
ISSN 1862-0008

**US-AKTEN**  
Verborgene Perlen – sieben Gewinner des Industriebooms

**GLASINDUSTRIE**  
Untergang abge sagt. Ein Cluster erfindet sich neu

**CLIMBER-RALLYE**  
Auf Tour mit alpinen und Sammern

**Die KUNST des Neuanfangs**

In jedem Leben gibt es den Wusch nach Veränderung. Warum ein Neuanfang so verlockend ist – und wie der Wechsel gelingt.

## WirtschaftsWoche – Thinking ahead. Moving forward.



WirtschaftsWoche is the biggest and most trustworthy business magazine in Germany. It explains the world of business in its depth and shows the reader how to use this knowledge for his private assets and career. WirtschaftsWoche is a navigator and coach in one - it takes clear positions and provides the necessary background information.

The WirtschaftsWoche brand world also offers you the unique opportunity to address decision-maker target groups in a variety of ways: next to the magazine, the website and the app, the media brand also offers a wide range of special publications, direct mailings and events.

WirtschaftsWoche's close network of available media channels gives an insight into information and user behaviour of the business elite. This makes it an essential

component of your communications strategy with decision-makers.

WirtschaftsWoche readers belong to Germany's business elite. They are decisionmakers in SMEs, have an above average level of disposable income and a major influence on developments in their companies. They make investment decisions not only at work, but in their capacity as private consumers. Their role as opinion leaders and multipliers – both professionally and privately – makes them an indispensable premium target group

### Circulation (IVW II/2023):

Print Circulation	63,215
Distributed circulation	116,340
Paid circulation	90,792

### Coverage:






ma 2022/II	666,000
LAE 2022	211,000

### Media information:




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

# WirtschaftsWoche









## Basic formats:

Size in page sections	Type area		Bleed		Rates b/w and 4c
	Width	Height	Width	Height	
 1/1	183	236.5	210	280	36,100 €
 2/3 vertical	120	236.5	132	280	26,400 €
 1/2 horizontal	183	119	210	138	21,600 €
 1/3 vertical	57	236.5	69	280	15,000 €
 1/3 horizontal	183	81	210	94	15,000 €

## Formats across the gutter:

Size in page sections	Type area		Bleed		Rates b/w and 4c
	Width	Height	Width	Height	
 2/1	396	236.5	420	280	72,000 €
 2 x 2/3 vertical	270	236.5	270	280	54,400 €
 2 x 1/2 horizontal	396	119	420	138	44,400 €

## Premium positions::

Size in page sections	Type area		Bleed		Rates b/w and 4c
	Width	Height	Width	Height	
 IFC + p.3	396	236.5	420	280	102,700 €
 IFC1/OBC	183	236.5	210	280	43,900 €
 IBC	183	236.5	210	280	36,100 €
 Premium double p. <sup>2</sup>	396	236.5	420	280	88,900 €
 1 <sup>st</sup> double page	396	236.5	420	280	81,700 €
 1 <sup>st</sup> right hand page	183	236.5	210	280	42,600 €
 2 <sup>nd</sup> right hand page	183	236.5	210	280	40,800 €
 1/3 Editorial	57	236.5	69	280	16,700 €

1) For the 2nd cover page, the publisher reserves the right to cancel the reservation or to convert the booking to an alternative premium position if a cover gatefolder booking or an opening spread booking has been made.

2) After editorial, before content.

**Printing process:**  
Offset print

**Processing:**  
Saddle stitching.

**Booking, cancellation and copy deadline:**  
According to the schedule.  
Booking and cancellation deadlines are identical.

**Trim:**  
4 mm all around, vital details should be kept at least 10 mm from the untrimmed edge to avoid loss through trimming.

**Format specification:**  
Sizes listed in mm (width x height), bleed sizes in colour.  
Special formats on request.

# WirtschaftsWoche

## Publication calendar 2024

Issue	Day	Publication date	Booking / copy deadline
1/2	FRI	05.01.24	15.12.23
3	FRI	12.01.24	22.12.23
4	FRI	19.01.24	03.01.24
5	FRI	26.01.24	10.01.24
6	FRI	02.02.24	17.01.24
7	FRI	09.02.24	24.01.24
8	FRI	16.02.24	30.01.24
9	FRI	23.02.24	06.02.24
10	FRI	01.03.24	14.02.24
11	FRI	08.03.24	21.02.24
12	FRI	15.03.24	28.02.24
13	FRI	22.03.24	06.03.24
14	THU	28.03.24	12.03.24
15	FRI	05.04.24	18.03.24
16	FRI	12.04.24	25.03.24
17	FRI	19.04.24	03.04.24
18	FRI	26.04.24	10.04.24
19	FRI	03.05.24	16.04.24
20	FRI	10.05.24	22.04.24
21	FRI	17.05.24	29.04.24
22	FRI	24.05.24	06.05.24
23	FRI	31.05.24	13.05.24
24	FRI	07.06.24	21.05.24
25	FRI	14.06.24	28.05.24
26	FRI	21.06.24	05.06.24

Special topics always up-to-date:  
[www.iqmedia.de/portfolio/wirtschaftswoche/](http://www.iqmedia.de/portfolio/wirtschaftswoche/)

Issue	Day	Publication date	Booking / copy deadline
27	FRI	28.06.24	12.06.24
28	FRI	05.07.24	19.06.24
29	FRI	12.07.24	26.06.24
30	FRI	19.07.24	03.07.24
31	FRI	26.07.24	10.07.24
32	FRI	02.08.24	17.07.24
33	FRI	09.08.24	24.07.24
34	FRI	16.08.24	30.07.24
35	FRI	23.08.24	07.08.24
36	FRI	30.08.24	14.08.24
37	FRI	06.09.24	21.08.24
38	FRI	13.09.24	28.08.24
39	FRI	20.09.24	04.09.24
40	FRI	27.09.24	11.09.24
41	FRI	04.10.24	17.09.24
42	FRI	11.10.24	24.09.24
43	FRI	18.10.24	01.10.24
44	FRI	25.10.24	09.10.24
45	THU	31.10.24	15.10.24
46	FRI	08.11.24	22.10.24
47	FRI	15.11.24	29.10.24
48	FRI	22.11.24	06.11.24
49	FRI	29.11.24	13.11.24
50	FRI	06.12.24	20.11.24
51	FRI	13.12.24	27.11.24
52	FRI	20.12.24	04.12.24
2	FRI	03.01.25	11.12.24

Special topics always up-to-date:  
[www.iqmedia.de/portfolio/wirtschaftswoche/](http://www.iqmedia.de/portfolio/wirtschaftswoche/)

Subject to editorial changes.

Rate card no. 70, effective January 1, 2024

# WirtschaftsWoche

## Loose inserts

Supplements are printed products loosely inserted in the magazine.

### Insert possibilities:

Full domestic circulation, domestic postal circulation or split circulation runs on request. Inserts in split circulation runs subject to publication date being moved by the publisher.

**Minimum circulation:** 10,000 copies.

### Formats:

Minimum Width 105 mm, Height 148 mm  
Maximum Width 190 mm, Height 260 mm

### Paper weight:

2-page insert min. 115 g/m<sup>2</sup>  
4-page insert min. 80 g/m<sup>2</sup>

### Technical conditions:

Supplements are inserted by machine and therefore have to meet special preconditions. For supplements consisting of several pages, the closed page has to be parallel to the back of the magazine. Accordion fold inserts with stapled or adhesive postcards cannot be processed. Inserts of the same advertiser in different designs in the same issue are only possible by special arrangements.

Supplements have to be rectangular. When printing inserts an additional 2% should be produced. The insert must not be thicker than 1 mm.

Adhesive postcards in supplements have to be on the inside pages of the supplement.

**Booking deadline:** 4 weeks prior to the publication date.

Supplements are not discountable.  
All formats in mm. All prices are gross prices.

## Bound-in inserts

The positioning of bound-in inserts is in the middle of the magazine – between two printed products, so that one part is in the front half and one part in the back part of the magazine.

**Insert possibilities:** Full circulation or split circulation upon request..

### Identification:

For legal reasons governing the press, bound-in inserts which are not easily recognised as advertising because of their design, have to be clearly labelled with the word “ANZEIGE” (advertisement) in 9 point semi-bold capitals.

### Technical requirements:

Bound inserts must be trimmed with 4 mm head trim, 4 mm foot trim and 3 mm side trim + 10mm backfold folded. Eight-page and multi-page bound inserts must be glued to the bundle.

To avoid bursting when producing 4-page products, please pay attention to the following: The direction of the paper should be at a 90° angle to the fold. Text and image elements should be positioned at least 4 mm above and below, and at least 10 mm laterally from the trimmed final format allowing for possible trimming tolerances.

**All formats in mm.** Other formats on request.

**Booking deadline:** 6 weeks prior to the publication date.

<sup>1)</sup> Head lay

Bound-in inserts are not discountable

Rates: per 1,000 copies	Full circulation incl. e-paper	Subscription/ split circulation incl. e-paper
up to 25 g	128 €	135 €
up to 30 g	134 €	145 €
up to 35 g	140 €	153 €
up to 40 g	150 €	163 €
up to 50 g	157 €	172 €

Rates: per 1,000 copies	Full circulation incl. e-paper	Subscription/ split circulation incl. e-paper
up to 25 g	168 €	205 €
up to 30 g	176 €	216 €
up to 35 g	186 €	227 €
up to 40 g	198 €	240 €
up to 50 g	205 €	251 €

Oversized inserts: per 1,000 copies		
	Full circulation	split circulation
up to 25 g	237 €	291 €
up to 30 g	244 €	299 €
up to 35 g	254 €	310 €
up to 40 g	265 €	322 €
up to 50 g	272 €	336 €

Further rates and paper weights upon request. Samples are required.

\*) For e-paper, only subscription circulation possible..

Bound-in inserts are print products that are firmly bound-in to the magazine.

Rates per 1,000 copies: Volume	Full circulation without e-paper	Subscription/ Full circulation incl. e-paper
	4 pages	193 €
8 pages	212 €	169 €
12 pages	232 €	192 €
16 pages	250 €	206 €
20 pages	267 €	222 €
24 pages	285 €	241 €

Formats:	Width	Height
Untrimmed	213/223*	288**
Final trim format	210	280

Minimum format:	Width	Height
	110/120	288

\* incl. 3 mm trim

\*\* incl. 4 mm heading and foot trim.

All formats in mm.

### Paper weight:

4 pages	Minimum 100 g/m <sup>2</sup>
8 pages	Maximum 70 g/m <sup>2</sup>

Further volumes upon request. Samples are required.

# WirtschaftsWoche

## Glued inserts

### Glued inserts are:

- a) Postcards or other rectangular, unfolded print products, empty sealed envelopes.
- b) sealed envelopes with contents, folded printed products.
- c) product samples and CD-ROM on request with examples

Other specifications possible with prior agreement.

### Insertion possibilities:

Basic ad minimum 1/1 page format (acc. to the rate card) in full print run

### Positioning:

The positioning of the ad and the position of the adhesive insert on the ad has to be agreed with the advertising department. The position of the glued insert can be within a frame of approx. 20–60 mm from the gutter and at least 20 mm away from the trimmed edges. Slight deviations of up to 10 mm\* in each direction and parallel differences of 5 degrees should be taken into account when designing the ad.

**Booking deadline:** 4 weeks prior to the publication date.

Glued inserts are not discountable.

Glued inserts are stuck on to the basic ads (at least 1/1 page), so they can be easily removed and used.

**Rates:** per 1,000 copies

	Full circulation	Split circulation
Postcards	99 €	115 €
Product sample booklets, envelopes.	115 €	130 €

Other formats on request.

Formats:	Width	Height
Minimum	55	85
Maximum	170	210

All formats in mm.

### Technical requirements:

Paper weight for postcards	150 g/m <sup>2</sup>
Maximum weight for filled envelopes	20 g/m <sup>2</sup>

Samples required

Please follow the guidelines of the BVDM (Federal Association of German Magazines).

## General notes

**The basis for calculation** is the print circulation in line with the most recent IVW quarterly figures at the time of billing. Rates may be higher **if the nature of the products complicates processing.**

**Partner advertising:** Loose inserts / glued inserts / bound inserts used jointly by more than one advertiser may be booked by special arrangement.

**Disposal costs:** If glued inserts / loose inserts in returned copies have to be disposed of, the customer bears the additional costs of disposal on a case to case basis.

**Delivery volume:** To allow for circulation fluctuations, consult with the advertising dept. once again prior to production to ascertain the actual required volume of loose inserts / glued inserts / bound inserts.

**Liability:** The publisher is entitled to compensation for damage suffered due to non-adherence to the technical requirements. In the event of processing problems, finishing the print circulation will take priority.

### Queries regarding technical requirements:

Services by Handelsblatt Media Group  
 Kirsten Tettenborn  
 Toulouser Allee 27  
 40211 Düsseldorf  
 Phone 0211 887 - 26 66  
 Email K.Tettenborn@handelsblattgroup.com

Product samples are to be delivered in compliance with the guidelines of the German Printing Federation (BVDM) (please request from the publisher).

**Postcards and four-page folded postcards** must not be stacked in layers higher than 20 cm. Envelopes, booklets and CD-ROMs are to be in stacked horizontally in the same direction without gaps and secured against movement using intermediate strips / panels.

**Delivery:** 10 working days prior to the publication date, 5 working days at latest – free at bookbinder on Europallets only.

**Packaging:** Products must be suitable for immediate mechanical processing without the need for any manual preparation work. Products that have become moist or stuck together cannot be processed. Pallets must weigh no more than 800 kg and must not exceed a height of 120 cm; they must be securely packaged for transport purposes and each pallet should contain only one type of product. Products must lie flat with aligned edges and identical layer heights. The layer height should be between 10 - 12 cm, and there should be no additional tie-ups, protective films or wraparounds. Cross-wise stacking should be avoided wherever possible. There must be a 2 mm-thick separating card between each layer. Delivery notes (3 times) must contain the following details: - Client, magazine, issue no., distribution, product name - No. of copies on the pallet, no. of pallets - Sender and recipient A sample should be prominently attached to each packaging unit.

### Delivery address:

Vogel Druck und Medienservice GmbH  
 Ansprechpartner: Herr Michael Schick  
 Leibnizstr. 5  
 97204 Höchberg

**Further information:** <https://www.vogel-druck.de/service/downloads/>

# WirtschaftsWoche

## Technical data

**File types:** We prefer PDF/X-3/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:** ISOCoated\_v2\_300\_eci.icc  
**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.

### Advertisement upload

www.iqm.de/anzeigen-upload

### Email:

handelsblatt@anzeigeneingang.de

### Data media

CD, DVD

### Please send data media together with binding colour proof to:

Mediengruppe Main-Post GmbH  
 Digitale Vorstufe Handelsblatt  
 Berner Str. 2, 97084 Würzburg

### Contact persons:

Mr. Kiesel, Mr. Grieb  
 Telephone: +49 931 6001-776  
 Email: handelsblatt@anzeigeneingang.de

## International Representatives

### Australia

Hogan Media  
 John Byrne  
 Unit 1 - 200 Rokeby Road  
 Subiaco 6008,  
 Western Australia.  
 Phone (+61) 8 9381 3991  
 Email john@hoganmedia.com.au

### Austria

iq media marketing  
 Darwin Santo  
 New Business Director  
 Toulouser Allee 27  
 40211 Düsseldorf  
 Phone (+49) 211/ 887 - 2371  
 Mobil (+49) 151/438 79 441  
 Email darwin.santo@iqm.de

### Benelux

Mediacontact International  
 Jean Mineur  
 Place Guy d'Arezzo 17 b8  
 1180 Brussels  
 Belgium  
 Phone (+32) 2 343 43 71  
 Email j.mineur@mediacontact.net

### Bulgaria/CIS/Romania/Russia

MEDIA Overland  
 Daniela Karandjulov  
 Wilhelm-Hauff-Str. 35e  
 85586 Poing (Munich area)  
 Phone (+49) 8121 99 59 343  
 Email daniela.karandjulov@  
 media-overland.de

### France

MEDIA EMBASSY INTERNATIONAL  
 21/23 rue du Départ  
 75014 Paris  
 France  
 Email sales@media-embassy.fr

### Greece & Cyprus

Axiscomm AG  
 Nikos Barbopoulos  
 Phone 41 44 5852598,+41 41 761 8587  
 Email management@axiscomm-intl.com

### Hong Kong/Indonesia/Singapore/

**Malaysia** Asian Integrated Media Limited  
 Peter Jeffery  
 1B, Cheung Wah Industrial Bldg.  
 10-12 Shipyard Lane, Quarry Bay  
 Hong Kong  
 Phone (+852) 2850 4013  
 Email peterjeffery@asianimedia.com



International Representatives

**Italy**

K.media  
Bernard Kedzierski  
Via Bonaventura Cavalieri, 1/3  
20121 Milan  
Phone (+39) 02 29061094  
Email info@kmedianet.com

**India**

Global Media Network  
(A Division of GMN Media Pvt. Ltd.)  
Vimal Anand  
120 Institutional Area, Sector 44  
Gurgaon 122002  
Delhi NCR, India  
Phone +91-124-4932020  
Email vimal@gmnindia.net

**Japan**

Pacific Business Inc.  
Yoshinori Ikeda  
Toyo Bldg.,  
1-2-10, Nihonbashi,  
Chuo Ku, 103-0027 Tokyo  
Phone +81-3-6910-8180  
Email yoshinori.ikeda@pacific-business.com

**Korea**

DOOBEE Inc.  
Joane Lee  
8th Fl., DooBee Bldg.  
35 Jeongdong-gil  
Jung-gu, Seoul 100-120  
South Korea  
Phone (+82) 02 3702-1740  
Email media@doobee.com

**Middle East**

Integrated Advertising services , IAS Media  
Ali Asgar Mir  
1105 Grosvenor Business Tower  
Tecom Site C  
Near Media Rotana Hotel  
P.O. Box 27671  
Dubai  
UAE  
Phone (+ 97) 14 4475760  
Email alimir@iasmedia.com

**North America**

Iconic International Communications, Inc.  
Guy Holroyd, President  
420 South Riverside Avenue, Suite 306  
Croton on Hudson, NY 10520  
USA  
Phone (+1) 914-205-2355  
Email holroyd@iconicinternational.com

**Portugal**

ILIMITADA – Marketing,  
Publicidade e Serviços, Lda  
Paulo Andrade  
Av. Clotilde - Edifício Centro de  
Congressos do Estoril, 4°C  
2765-211 Estoril  
Portugal  
Phone (+351) 21 385 35 98 45  
Email pandrade@ilimitadapub.com

e

**Thailand**

Absolute Communications  
Anchana Nararidh  
170/19, 8th Floor, Ocean Tower 1  
Soi Sukhumvit 16, New Ratchadapisek Road  
Kloengteoy, Bangkok 10110  
Thailand  
Phone (+66) 89 111 2334  
Email anchana@abcom.co.th

**United Kingdom, Ireland**

Advance International Media  
Peter Mason  
1st Floor, Sycamore House  
5 Sycamore Street  
London EC1Y 0SG  
United Kingdom  
Phone (+44) 207 253 0888  
Email peter@advance.uk.com

Pj

**Turkey**

Media Ltd  
E. Tan Bilge  
Maya-Akar Center  
Büyükdere Cad. No. 100-102 B Bl. Daire 68  
Esentepe-Sisli  
34394 Istanbul  
Turkey  
Phone (+90) 212 212 275 51 52  
Email tanbilge@medialtd.com.tr

Ph