



iq media

**YOUR END-OF-
YEAR GIFT**

DOUBLE YOUR IMPACT!

iq media

The traditional end-of-year issues are often among the **most widely read issues** produced by our editorial teams.

Advertise in selected issues and take advantage of our **end-of-year offers!**



*Valid for selected dates. Advertisements placed as part of the end-of-year offer are eligible for AE when booked through an agency, but are not eligible for further discounts. The first publication date is charged. The same format applies to both bookings. The specified publication dates apply. Subject to availability. Subject to change.

1+1 END-OF-YEAR OFFER

Pay for 1 advert, get 2nd one free*



Title	No	Publication date	Booking deadline
WirtschaftsWoche	53/26 01/27	18 Dec. 2026 8 January 2027	2 December 2026 21 December 2026
Handelsblatt		All working days from Dec. 21 to Dec. 31, 2026	4 working days prior to publication date
Tagesspiegel		All working days from Dec. 21 to Dec. 31, 2026	4 working days prior to publication date

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1+1 END-OF-YEAR OFFER

Pay for the first advert, get the second free*



Title	No.	Publication date	Booking deadline
DIE ZEIT* (valid only for the following advert formats: 1/1 S, ½ page, magazine format & ¼ corner panel)	53/26	5 December 2026	2 Nov. 2026
	54/26	10 December 2026	7 Dec. 2026
	55/26	17 December 2026	14 Dec. 2026
	56/26	23 December 2026	18 Dec. 2026
	1/27	30 December 2026	23 Dec. 2026
ZEITmagazin** (valid only for 1/1 page and 2/1-page advert formats)	53/26	5 December. 2026	19 Oct. 2026
	54/26	10 December 2026	26 Oct. 2026
	55/26	17 December 2026	2 Nov. 2026
	56/26	23 December 2026	9 Nov. 2026
	1/27	30 December 2026	12 Nov. 2026
	2/27	7 January 2027	Tbc

*Special conditions: 1 booking must be made in issues 53–56; the second advert in issue 1/27 is free of charge.

**Special conditions: the bookings must be in consecutive issues.

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Title	No.	Publication date	Booking Deadline
DER SPIEGEL	53/26 01/27	24 Dec. 2026 31 Dec. 2026	3 Dec. 2026 8 Dec. 2026
manager magazin	01/27 02/27	18 Dec. 2026 22 Jan. 2027	19 Nov. 2026 18 Dec. 2026)
Harvard Business Manager	01/27 02/27	15 Dec. 2026 19 Jan. 2027)	13 Nov. 2026 14 Dec. 2026)

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Title	No.	Publication date	Booking deadline
11FRIENDS	30/26	15 December STILL UNDER REVIEW (rev. 20 January 2027)	13 November 2026 2020)
musikexpress	12/26 01/27	6 November 2026 4 December 2026	7 October 2026 4 November 2026
Rolling Stone	26/12 01/27	20 November 2026 18 December 2026	16 October 2026 13 November 2026
Metal Hammer	12/26 01/27	20 November 2026 18 December 2026	19 October 2026 16 November 2026

*Valid for selected dates. Advertisements placed as part of the end-of-year offer are eligible for AE when booked through an agency and count towards a commitment, but are not eligible for further discounts and do not count towards a commitment.

The first publication date will be invoiced. The same format applies to both bookings. The specified publication dates apply. Subject to availability. Subject to change.

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