RATE CARD

2027



Rate card 2027, effective January 01, 2027

https://iqmedia.de/portfolio/handelsblatt

Handelsblatt

HANDELSBLATT – READY FOR FRESH THINKING



The world is entering a new era. Old alliances are crumbling, the US and China are reshaping the global balance of power, and Europe risks being left behind. In times of change, objective, painstakingly researched journalism is more important than ever.That is exactly where Handelsblatt delivers. In an age when AI fuels filter bubbles and "alternative facts", Handelsblatt stands for what truly moves markets: independent, in-depth, thoroughly researched journalism that top executives trust to make better decisions – every single day.

200 journalists work for your readers around the globe and around the clock. Our reporters and correspondents go behind the scenes of corporations and politics, decode the trends and technologies that will define tomorrow, and show the way forward – from Silicon Valley to Shenzhen to Abu Dhabi. The result: sharp analysis, exclusive insights and a clear view of what comes next.

Across every section, Handelsblatt delivers the full picture – from politics, business and finance to personal investment. The Friday edition extends that reach into career, real estate, art and literature: premium environments for premium brands. The mission is simple: give Germany's top decision-makers exclusive content on every channel.

“Anyone who wants to understand the economy of the future has to read Handelsblatt," says Sebastian Matthes, Editor-in-Chief of Handelsblatt.

Circulation (IVW II/2026)

Distributed circulation	121.285
Paid circulation	110.742
Subscriptions	66.061

Coverage

ma 2026/II	622.000
LAE 2026	331.000

Media information:

www.iqmedia.de/portfolio/handelsblatt

FORMATS AND RATES

iq media

Standard formats	Format		Rates (Mo. – Thurs.)	Rates (Fr.)
	Width	Height	b/w or colour	b/w or colour
 2/1 page	528	371	163,900 €	171,000 €
 1/1 page	249	371	78,800 €	82,200 €
 Junior page	196	276	50,700 €	52,850 €
 1/2 page horizontal	249	186	43,750 €	45,600 €
 1/2 page vertical	122,5	371	43.750 €	45,600 €
 1/2 page solus	196	238	43,750 €	43,600 €
 1/3 page horizontal	249	124	34,600 €	36,100 €
 1/3 page solus	143,5	221	34,600 €	36,100 €
 1/4 page horizontal	249	93	28,750 €	30,000 €
 1/4 page solus	143,5	167	28,750 €	30,000 €
 Flyer ad (2 col.)	122,5	100	23,650 €	23,950 €
 Flyer ad (1 col.)	59,25	100	13,800 €	14,000 €

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	Format Height	Rates (Mo.-Thurs.) b/w +or colour	Rates (Fr.) b/w or colour
 Flip Ad	Title page	75	75	20,100 €	20,400 €
 Opening or Center Spread	page 2+3 or center of the newspaper	528	371	196,700 €	205,150 €
 1/1 page	C2 (only on Fridays) or prior to 1st section	249	371	94,550 €	98,650 €
 Junior page	prior to 1st section	196	276	60,800 €	63,450 €
 1/2 page horizontal	Section opener or prior to 1st section	249	186	52,500 €	54,750 €
 1/2 page vertical	Section opener or prior to 1st section	122,5	371	52,500 €	54,750 €
 1/2 page solus	Section opener or prior to 1st section	196	238	52,500 €	54,750 €
 1/3 page horizontal	Section opener or prior to 1st section	249	124	41,500 €	43,300 €
 1/3 page solus	Section opener or prior to 1st section	143,5	221	41,500 €	43,300 €
 1/4 page horizontal	Section opener or prior to 1st section	249	93	34,500 €	36,000 €
 1/4 page solus	Section opener or prior to 1st section	143,5	167	34,500 €	36,000 €
 2 x 1/4 page panorama	Section opener or prior to 1st section	528	93	71,800 €	74,900 €
 Center Page (2 x 1/2 Page)	prior to 1st section or center of the newspaper	275	371	108,050 €	112,750 €
 Section head	Section opener	122,5	30	5,900 €	6,000 €

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	135 €	171 €
Up to 25	139 €	176 €
Up to 30	143 €	181 €
Up to 35	147 €	186 €
Up to 40	151 €	191 €
Up to 50	159 €	201 €

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

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://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 person:
Phone 0931 60 01 - 776
Email handelsblatt@anzeigeneingang.de

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

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