

LET'S CELEBRATE - TOGETHER

The Anniversary Year 2026

180 YEARS
OF QUALITY.



80 Handelsblatt



WE'RE IN PARTY MOOD – ALL YEAR LONG. JOIN US.

2026: Construction plan
for a new
economic miracle

7 October

Germany
Summit

15 May

mono-
Thematic
issue

Topics
Deep Dive
from May to October
cross-media

Economic miracle
on tour:
"Places of the Future"
North, South, West, East

Podcast
Special episodes:
Meckel & Matthes
HB Today and
Morning Briefing
Live Tour

Newsletter
Special

✓ **Powerful Content: Editorial depth that connects with your future topics:** Benefit from high-quality journalism backed by rigorous research – delivering credibility, insight, and context that **elevate your brand.**

✓ **Maximum Awareness: A high-impact anniversary campaign:** Leverage a major image campaign that boosts visibility, strengthens brand perception, and expands reach across all key touchpoints.

✓ **Increased Reader Engagement: Diverse activation formats:** Engage with an active, loyal readership through multiple touchpoints and interactive reader initiatives that create meaningful brand moments.

✓ **Genuine Proximity: Thought leadership & direct access to top decision-makers:** Position your brand at the centre of crucial conversations – with exclusive access to influential leaders and powerful opportunities to shape opinion.

Wirtschafts Woche 100



A FULL YEAR OF CELEBRATION – YOU ARE PART OF IT

2026:
Best of Germany

7 Oct
Germany
Summit

1st Oct
Major anniversary
edition

World market leader
Meet
January

Editorial
Highlights
Cross-media

Exclusive WiWo
Club events &
WiWo On Tour
Editorial tour

Live podcast
Living with shares &
Special episodes
WiWo History

Benefit from a highly engaged readership and strong interaction moments that turn attention into action.

✓ **Powerful Content – Driving Real Impact**

Expert editorial features that unlock the secrets of success and deliver inspiration your audience can act on.

✓ **Maximum Relevance – All Year Long**

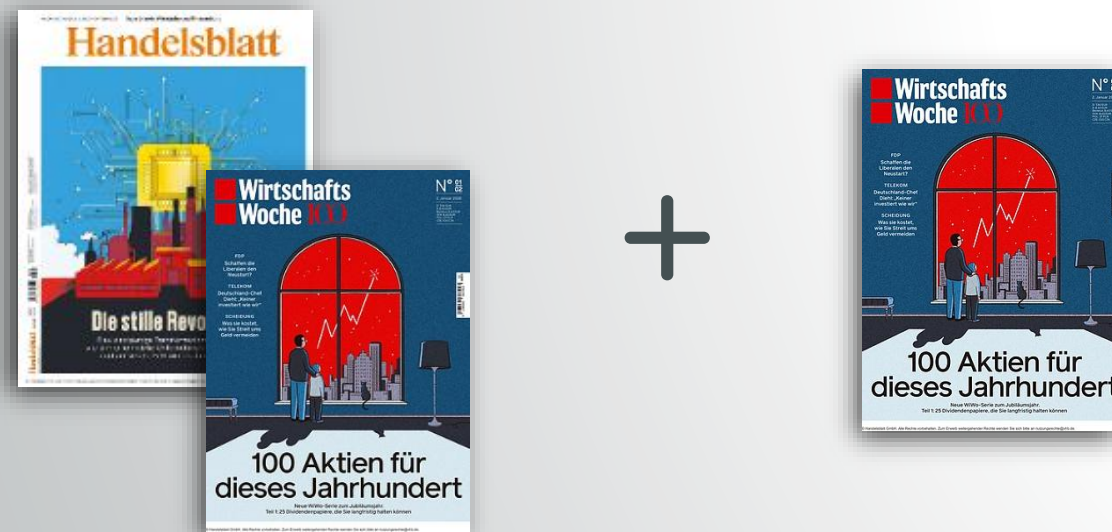
*Enjoy continuous visibility through year-round PR activities, targeted subscriber engagement, and a high-reach brand campaign in October – **ensuring your message stays top of mind.***

✓ **Increased Reader Interaction – More Engagement, More Response**

LET'S CELEBRATE!

Benefit from combined reach!

Mix your campaign in WirtschaftsWoche & Handelsblatt in the anniversary year at attractive conditions.



2 + 1

Book 1 x 1/1 page in Handelsblatt & 1 x 1/1 page in WirtschaftsWoche with 40% anniversary discount – the third 1/1 page in Handelsblatt or WirtschaftsWoche is free on top.

One of the paid advertisements must be placed in the anniversary editions (Handelsblatt 15th May 2026/BD April 30 – WirtschaftsWoche 1st October/BD Sept. 16 2026)

LET'S CELEBRATE!

Publication Individual offers



+



OR



+



2 + 1

2 + 1

Book 2 x 1/1 page in Handelsblatt in 2026 with 40% anniversary discount– the third 1/1 page in Handelsblatt is free on top

Book 2 x 1/1 page in WirtschaftsWoche in 2026 with 30% anniversary discount– the third 1/1 page in WirtschaftsWoche is free on top

One of the paid advertisements must be placed in the anniversary editions (Handelsblatt 15th May 2026/BD April 30 – WirtschaftsWoche 1st October/BD Sept. 16 2026)

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DELIVERING VALUE

IQMEDIA.DE/INTERNATIONAL-PAGE