

Handelsblatt – Ready for fresh thinking



The world is undergoing profound transformation: The green restructuring of the economy, artificial intelligence, and geopolitical tensions are reshaping politics and business at their core. Russia’s war of aggression, the global arms race, and billions in infrastructure and defense spending are fundamentally altering Europe’s economic landscape.

In times of upheaval, **independent, thoroughly researched journalism** is more essential than ever—especially when public discourse is increasingly shaped by alternative facts and polarizing opinions. Handelsblatt stands for the opposite: reliable information, in-depth analysis, and firsthand insights. Our team of 200 journalists delivers global coverage—networked across continents and available around the clock.

From inside boardrooms to the corridors of power, Handelsblatt correspondents and reporters around the world uncover the realities behind corporate and political decisions. They identify solutions to crises, analyze global trends and technologies—from Silicon Valley to Shenzhen to Abu Dhabi—and assess how innovation is reshaping industries and economies. They also offer a forward-looking perspective on what’s next.

Across our core sections—Politics, Business, Finance, and Investment—Handelsblatt provides **deep-dive reporting and strategic context**. Our Friday edition adds extra value with coverage on Careers, Real Estate, Art, and Literature. Always with a clear mission: **to deliver exclusive content to top decision-makers across all channels**. "Anyone who wants to understand the economy of the future must read Handelsblatt," says Editor-in-Chief Sebastian Matthes.

Circulation (IVW II/2025)

Distributed circulation	132,959
Paid circulation	119.277
Subscriptions	72,161

Coverage

ma 2025/II	585,000
LAE 2025	306,000

Media information:
www.iqmedia.de/portfolio/handelsblatt

Formats and rates

Standard formats		Width	Format	Height	Rates (Mo. – Thurs.) b/w or colour	Rates (Fr.) b/w or colour
	2/1 page	528		371	159,100 €	165,350 €
	1/1 page	249		371	76,500 €	79,500 €
	Junior page	196		276	49,200 €	51,150 €
	1/2 page horizontal	249		186	42,450 €	44,100 €
	1/2 page vertical	122,5		371	42.450 €	44,100 €
	1/2-page solus	196		238	42,450 €	44,100 €
	1/3 page horizontal	249		124	33,600 €	34,900 €
	1/3-page solus	143,5		221	33,600 €	34,900 €
	1/4 page horizontal	249		93	27,900 €	29,000 €
	1/4-page solus	143,5		167	27,900 €	29,000 €
	Flyer ad (2 col.)	122,5		100	22,950 €	23,150 €
	Flyer ad (1 col.)	59,25		100	13,400 €	13,500 €

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

Premium positions

Format	Position		Format Width	Height	Rates (Mo.-Thurs.) b/w +or colour	Rates (Fr.) b/w or colour
	Flip Ad	Title page	75	75	19,500 €	19,700 €
	Opening or Centre Spread	page 2+3 or centre of the newspaper	528	371	190,950 €	198,450 €
	1/1 page	C2 (only on Fridays) or prior to 1st section	249	371	91,800 €	95,400 €
	Junior page	prior to 1st section	196	276	59,050 €	61,350 €
	1/2 page horizontal	Section opener or prior to 1st section	249	186	50,950 €	52,950 €
	1/2 page vertical	Section opener or prior to 1st section	122,5	371	50,950 €	52,950 €
	1/2-page solus	Section opener or prior to 1st section	196	238	50,950 €	52,950 €
	1/3 page horizontal	Section opener or prior to 1st section	249	124	40,300 €	41,850 €
	1/3-page solus	Section opener or prior to 1st section	143,5	221	40,300 €	41,850 €
	1/4 page horizontal	Section opener or prior to 1st section	249	93	33,500 €	34,800 €
	1/4-page solus	Section opener or prior to 1st section	143,5	167	33,500 €	34,800 €
	2 x 1/4-page panorama	Section opener or prior to 1st section	528	93	69,700 €	72,450 €
	Centre Page (2 x 1/2 Page)	prior to 1st section or centre of the newspaper	275	371	104,900 €	109,050 €
	Section head	Section opener	122,5	30	5,750 €	5,800 €

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	130 €	166 €
Up to 25	134 €	171 €
Up to 30	138 €	176 €
Up to 35	142 €	181 €
Up to 40	146 €	186 €
Up to 50	154 €	196 €

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.

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/m².

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

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 <https://iqmedia.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

Printing material:

Information and technical details on: 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

Contact

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Media information
<https://iqmedia.de/>

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

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

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
<https://www.anzeigeneingang.de/#!/handelsblatt#handelsblatt.handelsblatt>

Email:
handelsblatt@anzeigeneingang.de

Please send data media together with binding colour proof to:
Main-Post GmbH
Digitale Vorstufe Handelsblatt
Berner Straße 2, 97084 Würzburg

Contact persons:
Phone 0931 60 01 - 776
Email handelsblatt@anzeigeneingang.de

International representatives

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Or our
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refer to: <https://iqmedia.de/contact>