RATE CARD WIRTSCHAFTSWOCHE 2027



Rate card 2027, effective January 1, 2027

https://iqmedia.de/portfolio/wirtschaftswoche

Wirtschafts Woche

WIRTSCHAFTSWOCHE

Think ahead. Get ahead..



As Germany's leading business magazine, WirtschaftsWoche stands for modern practical value, well-founded economic analysis and a clear economic policy compass – and has done so for over a century now, having celebrated our 100th anniversary in 2026.

WirtschaftsWoche reports on economic trends with foresight and a high level of expertise. Thinking ahead. Moving forward – this applies to personal finances, wealth creation, property investment, career progression, managing staff and making decisions for one's own business.

WiWo's design and storytelling have already won numerous awards. Furthermore, WirtschaftsWoche was named 'European Magazine of the Year' in 2024.

In addition to the magazine, the website and the app, the media brand offers a broad portfolio of special publications, newsletters, podcasts and events.

WirtschaftsWoche's readers belong to Germany's business elite. They are decision-makers from small and medium-sized enterprises, predominantly male, aged between 30 and 59, with above-average wealth and primarily working as senior executives. They make investment decisions not only in their professional lives but also in their private lives. Their role as opinion leaders and influencers – in both professional and private matters – makes them an indispensable premium target group.

Circulation (IVW II/2026)	
Distributed circulation	94.880
Paid circulation	84.834
Subscriptions	54.431

Coverage	
ma 2026/II	542.000
LAE 2026	288.000

Media information

Rate cards - International - iq media

FORMATS AND RATES

Standard formats:

Size in page sections		Type area Width	Type area Height	Bleed Width	Bleed Height	Rates b/w + colour
	1/1 page	183	236.5	210	280	39,400 €
	2/3 vertical	120	236.5	132	280	28,800 €
	1/2 horizontal	183	119	210	138	23,600 €
	1/3 vertical	57	236.5	69	280	16,600 €
	1/3 horizontal	183	81	210	95	16,600 €

Formats across the gutter:

Size in page sections		Type area Width	Type area Height	Bleed Width	Bleed Height	Rates b/w + colour
	2/1	396	236.5	420	280	78,700 €
	2x 2/3 vertical	270	236.5	270	280	59,400 €
	2x 1/2 horizontal	396	119	420	138	48,500 €

Printing process:
Offset print

Processing:
Saddle stitching.

Booking, cancellation and copy deadline:
According to the schedule.
Booking and cancellation deadlines are identical.

FORMATS AND RATES

Premium positions

Size in page sections		Type area Width	Type area Height	Bleed Width	Bleed Height	Rates b/w + colour
	IFC + p.3	396	236.5	420	280	112,300 €
	IFC*/OBC	183	236.5	210	280	49,300 €
	IBC	183	236.5	210	280	39,400 €
	Premium double p.**	396	236.5	420	280	97,100 €
	1st double page	396	236.5	420	280	89,300 €
	1st right hand page	183	236.5	210	280	46,600 €
	2nd right hand page	183	236.5	210	280	44,600 €
	1/3 editorial	57	236.5	69	280	18,200 €

Trim:
4 mm from the trim edge at the top and bottom and at least10 mm from the trim edge at the sides.

Format specification:
Sizes listed in mm (width x height),
Special formats on request.

* For the 2nd cover page, the publisher reserves the right to cancel the reservation or to convert the booking to an alternative premium position if a cover gatefolder booking or an opening spread booking has been made.
** After editorial, before content.

PUBLICATION CALENDAR 2027

Issue	Day	Publication Date	Booking / copy deadline	Booking / copy deadline premium placements
1-2/2027	Fr	08.01.2027	16.12.2026	07.12.2026
3	Fr	15.01.2027	23.12.2026	14.12.2026
4	Fr	22.01.2027	05.01.2027	25.12.2026
5	Fr	29.01.2027	13.01.2027	04.01.2027
6	Fr	05.02.2027	19.01.2027	08.01.2027
7	Fr	12.02.2027	25.01.2027	14.01.2027
8	Fr	19.02.2027	01.02. 2027	21.01.2027
9	Fr	26.02.2027	10.02. 2027	01.02.2027
10	Fr	05.03.2027	17.02. 2027	08.02.2027
11	Fr	12.03.2027	24.02. 2027	15.02.2027
12	Fr	19.03.2027	03.03. 2027	22.02.2027
13	Do	25.03.2027	09.03. 2027	26.02.2027
14	Fr	02.04.2027	15.03. 2027	04.03.2027
15	Fr	09.04.2027	22.03. 2027	11.03.2027
16	Fr	16.04.2027	31.03. 2027	22.03.2027
17	Fr	23.04.2027	07.04. 2027	29.03.2027
18	Fr	30.04.2027	14.04. 2027	05.04.2027
19	Fr	07.05.2027	20.04. 2027	09.04.2027
20	Fr	14.05.2027	27.04. 2027	16.04.2027
21	Fr	21.05.2027	03.05. 2027	22.04.2027
22	Fr	28.05.2027	10.05. 2027	29.04.2027
23	Fr	04.06.2027	18.05. 2027	07.05.2027
24	Fr	11.06.2027	25.05. 2027	14.05.2027
25	Fr	18.06.2027	02.06. 2027	24.05.2027
26	Fr	25.06.2027	09.06. 2027	31.05.2027
27	Fr	02.07.2027	16.06. 2027	07.06.2027

Please contact us for our special topics list
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Premium placements - listed on page 4 - are subject to earlier booking & copy deadlines

PUBLICATION CALENDAR 2027

Issue	Day	Publication date	Booking / copy deadline	Booking / copy deadline premium placements
28	Fr	09.07.2027	23.06. 2027	14.06.2027
29	Fr	16.07.2027	30.06. 2027	21.06.2027
30	Fr	23.07.2027	07.07. 2027	28.06.2027
31	Fr	30.07.2027	14.07. 2027	05.07.2027
32	Fr	06.08.2027	21.07. 2027	12.07.2027
33	Fr	13.08.2027	28.07. 2027	19.07.2027
34	Fr	20.08.2027	04.08. 2027	26.07.2027
35	Fr	27.08.2027	11.08. 2027	02.08.2027
36	Fr	03.09.2027	18.08. 2027	09.08.2027
37	Fr	10.09.2027	25.08. 2027	16.08.2027
38	Fr	17.09.2027	01.09. 2027	23.08.2027
39	Fr	24.09.2027	08.09. 2027	30.08.2027
40	Fr	01.10.2027	15.09. 2027	06.09.2027
41	Fr	08.10.2027	22.09.2027	13.09.2027
42	Fr	15.10.2027	29.09. 2027	20.09.2027
43	Fr	22.10.2027	06.10. 2027	27.09.2027
44	Fr	29.10.2027	13.10. 2027	04.10.2027
45	Fr	05.11.2027	19.10. 2027	08.10.2027
46	Fr	12.11.2027	26.10. 2027	15.10.2027
47	Fr	19.11.2027	03.11. 2027	25.10.2027
48	Fr	26.11.2027	10.11. 2027	01.11.2027
49	Fr	03.12.2027	17.11. 2027	08.11.2027
50	Fr	10.12.2027	24.11. 2027	15.11.2027
51	Fr	17.12.2027	01.12. 2027	22.11.2027
52	Do	23.12.2027	08.12. 2027	29.11.2027

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Premium placements - listed on page 4 - are subject to earlier booking & copy deadlines

LOOSE INSERTS

Supplements are printed products loosely inserted in the magazine.

Insert possibilities:

Full domestic circulation, domestic postal circulation or split circulation runs on request.
Inserts in split circulation runs subject to publication date being moved by the publisher.

Minimum circulation: 10,000 copies

Formats:

Minimum Width 105 mm, Height 148 mm

Maximum Width 190 mm, Height 260 mm

Paper weight:

2-page insert min. 115 g/m²

4-page insert min. 80 g/m²

Technical conditions:

Supplements are inserted by machine and therefore have to meet special preconditions. For supplements consisting of several pages, the closed page has to be parallel to the back of the magazine. Accordion fold inserts with stapled or adhesive postcards cannot be processed. Inserts of the same advertiser in different designs in the same issue are only possible by special arrangements.

Supplements have to be rectangular. When printing inserts an additional 2% should be produced. The insert must not be thicker than 1 mm.

Adhesive postcards in supplements have to be on the inside pages of the supplement.

Booking deadline: 4 weeks prior to the publication date.

Supplements are not discountable.
All formats in mm. All prices are gross prices.

Rates:

Per 1,000 copies	Full circulation incl.	Subscription/ split circulation incl.
Up to 25 g	136 €	139 €
Up to 30 g	138 €	149 €
Up to 35 g	145 €	158 €
Up to 40 g	154 €	168 €
Up to 50 g	162 €	177 €

Rates w/o :

Per 1,000 copies	Full circulation without	Subscription/ split circulation incl.
Up to 25 g	173 €	211 €
Up to 30 g	182 €	223 €
Up to 35 g	191 €	234 €
Up to 40 g	204 €	247 €
Up to 50 g	211 €	258 €

Oversized inserts:

Per 1,000 copies	Full circulation	Split circulation
Up to 25 g	244 €	294 €
Up to 30 g	251 €	302 €
Up to 35 g	262 €	313 €
Up to 40 g	273 €	325 €
Up to 50 g	280 €	339 €

Further rates and paper weights upon request. Samples are required.

Only for paid circulation possible.

BOUND-IN INSERTS

The positioning of bound-in inserts is in the middle of the magazine – between two printed products, so that one part is in the front half and one part in the back part of the magazine.

Insert possibilities: Full circulation

Identification:
For legal reasons governing the press, bound-in inserts which are not easily recognised as advertising because of their design, have to be clearly labelled with the word “ANZEIGE” (advertisement) in 9 point semi-bold capitals.

Technical requirements:
Bound inserts must be trimmed with 3 mm head trim, 3 mm foot trim and 3 mm side trim + 10mm backfold folded. Eight-page and multi-page bound inserts must be glued to the bundle.
To avoid bursting when producing 4-page products, please pay attention to the following: The direction of the paper should be at a 90° angle to the fold. Text and image elements should be positioned at least 4 mm above and below, and at least 10 mm laterally from the trimmed final format allowing for possible trimming tolerances.

All formats in mm. Other formats on request.
Booking deadline: 6 weeks prior to the publication date.

Supplements are not discountable.
All formats in mm. All prices are gross prices.

Bound-in inserts are print products that are firmly bound-in to the magazine

Rates: per 1,000 copies

Volume	Full circulation w/o	Subscription/ partial edition incl.
4 pages	205 €	162 €
8 pages	225 €	180 €
12 pages	246 €	203 €
16 pages	265 €	219 €
20 pages	284 €	236 €
24 pages	302 €	255 €

Formats:	Width	Height
Untrimmed	213/223*	286**
Final trim format	213/223*	286**

Minimum format:	Width	Height
	110/120	286

* incl. 3 mm trim
** incl. 3 mm heading and foot trim
All formats in mm.

Paper weight:	
4 pages	Minimum 100 g/m²
8 pages	Minimum 70 g/m²

Further volumes upon request.
Samples are required.

GLUED INSERTS

Glued inserts are:
a) Postcards or other rectangular, unfolded print products, empty sealed envelopes.
b) sealed envelopes with contents, folded printed products.
c) product samples on request with examples.

Other specifications possible with prior agreement.

Insertion possibilities:
Basic ad minimum 1/1 page format (acc. to the rate card) in full print run

Positioning:
The positioning of the ad and the position of the adhesive insert on the ad has to be agreed with the advertising department. The position of the glued insert can be within a frame of approx. 20–60 mm from the gutter and at least 20 mm away from the trimmed edges. Slight deviations of up to 10 mm* in each direction and parallel differences of 5 degrees should be taken into account when designing the ad.

Booking deadline: 4 weeks prior to the publication date.

Glued inserts are not discountable.
All formats in mm. All prices are gross prices.

Glued inserts are stuck on to the basic ads (at least 1/1 page), so they can be easily removed and used.

Rates: per 1,000 copies	Full circulation	Split circulation
Postcards	99 €	115 €
Product sample, booklets, envelopes.	115 €	130 €

Other formats on request.

Formats:	Width	Height
Minimum	55	85
Maximum	170	240

All formats in mm.

Technical requirements:	
Paper weight for postcards	150 g/m²
Maximum weight for filled envelopes	20 g/m²

Please follow the guidelines of the BVDM (Federal Association of German Magazines).

GENERAL NOTES

The basis for calculation is the print circulation in line with the most recent IVW quarterly figures at the time of billing. Rates may be higher **if the nature of the products complicates processing.**

Partner advertising: Loose inserts / glued inserts / bound inserts used jointly by more than one advertiser may be booked by special arrangement.

Disposal costs: If glued inserts / loose inserts in returned copies have to be disposed of, the customer bears the additional costs of disposal on a case to case basis.

Delivery volume: To allow for circulation fluctuations, consult with the advertising dept. once again prior to production to ascertain the actual required volume of loose inserts / glued inserts / bound inserts.

Liability: The publisher is entitled to compensation for damage suffered due to non-adherence to the technical requirements. In the event of processing problems, finishing the print circulation will take priority.

Queries regarding technical requirements:
Kirsten Tettenborn
Toulouser Allee 27
40211 Düsseldorf
Phone 0211 887 - 26 66
Email dispo.wiwo@iqm.de

Product samples are to be delivered in compliance with the guidelines of the German Printing Federation (BVDM) (please request from the publisher).

Postcards and four-page folded postcards must not be stacked in layers higher than 20 cm. Envelopes, booklets and CD-ROMs are to be in stacked horizontally in the same direction without gaps and secured against movement using intermediate strips / panels.

Delivery: 10 working days prior to the publication date, 5 working days at latest – free at bookbinder on Europallets only.

Packaging: Products must be suitable for immediate mechanical processing without the need for any manual preparation work. Products that have become moist or stuck together cannot be processed. Pallets must weigh no more than 800 kg and must not exceed a height of 120 cm; they must be securely packaged for transport purposes and each pallet should contain only one type of product. Products must lie flat with aligned edges and identical layer heights. The layer height should be between 10 - 12 cm, and there should be no additional tie-ups, protective films or wraparounds. Cross-wise stacking should be avoided wherever possible. There must be a at least 2 mm-thick separating card between each layer. Delivery notes (3 times) must contain the following details: - Client, magazine, issue no., distribution, product name - No. of copies on the palet, no. of pallets - Sender and recipient. Each pallet must have product samples attached to all end faces.

Delivery address:
Vogel Druck und Medienservice GmbH
Ansprechpartner: Herr Michael Schick
Leibnizstr. 5
97204 Höchberg

Further information: https://www.vogel-druck.de/service/downloads/

TECHNICAL DATA

Trim allowance:	plus 4 mm all around for full-bleed ads	
Printing process:	Offset printing	
File format:	We prefer PDF/X-1a, PDF/X-3 files	
Fonts / lines:	Minimum line weight 0.3 pt (Note: Acrobat and digital proofs display such lines thicker than actual)	
Bleed format*:	2-page spread	420 mm wide x 280 mm high
	Full page	210 mm wide x 280 mm high
	Half-page horizontal	210 mm wide x 138 mm high
	Third-page vertical	69 mm wide x 280 mm high
Type area format*:	2-page spread	396 mm wide x 236.5 mm high
	Full page	183 mm wide x 236.5 mm high
	Half-page horizontal	183 mm wide x 119 mm high
	Third-page vertical	57 mm wide x 236.5 mm high
Color profile:		
Cover:	ISOcoated_v2_300 (includes max. total ink coverage of 300%)	
Content:	ISO Coated v2, Fogra 39	
Screen frequency:	Cover: 200 lpi (AM, elliptical dot) Content: 175 lpi (AM, elliptical dot)	
Image resolution:	Color: min. 300 dpi, Grayscale: min. 300 dpi, Line art: min. 1200 dpi	
Paper quality:	Inner pages: 60 g/m² double-enhanced LWC Cover: 150 g/m² glossy art paper	
Print proofs:	One color-accurate proof required. The contact proof must be made 1:1 from the submitted file and include the Ugra/Fogra media wedge.	

Ad upload:
Please send by email to
wiwo@anzeigeneingang.de

Postal address for print materials:
Mediengruppe Main Post GmbH & Co. KG
Digitale Vorstufe WiWo
Berner Straße 2
97084 Würzburg

Contact:
Peter Grieb
Phone +49 9316001 686
Email wiwo@anzeigeneingang.de

* further formats on page 4 and 5 of this rate card

PUBLISHER‘S DETAILS

Publisher‘s address:
Handelsblatt GmbH
Toulouser Allee 27
40211 Duesseldorf

Frequency: Every Friday

Terms and Conditions:
Terms and conditions apply as stated on WirtschaftsWoche - iq media
The publisher reserves the right not to publish an ad.

Terms of payment:
Invoices are due on the publication date of the WirtschaftsWoche issue in which the advertisement appears. By special agreement, payment may be due no later than 30 days after the publication date. If you pay in advance, a 2% cash discount applies, provided the invoice amount is received in one of the publisher's accounts no later than the publication date and no older invoices are overdue. Direct debit payment is possible.

Bank Account:
DZ Bank Düsseldorf
IBAN: DE91 3006 0010 1013 1204 08
SWIFT Code / BIC: GENODEDDXXX

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Or our Worldwide network of international representatives
Refer to: https://iqmedia.de/contact