



&Leben

Live well. Spend wisely.

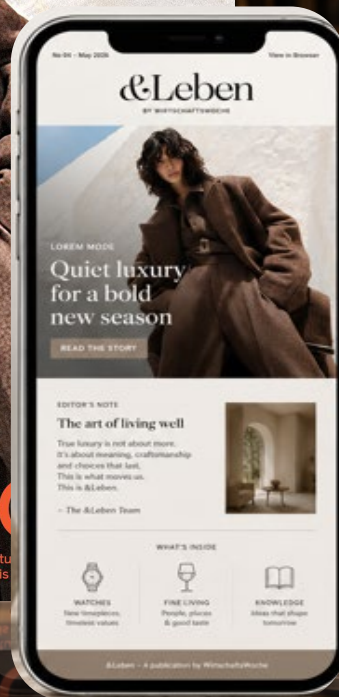
■ Wirtschafts
■ Woche

Handelsblatt

The new Luxury- and Lifestyle Platform from WirtschaftsWoche and Handelsblatt



FROM THE WIRTSCHAFTSWOCHE SECTION &Leben...



...TO A CROSS-BRAND PLATFORM.
Starting in 2027 - Across print, digital and experience.

THE FIRST SUCCESSES SPEAK FOR THEMSELVES.

iQ media

01 → Top ad partners



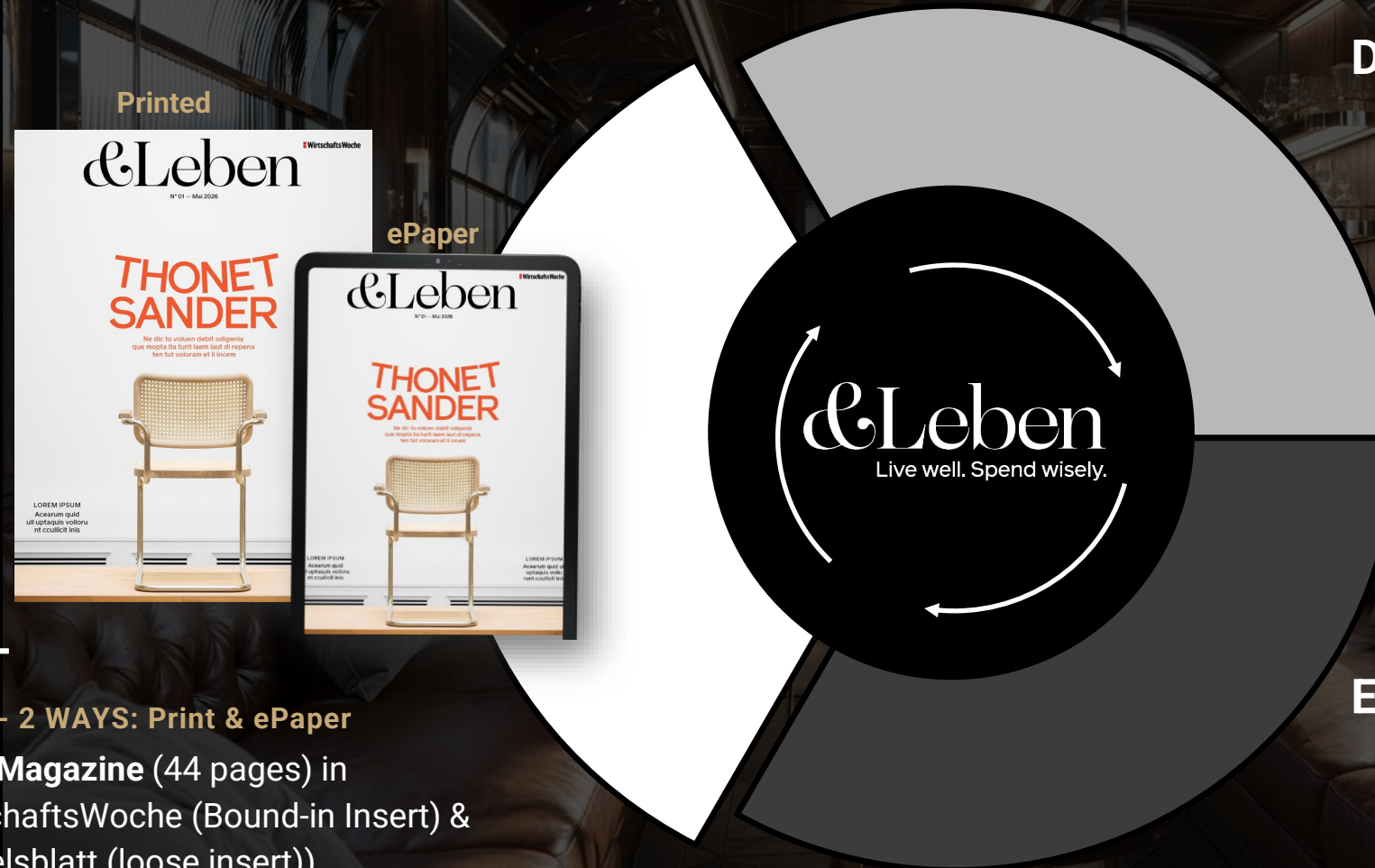
02 → Event partnerships



03 → Experience

PANERAI

&LEBEN - ALONG THE ENTIRE LUXURY CUSTOMER JOURNEY.



DIGITAL

- wiwo.de and handelsblatt.com
- Curated digital content
- Newsletter (bi-weekly)

PRINT

1 ISSUE - 2 WAYS: Print & ePaper

- **6x as Magazine** (44 pages) in WirtschaftsWoche (Bound-in Insert) &
- Handelsblatt (loose insert))
- **Further 6x as Editorial Section** in WirtschaftsWoche

EXPERIENCE

- Premium Events
- Watch making, tastings & manufactories
- Making luxury tangible

&LEBEN GROWS BEYOND PRINT.

iq media

12 premium touchpoints per year

6x Editorial section in WirtschaftsWoche. 6x Stand-alone Magazines



6x as editorial section

in WirtschaftsWoche



6x as stand-alone magazine

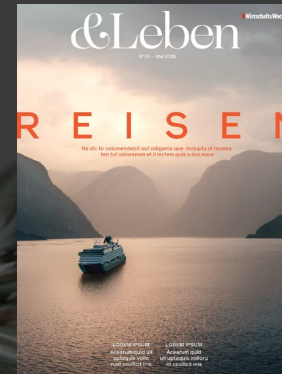
Bound-in insert in WirtschaftsWoche; Loose insert in Handelsblatt

IN-DEPTH FEATURES & CURATED FOCUS TOPICS.

iq media

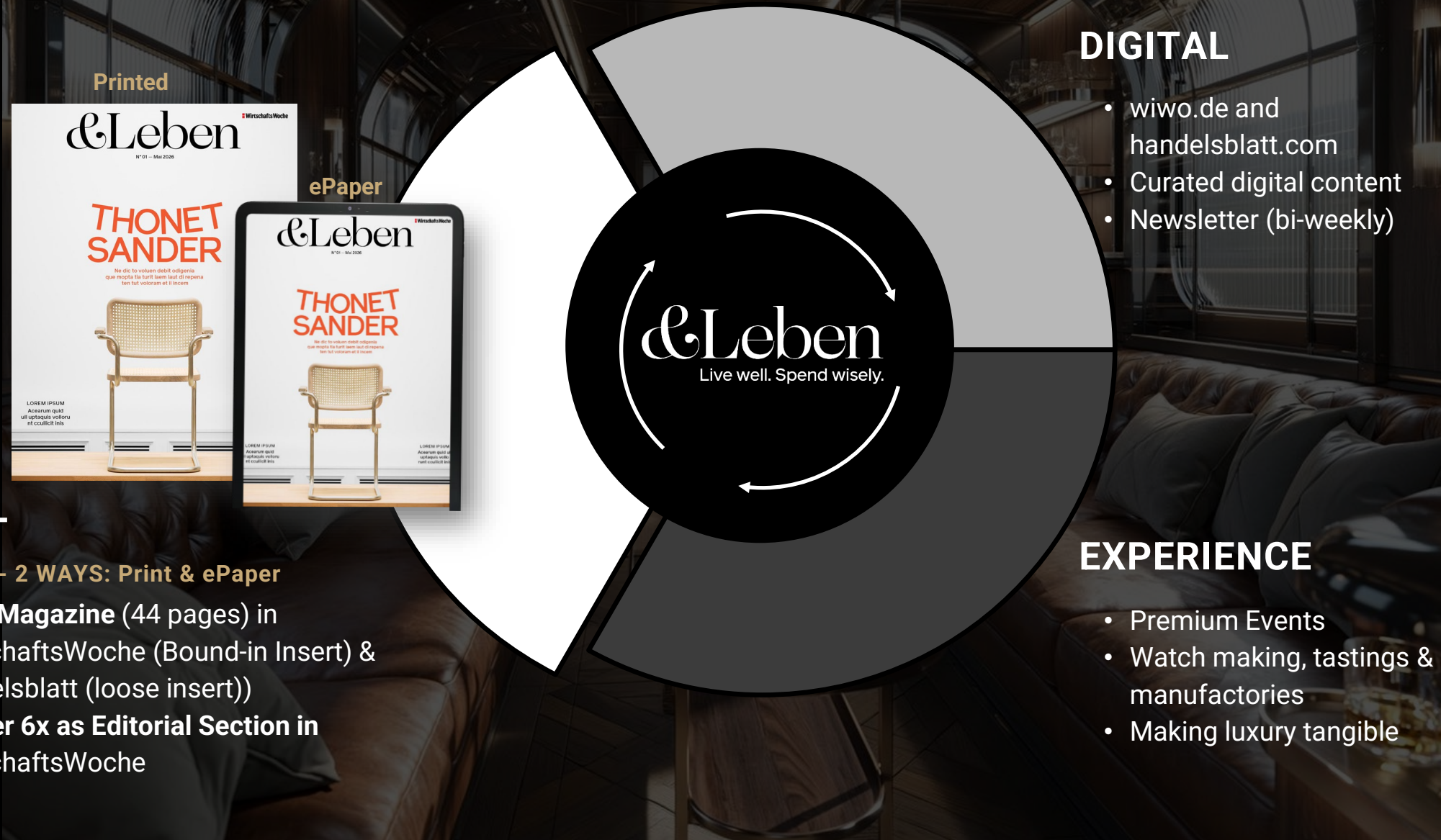
Each issue covers the entire spectrum of luxury topics — from watches and design to travel and style through fashion.

In addition, each issue sets a thematic focus with two to three larger features.



&LEBEN - ALONG THE ENTIRE LUXURY CUSTOMER JOURNEY.

iq media



EXCLUSIVE ACCESS „MONEY CAN'T BUY” EXPERIENCES

iQ media

Exclusive access to subscribers and readers of WirtschaftsWoche and Handelsblatt.

Brand Visibility:

Your brand is part of the entire event communication: logo placement in all announcements — crossmedia in print, mobile and online — as well as in our house ads.

Lead generation:

Curated peer group instead of open participation: we pre-filter and qualify every registration. You receive all leads including data — GDPR-compliant.

Get in touch and design your individual brand moment with us.



PANERAI
IMMERSION





SPECIAL MOMENTS

iq media

“

True life begins
with human
connection.

GUEST FEEDBACK
ORIGINAL QUOTE BY MARTIN BUBER

&LEBEN DATA 2027

	PD	BD	CD	OVERARCHING TOPIC	EDITORIAL FOCUS
SECTION	Jan. 29	Jan. 13	Jan. 13	_____	Heritage Craftmanship
SECTION	Feb. 26	Feb. 10	Feb. 10	_____	Yachting/Cruises
MAGAZINE	March 25	Feb. 18	March 9	Courage, New beginning	Future Travel / Future Luxury
SECTION	April 30	April 14	April 14	_____	Fashion & Stlye
MAGAZINE	May 28	April 20	May 10	Origin	Watches & Jewelleries
MAGAZINE	June 25	May 20	June 9	Stance/Conviction	Interior Design / Smart Home
SECTION	July 30	July 14	July 14	_____	Sports
SECTION	Aug. 27	Aug. 11	Aug. 11	_____	Fine Taste (Food & Drink)
MAGAZINE	Sep. 24	Aug. 20	Sep. 8	Silence	Wealth & Health / Longevity
MAGAZINE	Oct. 29	Sep 24	Oct. 13	Lightness	Drive & Tech
MAGAZINE	Nov. 26	Oct. 21	Nov. 10	Desire	Watches & Jewelleries
SECTION	Dec. 17	Dec. 1	Dec. 1	_____	Future of Luxury

Unique in the German-speaking region: the first luxury magazine in the leading business titles

■ **Wirtschafts**
■ **Woche** + **Handelsblatt**

1x booking. 2x readerships.



PRINT

1.04 million
per issue

CROSSMEDIA

8.43 million
per month

Source: b4p (best for planning) 2025 III · Basis: German-speaking population aged 14 and over, 69.88 million · Print coverage = readers per issue (Rpl), Plan/Combination Handelsblatt + WirtschaftsWoche · Crossmedia brand coverage = net coverage of the brands Handelsblatt and WirtschaftsWoche across print and digital offerings, average month · The two figures are based on different contact units and cannot be added.



WE REACH THE PEOPLE WHO MATTER MOST.

iQ media

Decision-maker coverage with budget — professionally and privately!

93%

High spending propensity for Luxury goods¹

68%

Personal gross annual income $\geq$ 100k EUR¹

195,576

Sold circulation WirtschaftsWoche & Handelsblatt combined²