

180 YEARS OF QUALITY

Your presence in this anniversary year

For the Handelsblatt Media Group, 2026 is marked by two major anniversary brands: **Handelsblatt** and **WirtschaftsWoche**.

We look back on a successful anniversary edition of the Handelsblatt in May, are enjoying many more editorial highlights and campaigns, and are **finally looking forward to the anniversary edition of WirtschaftsWoche in October. Be part of it!**





MOVING FORWARD

To mark its 100th anniversary, *WirtschaftsWoche* is giving itself a present – and the country one too. Under the slogan **‘100 Times the Best of Germany’**, WirtschaftsWoche is embarking on a grand journey to discover the very best Germany presents: start-up founders, female entrepreneurs, managers, researchers, mayors, universities, teachers, economists and villages. It is a grand journey of discovery across the country, into the very fabric and nerve centres of the nation, to explore what defines this country and makes it strong. And above all: how these strengths can be harnessed for future growth, for new ideas and business models

*Horst von Buttlar,
Editor-in-Chief of
WirtschaftsWoche*



2026: Best of Germany

World market leader
Summit
January |
Innovation
Day October

Editorial
Highlights
Cross-media

Live podcast
Living with Shares &
Special episodes
WiWo History

1 Oct
Special anniversary
issue including
'Best of Design'

Exclusive WiWo
Club Events &
WiWo On Tour |
Editorial tours
for readers

7 Oct
Germany
Summit

100TH 'BEST OF GERMANY': YOUR BENEFITS IN THE ANNIVERSARY YEAR 2026

Compelling content: editorial pieces explaining how to achieve success

Maximum relevance: year-round PR initiatives & subscriber engagement, plus a major brand campaign in October

Greater reader engagement: year-round initiatives to engage readers

Leads: WiWo Club partnerships

Reach: Attractive EXTRA offers across multiple media

AN ANNIVERSARY CELEBRATION WITH ACCESS TO KEY DECISION-MAKERS

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This issue aims to show what works, who is taking responsibility, and where the future is taking shape – economically, socially and culturally. Not as whitewashing, but as a precise, journalistically sound assessment of a country that often paints a bleaker picture of itself than is actually the case.

Your benefits:

- **Special publication date:** Thursday 1 October – exactly 100 years after its founding, instead of the usual Friday
- **Increased visibility at the point of sale:** accompanying campaign at the point of sale
- **Expanded editorial scope:** extended anniversary edition with **120 pages** and lavish photo spreads
- **High-quality feel:** a sturdier cover on **200 g/m² paper** for a more premium look
- **Access to top decision-makers:** through the **additional distribution**, the anniversary edition reaches 20,000 selected decision-makers from the worlds of business and politics



BEST OF DESIGN

In its anniversary issue, the **lifestyle section “&Leben”** presents a highlight in the form of “Best of Design”: a curated look back and forward at pioneering design. The retrospective pays tribute to the 100th anniversary of the Bauhaus in Dessau as a key source of modern design language.

The look ahead showcases trends and innovations in high-quality kitchens, exclusive furniture and influential interior design. **A highlight: Frankfurt, which** is set to become **a global design metropolis in 2026** and provide fresh impetus for the international creative scene.

JOIN THE CELEBRATION! – YOUR MID-YEAR PRINT BENEFIT

Book 2 x 1/1 pages in WirtschaftsWoche with a 30% discount – and get the third 1/1 page on top free of charge



2 + 1



One advert must be placed in the anniversary edition

*All prices are exclusive of VAT. Offer valid in 2026; not subject to a firm commitment but counts towards commitment targets. Agency commission (AE) is granted when booking through an agency. No further discounts apply. Subject to current availability. HMG reserves the right to reschedule. Artwork must be supplied.