

Rate Card No. 67

effective 01.01.2012

Handelsblatt

DEUTSCHLANDS WIRTSCHAFTS- UND FINANZZEITUNG



Gold wird zur Reservewährung

© Reuters / Arnold A. Brand

Eigentlich müssten wir Panikreaktionen an den Aktienmärkten erwarten. Denn nachdem die Fed im Juli 2011 die Zinsen gesenkt hat, sind die Aktienmärkte weltweit in den vergangenen Monaten um 10 bis 20 Prozent gestiegen. Doch nun ist die Fed bereit, die Zinsen zu erhöhen. Das ist ein Signal, dass die Fed die Inflation zu hoch findet. Und das ist ein Signal, dass die Fed die Inflation zu hoch findet. Und das ist ein Signal, dass die Fed die Inflation zu hoch findet.

Aktiencrash und Inflationsanstieg treiben den Goldpreis. Die Investmentbank JP Morgan sieht ihr Ende des Jahres bei 2500 Dollar je Feinunze. Schon heute entspricht der Wert des gehandelten Goldes dem Wert der umlaufenden Dollarscheine.



Gold wird seit 1971 die Reservewährung der Welt sein. Die Inflation ist die größte Gefahr für Anleger, die nicht an Wert verlieren, auch wenn die Fed die Zinsen erhöht. Die Fed hat die Zinsen gesenkt, um die Inflation zu kontrollieren. Doch nun ist die Fed bereit, die Zinsen zu erhöhen. Das ist ein Signal, dass die Fed die Inflation zu hoch findet. Und das ist ein Signal, dass die Fed die Inflation zu hoch findet.

TOP-NEWS DES TAGES

Obama kündigt neue Konjunkturhilfen an
Der amerikanische Präsident Barack Obama hat angekündigt, dass er neue Konjunkturhilfen für die USA einbringen wird. Dies ist ein Signal, dass die Fed die Inflation zu hoch findet.

Wirtschaft begrüßt den Atomstau
Die deutsche Wirtschaft begrüßt den Atomstau, da dies ein Signal ist, dass die Fed die Inflation zu hoch findet.

Porsche will sich ein neues Image geben
Porsche will sich ein neues Image geben, indem es neue Modelle auf den Markt bringt. Dies ist ein Signal, dass die Fed die Inflation zu hoch findet.

Die IT-Branche geht neue Wege
Die IT-Branche geht neue Wege, indem sie neue Technologien einbringt. Dies ist ein Signal, dass die Fed die Inflation zu hoch findet.

Deutschen Aktien gehört die Zukunft
Deutschen Aktien gehört die Zukunft, da die deutsche Wirtschaft wächst. Dies ist ein Signal, dass die Fed die Inflation zu hoch findet.

Kampf um den Biermarkt
Es gibt einen Kampf um den Biermarkt, da die Konkurrenz zunimmt. Dies ist ein Signal, dass die Fed die Inflation zu hoch findet.

Internet für alle

Die Internet-Industrie wird in den nächsten Jahren stark wachsen. Dies ist ein Signal, dass die Fed die Inflation zu hoch findet.

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ANSEHE

Handelshaus

Für messbare Ergebnisse



Handelsblatt
All facts, no frills.



Title profile

The brand

Handelsblatt is the key information medium for the business elite and therefore the leading national daily newspaper among top decision-makers (306,000 management executives/11.4 % according to the LAE 2011) in Germany.

While retaining this status and building on its core expertise and values in terms of both content and format, Handelsblatt is now being relaunched as a next-generation medium.

Handelsblatt is the first national business and financial newspaper in Germany that is published in the "Business Format" – a format that is highly acclaimed on the international stage. By pursuing this strategy, Handelsblatt is losing no time in responding to the fundamental changes in the way media are used and the changing information needs of decision-makers. Through the close-knit integration of the available media channels in the print, online and mobile segments, the Handelsblatt brand is meeting tomorrow's information and media utilisation preferences today.

The centrepiece of this strategy is always the Handelsblatt brand with its expertise, its credibility and its no-frills reporting, ensuring that business leaders can access the information they need to make key decisions via the media channels and in the formats of their choice.

Crossmedia integration, interactivity, convergence

The newspaper, the Handelsblatt.com website, our new applications for iPhone and BlackBerry, the digital newsletters have the same brand-specific look and feel, ensuring high-level crossmedia recognition. The content of the various media channels is coordinated in such a way that decision-makers can access the relevant information via all channels around the clock.

These channels are fine-tuned to cater to the identified

Focus on factual reporting in all channels

Content

In terms of content, Handelsblatt will be faster, more flexible and more mobile – without compromising its reputation for dependable information. Whether it be the global development of financial markets and national economies, international trade agreements or national tax legislation – decision-makers need reliable information on a high number of external factors. In its expertly researched reports on future trends and new technologies, Handelsblatt supplies key insights on which to base successful decisions in constantly changing sectors and markets.

Handelsblatt is a byword for up-to-the-minute information, reliable research, serious journalism and objectivity. The news is researched, analysed and placed in the relevant, often complex context. In future, even greater importance will be attached to background, commentary and analysis. With more than 35 correspondents worldwide, Handelsblatt operates one of the biggest networks of any German daily newspaper and is also the country's most frequently cited daily subscription newspapers (Medientenor, 1st six months of 2011).

Editorial concept

Thanks to the so-called "quickreader" feature, the modern business format meets the very highest standards in terms of mobility and speed of information.

The title page and the prominent "Topic of the Day" including commentary as well as the key headlines from the **BUSINESS & POLITICS, COMPANIES & MARKETS** and **FINANCE & STOCK MARKETS** sections provide the

utilisation preferences for the various media. All cross-links from print to online/mobile are visually highlighted to attract the attention of readers.



reader with a first compact overview. The title page features a "Handelsblatt Exclusive" news bar, underlining the character of the newspaper as fast and relevant medium for news reporting. The list of contents on page 2 provides readers with a full and even faster overview of all the day's main topics. The first and second double pages outline the core topics from all the various sections, and the "quickreader" feature enables decision-makers to rapidly gain their first information edge of the day.

After **OPINION & ANALYSIS**, the paper moves on to more in-depth reporting and opinion formation. The three sections **BUSINESS & POLITICS, COMPANIES & MARKETS** and **FINANCE & STOCK MARKETS** feature a comprehensive range of background information.

The USP of Germany's leading business and financial newspaper is underscored by the expertise of numerous well-known and internationally reputed columnists and experts like Friedrich Merz, Prof. Bert Rürup, Nouriel Roubini and Paul Krugman as well as by the many exclusive tools like Breaking Views or the Handelsblatt Barclays Capital Indicator.

Towards the rear of the newspaper, **NAMES OF THE DAY** focuses on the day's key players, supplying decision-makers with "across-the-board" value added from all sections which is both informative and entertaining.

The Friday edition regularly features a major business report complete with stylish visuals as well as career topics, the "job market" and further education/MBAs. Friday's Handelsblatt is also the home of the property

and literature sections as well as the twin double-page art market section with updated reports on market trends and background analysis.

"**LEGAL SUCCESS**" is published six times a year and is designed to appeal to legal experts as well as managers in today's companies. The idea is to facilitate the direct transfer of knowledge between legal experts and decision-makers with the focus on topical issues and rulings in the field of commercial law.

Handelsblatt comes in the modern, compact and extremely reader-friendly business format. The layout is systematically based on the "double page" principle and combines visuals and text content to create a clearly structured and highly integrated medium. The new magazine look is further emphasised by the stapled spine and makes for even greater reading comfort.

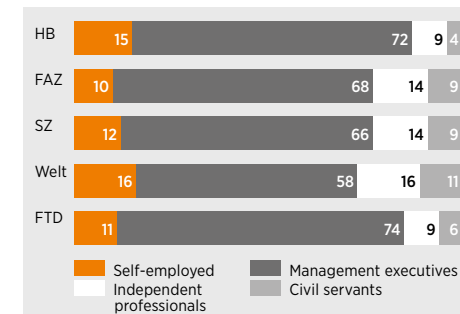
The content concept is geared towards a combination of up-to-date news and in-depth background reporting. In the stapled business format, Handelsblatt is no longer bound by the traditional structure of newspaper sections. This means the editorial team is better able to react to changing situations and can extend the scope of reporting in line with developments on the news front.

All this goes together to form a quality product with content and visuals that underline Handelsblatt's claim as the market leader with a high-quality target group and a decisive edge over the competition in terms of its willingness to invest in innovation.

Circulation, IVW II/2011

Paid circulation	135,895
Subscription	76,772
News stand	6,406
Inflight copies	28,174

Decision-makers according to occupation/composition in %



Source: LAE 2011, Decision-makers total

Publisher's address

Verlagsgruppe Handelsblatt GmbH & Co. KG
Kasernenstraße 67
D - 40213 Düsseldorf

Address iq media marketing gmbh

iq media marketing gmbh
A division of the Handelsblatt publishing group
P.O. Box 102663
D - 40017 Düsseldorf

Contact for advertising sales

International sales

Phone +49 211.887-1332
Fax +49 211.887-971332
E-Mail international@iqm.de
ZIS-Nummer 101739

Frequency

each trading day (Monday – Friday)

Terms of payment

14 days within date of invoice net, 2% discount for advance payment or bank debit

Bank account

Commerzbank AG, Düsseldorf
Account no. 211 920 100
Bankcode 300 800 00
IBAN DE53 3008 0000 0211 9201 00
Swift Code DRESDEFF 300

Closing dates, copy and cancellation deadlines

Daily sections: 3 working days prior to publication.

Special supplements: 7 working days prior to publication

The publisher reserves the right not to publish an ad.

Discounts

Volume discount

Page	%
2	5.0
4	7.0
6	10.0

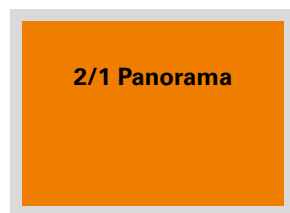
Business-Format (Tabloid)

Type area	249 mm x 371 mm
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Text- and ad columns

1-col.	47.0 mm
2-col.	97.5 mm
3-col.	148.0 mm
4-col.	198.5 mm
5-col.	249.0 mm

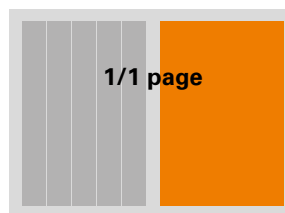




2/1 Panorama

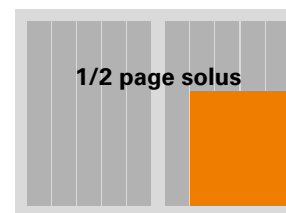
100,800 €
528 mm x 371 mm
2.00 pages

b/w + colour
Width x height
Page section



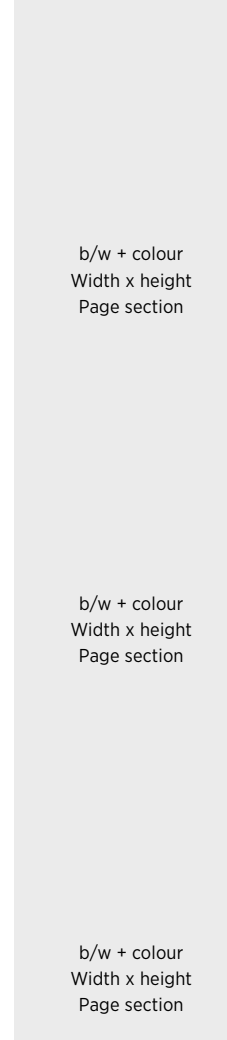
1/1 page

50,400 €
249 mm x 371 mm
1.00 page

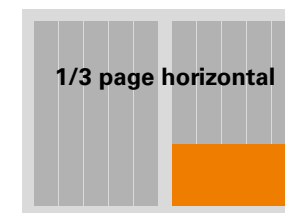


1/2 page solus

27,200 €
198,5 mm x 231 mm
0.50 page

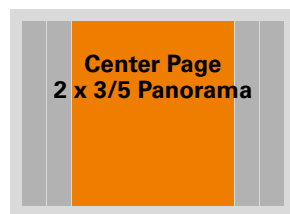


b/w + colour
Width x height
Page section



1/3 page horizontal

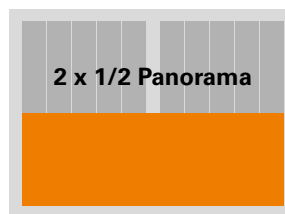
20,600 €
249 mm x 124 mm
0.33 page



**Center Page
2 x 3/5 Panorama**

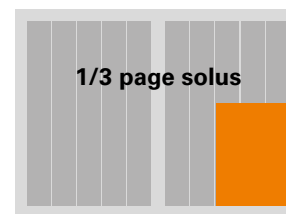
64,200 €
326 mm x 371 mm
1.20 pages

b/w + colour
Width x height
Page section



2 x 1/2 Panorama

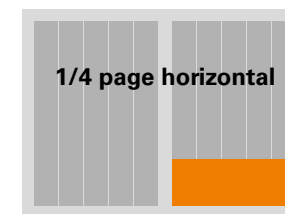
54,000 €
528 mm x 186 mm
1.00 page



1/3 page solus

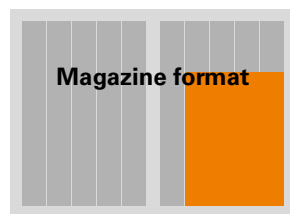
20,800 €
148 mm x 207 mm
0.33 page

b/w + colour
Width x height
Page section



1/4 page horizontal

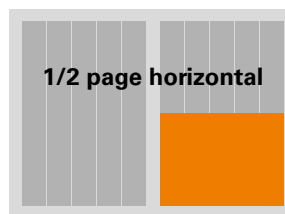
17,600 €
249 mm x 93 mm
0.25 page



Magazine format

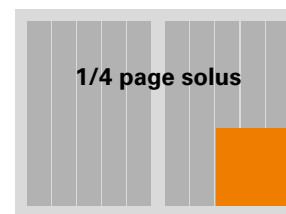
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0.58 page

b/w + colour
Width x height
Page section



1/2 page horizontal

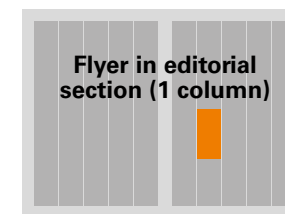
27,000 €
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0.50 page



1/4 page solus

17,800 €
148 mm x 157 mm
0.25 page

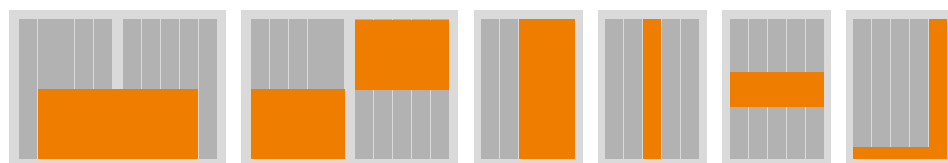
b/w + colour
Width x height
Page section



**Flyer in editorial
section (1 column)**

8,100 €
47 mm x 100 mm
0.05 page

Special advertising formats (Selection)



Additional special formats and prices on request.

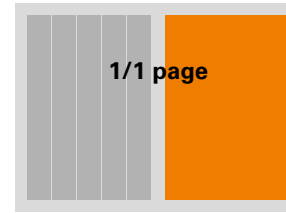
Flyer in editorial section: 2 column flyer possible.

Gutter bleed: No surcharge, volume does not count for discount.



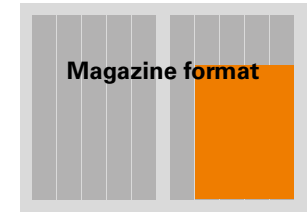
Flip Ad
13,500 €
74 mm x 74 mm
0.06 page

Window bottom right
b/w + colour
Width x height
Page section

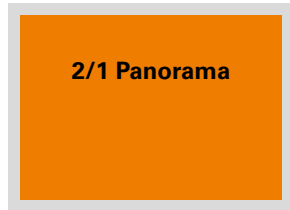


1/1 page
60,500 €
249 mm x 371 mm
1.00 page

b/w + colour
Width x height
Page section

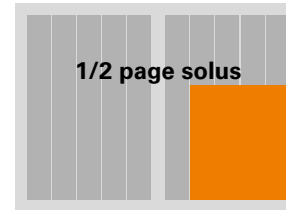


Magazine format
37,900 €
198,5 mm x 270 mm
0.58 page



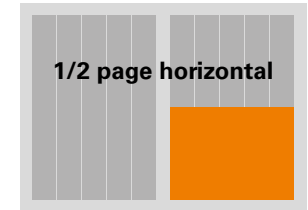
2/1 Panorama
Opening Spread
121,000 €
528 mm x 371 mm
2.00 pages

Page 2 + 3
b/w + colour
Width x height
Page section

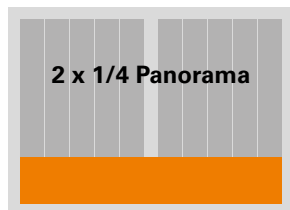


1/2 page solus
32,700 €
198,5 mm x 231 mm
0.50 page

b/w + colour
Width x height
Page section

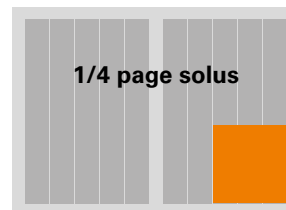


1/2 page horizontal
32,400 €
249 mm x 186 mm
0.50 page

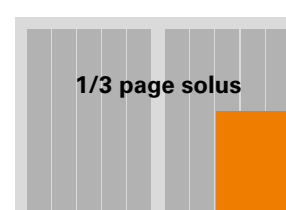


2 x 1/4 Panorama
“Report-Pages”
42,200 €
528 mm x 93 mm
0.50 page

Prior first section
b/w + colour
Width x height
Page section

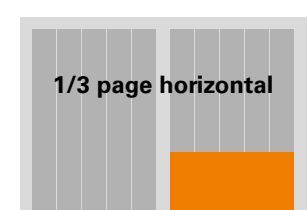


1/4 page solus
“Report-Pages”
21,300 €
148 mm x 157 mm
0.25 page

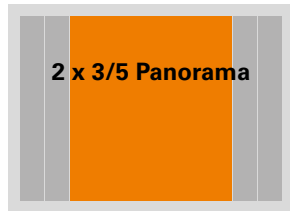


1/3 page solus
25,000 €
148 mm x 207 mm
0.33 page

b/w + colour
Width x height
Page section



1/3 page horizontal
24,800 €
249 mm x 124 mm
0.33 page



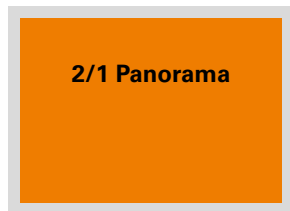
2 x 3/5 Panorama

Center Page

77,000 €

326 mm x 371 mm
1.20 pages

1st section
b/w + colour
Width x height
Page section



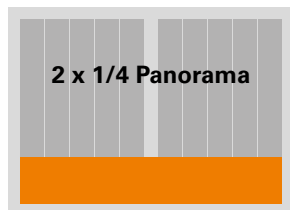
2/1 Panorama

Center Spread

121,000 €

528 mm x 371 mm
2.00 pages

Center
b/w + colour
Width x height
Page section



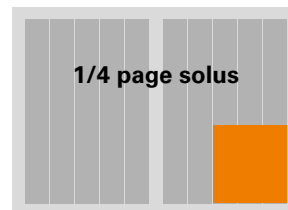
2 x 1/4 Panorama

Resort Opener

42,200 €

528 mm x 93 mm
0.50 page

Section front page
b/w + colour
Width x height
Page section



1/4 page solus

Resort Opener

21,300 €

148 mm x 157 mm
0.25 page

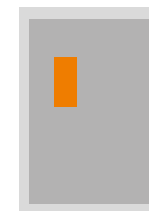


**4th cover page
Contents**

Belt

9,000 €

249 mm x 30 mm
0.08 page



Stock listing

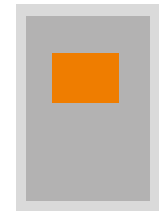
Foreign exchange rates,
interest rates, indexes

2,800 €

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0.05 page

b/w + colour
Width x height
Page section

b/w + colour
Width x height
Page section

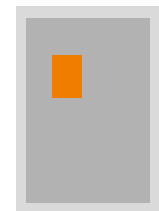


Stock listing

Investment funds page

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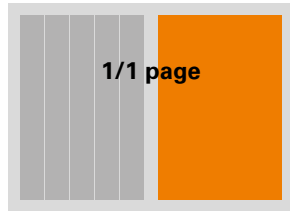


Stock listing

Certificates page

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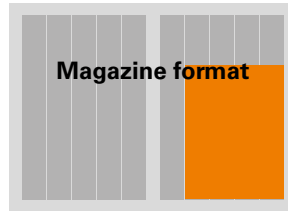
60 mm x 85 mm
0.06 page



1/1 page

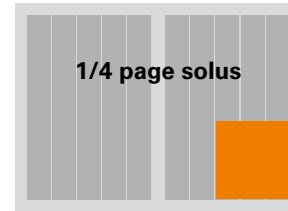
37,900 €
249 mm x 371 mm
1.00 page

b/w + colour
Width x height
Page section



Magazine format

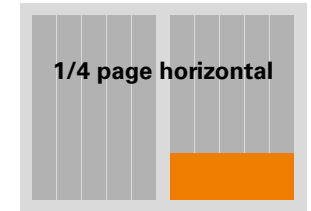
23,600 €
198,5 mm x 270 mm
0.58 page



1/4 page solus

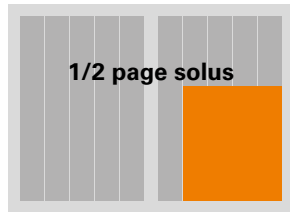
16,100 €
148 mm x 157 mm
0.25 page

b/w + colour
Width x height
Page section



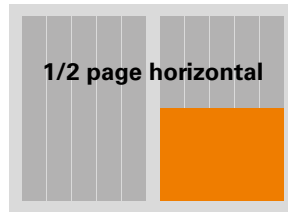
1/4 page horizontal

16,000 €
249 mm x 93 mm
0.25 page



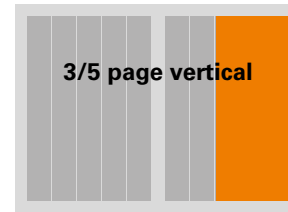
1/2 page solus

20,500 €
198,5 mm x 231 mm
0.50 page



1/2 page horizontal

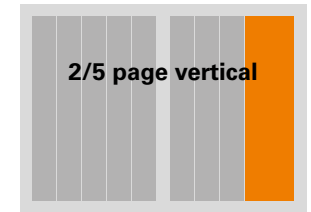
20,300 €
249 mm x 186 mm
0.50 page



3/5 page vertical

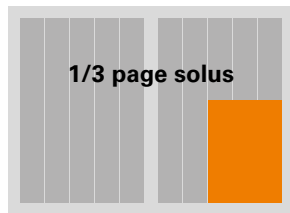
24,400 €
148 mm x 371 mm
0.60 page

b/w + colour
Width x height
Page section



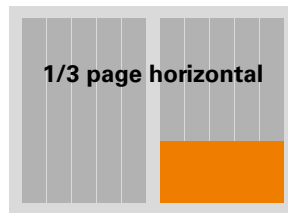
2/5 page vertical

19,100 €
97,5 mm x 371 mm
0.40 page



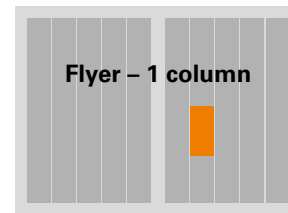
1/3 page solus

18,300 €
148 mm x 207 mm
0.33 page



1/3 page horizontal

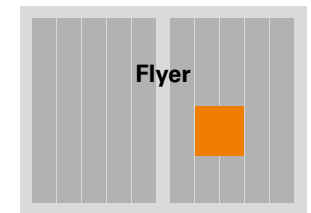
18,100 €
249 mm x 124 mm
0.33 page



Flyer – 1 column

8,100 €
47 mm x 100 mm
0.05 page

b/w + colour
Width x height
Page section



Flyer

16,200 €
97,5 mm x 100 mm
0.11 page

Position

Best possible, preferably finance section,
cannot be guaranteed

Non-solus position

Financial basic rates 6.90 €
Mandatory ads 2.10 €

Career section in Handelsblatt - weekly on Fridays

The career section targets top decision-makers, management executives and specialists. The editorial covers topics from the working environment as well as profiles of entrepreneurs as well as on MBA topics.



Solus position for personal image and further education advertisements

within the editorial sections “Karriere” (career) and “Namen des Tages” (The day’s key players)

Format	Width x Height	Rates b/w + colour in €
1/1 page	249 mm x 371 mm	19,700 €
Magazin format	198.5 mm x 270 mm	12,400 €
1/2 page horiz.	249 mm x 186 mm	10,600 €
1/2 page corner ad	198.5 mm x 231 mm	10,700 €
1/3 Seite horiz.	249 mm x 124 mm	8,000 €
1/3 page corner ad	148 mm x 207 mm	8,100 €
1/4 Seite horiz.	249 mm x 93 mm	6,900 €
1/4 page corner ad	148 mm x 157 mm	7,000 €

Premium and special positioning please refer to page 10 – 13
Booking deadline on Fridays of the previous week, 4 pm

Legal Success

LEGAL SUCCESS is published 6 times a year in Handelsblatt and target managers in companies. Handelsblatt is no. 1 title for German decision-makers: 306,000 entrepreneurs, management and supervisory board members, managing directors and other decision-makers read Handelsblatt every day (LAE 2011)

Legal Success reports about current business lawsuits and informs about deals and personalities on the lawyers' market.

Legal Success paves the way for the direct transfer of knowledge between recognised legal experts and decision-makers in top German companies on the latest topics and rulings from the field of business law.



Legal Success

Publication dates 2012

26.01.2012	26.07.2012
22.03.2012	27.09.2012
14.06.2012	29.11.2012

Rates and formats Legal Success

Format	Width x Height	Rates b/w + colour in €
1/1 page	249 mm x 371 mm	19,700 €
Magazin format	198.5 mm x 270 mm	12,400 €
1/2 page horiz.	249 mm x 186 mm	10,600 €
1/2 page corner ad	198.5 mm x 231 mm	10,700 €
1/3 Seite horiz.	249 mm x 124 mm	8,000 €
1/3 page corner ad	148 mm x 207 mm	8,100 €
1/4 Seite horiz.	249 mm x 93 mm	6,900 €
1/4 page corner ad	148 mm x 157 mm	7,000 €
3/5 page vert. Advertorial	148 mm x 371 mm	10,000 €

Premium and special positions on page 10 – 13.
Booking deadline: 10 working days prior to publication date
Copy deadline: 4 working days prior to publication

Handelsblatt Data format

File types

We prefer PDF/X-1a, PDF/X-3-data

Resolution

200 dpi 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

ISONNewspapier26v4.

Data delivery

Accompanying documents

For all ads booked for Handelsblatt, **we require at least 1 newspaper-compatible colour or position sample** for reference purposes (by the copy/artwork deadline at the latest).

If a binding newspaper-compatible proof is not supplied, the client has no recourse of complaint.

b&w and colour ads

Tonal range

Light tone: 0 %, first printable tone: 5 %, drawing depth: 85 %

4c ads

Coverage

Total coverage **in 4c overprint mode max. 240 %**. These data are taken from the "Technical Guidelines for Four-Colour Reproduction on Newsprint Paper" published by the German Printing Federation. We will be happy to send you detailed information on request.

Online

You can find all the relevant information for digital ad acceptance at

www.iqm.de/anzeigeneingang

Quickcut

As PDF to

www.quickcut.com.au/german/pagestore-full-asp

Advertisement upload

www.iqm.de/anzeigeneingang

E-Mail

handelsblatt@anzeigeneingang.de

Data media

CD, DVD

Please send data media together with

binding colour proof to:

Mediengruppe Main-Post GmbH,
Digitale Vorstufe Handelsblatt
Berner Straße 2, 97084 Würzburg

Colours/Duplex

4c colours

Four-colour ads must not contain any spot colours (full-tone colours) but only the process colours cyan, magenta, yellow and black.

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.

Contact

For international advertising clients

Mr. Gunreben

Phone +49 931-6001-766

E-mail handelsblatt@anzeigeneingang.de

Printing process:

Newspaper offset

Attention:

In the newspaper offset printing process, you must allow for a tonal value gain of approx. 30% based on 40% area coverage.

General information

Inserts are printed materials loosely inserted in the newspaper.

Insertion options

Total national circulation, circulation split possible from minimum 20,000 copies

Format

Minimum format

105 mm w x 148 mm h

Maximum format

260 mm w x 385 mm h

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.

Technical processing

Properties and packaging of the inserts are based on the “Guidelines for the Properties of Third-Party Inserts” published by the German Printing Federation (German-language copy on request).

Special formats by arrangement only.

Order deadlines

Insertion order

at least 4 weeks prior to the publication date

Cancellation deadline

10 working days prior to the publication date

Delivery

7 working days in advance at the earliest, latest 3 working days prior to publication.

Delivery addresses

Neu-Isenburg

Druck- und Verlagshaus Frankfurt am Main GmbH

Versandabteilung

Rathenaustrasse 29

63263 Neu-Isenburg

Tel. +49 6102 - 292 - 151

Essen-Kettwig

Axel Springer AG

Versandabteilung

Am Teelbruch 100

45219 Essen

Tel. +49 2054 - 10 13 47

Berlin-Spandau

Axel Springer AG

Versandabteilung

Brunsbütteler Damm 156 - 172

13581 Berlin

Tel. +49 30 - 25917 - 42 09

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 a model of the insert.

Rates

Weight in g	Rate per 1,000 copies in €
up to 20	126
up to 25	132
up to 30	138
up to 35	144
up to 40	150
up to 45	156
up to 50	162

Other weights on request.

All rates include postage for loose inserts. Postage fees for press-like products on request.

Other conditions

The General Terms and Conditions of Business as listed in the rate card apply. Liability of the publisher is limited to the net price for insertion. The publisher does not guarantee insertion on specific days and is not liable for loss of individual inserts during distribution.

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.

Special Topics Handelsblatt 2012

January

-
- 19.01. Trade Fairs I
 - 26.01. Legal Success I
 - 30.01. eWorld

February

-
- 02.02. Poland
 - 08.02. Future strategies of state and savings banks
 - 09.02. Derivatives I
 - 29.02. Partner for SME's I

March

-
- 01.03. Mutual savings banks
 - 01.03. Trade Fairs II
 - 05.03. CeBIT
 - 06.03. Private Provision
 - 07.03. ETF / Investment funds
 - 08.03. Sustainable mobility I
 - 09.03. MBA I
 - 13.03. Croatia
 - 14.03. Financing of SME's I
 - 15.03. Trend Topic LED lights I
 - 22.03. Legal Success II
 - 22.03. Trade Fairs III
 - 23.03. Germany's best service provider
 - 28.03. Serbia
 - 30.03. Derivatives II

April

-
- 03.04. Wallonia
 - 17.04. CSR I
 - 18.04. Analyst Award 2012
 - 18.04. Business travel + Frequent flyers I
 - 19.04. Trade Fairs IV
 - 19.04. Partner for SME's II

- 20.04. Asset-Management I / Morning Star
- 23.04. Hanover Fair
- 25.04. Leasing I
- 25.04. Consulting I
- 26.04. Bulgaria
- 26.04. Environmental technology
- 27.04. Financial centre Germany

May

-
- 03.05. Drupa (Print media fair)
 - 04.05. Investment counselling I
 - 07.05. Logistics I
 - 08.05. Russia
 - 09.05. Financing for SME's II
 - 10.05. ETF II / Investment funds
 - 10.05. Turkey
 - 23.05. Ukraine
 - 24.05. Loan Insurance
 - 24.05. Trade Fairs V
 - 31.05. European Football Championship 2012

June

-
- 01.06. Derivatives III
 - 13.06. Intersolar
 - 13.06. Slovenia
 - 14.06. Legal Success III
 - 15.06. Perspectives for SME's I
 - 20.06. Slovakia
 - 28.06. Trade Fairs VI

July

-
- 16.07. Sustainable mobility II
 - 19.07. Trade Fairs VII
 - 26.07. Legal Success IV
 - 26.07. Olympic games 2012

August

-
- 30.08. Bosnia and Herzegovina

September

-
- 05.09. Commodities / Precious metals
 - 06.09. Partner for SME's III
 - 11.09. Aerospace
 - 12.09. Digital Marketing
 - 12.09. Czech Republic
 - 13.09. Investment counselling II
 - 14.09. Sustainable Investments
 - 17.09. IT & Business
 - 18.09. Energy + Environment
 - 19.09. IAA
 - 20.09. ETF III / Investment funds
 - 20.09. Trade Fairs VIII
 - 21.09. Culture sponsoring
 - 24.09. Finance for SME's III
 - 25.09. Derivates IV
 - 26.09. Business travel + Frequent flyers II
 - 26.09. Hungary
 - 27.09. Consulting II
 - 27.09. Legal Success V

October

-
- 05.10. Expo-Real
 - 08.10. Industrial, vehicle and legal insurance
 - 09.10. Belarus
 - 10.10. Promotional institutions
 - 12.10. MBA II
 - 12.10. Transparency for life insurances + old age provision
 - 15.10. E-Mobility
 - 17.10. Leasing II
 - 18.10. Trade Fairs IX

- 22.10. Logistics II
- 23.10. Financial service providers
- 23.10. Romania
- 25.10. Partner for SME's IV

November

-
- 06.11. Steel
 - 07.11. Trend Topic LED lights II
 - 08.11. Austria
 - 09.11. Asset-Management II
 - 13.11. Derivatives V
 - 14.11. Export / Foreign trade
 - 15.11. Financing for SME's IV
 - 16.11. Private Banking
 - 26.11. CSR II
 - 29.11. Legal Success VI
 - 29.11. Trade Fairs X

December

-
- 03.12. Banking technology / IT
 - 06.12. Perspectives for SME's II



Page Impressions	41.40 Mio. ¹
Visits	9.90 Mio. ¹
Unique User	1.71 Mio. ²

1) IVW average per month 1st half 2011
2) AGOF internet facts 2011-04; average per month (Feb., March, April 2011)

Advertising on Handelsblatt Online

Handelsblatt Online offers a variety of innovative advertising possibilities and concepts. Of course all standard formats like Wallpaper, Superbanner, MPU and Skyscraper can be booked on handelsblatt.com.

Handelsblatt Online

Being in business is about making decisions – and Handelsblatt Online supplies users with the fast and accurate business and financial information they need, making it the premier information resource on the Internet for decision-makers.

The website is a multimedia website, and all the information can also be readily accessed by mobile users. Handelsblatt Online users can also view daily updated news videos any time they want.

Handelsblatt Online integrates new forms of Interaction with the user as well as between users, including blogs, user reviews of articles and a forum. Via the archive and the e-paper, Handelsblatt Online additionally provides access to all the contents of the printed newspaper.



Homepage TakeOver, Flashbühne mit grafischer Hintergrundumrandung

Handelsblatt mobile - Mobile business and financial expertise for decision-makers

Handelsblatt offers its readers a variety of thematic, technically optimized solutions for mobile use.

Readers are kept informed 24/7 with the mobile website/the iPhone and Blackberry app of Handelsblatt.

Clearly structured layout means easier navigation through daily business and financial news

Individual, exclusive, multimedia – the Handelsblatt First iPad App provides readers with the most important, up-to-date news and interviews from

Handelsblatt's editorial team. Reach your target group in a very personal medium and place your advertising message in the environment made for decision-makers. With more than 1.9 million¹ mobile page impressions Handelsblatt mobile is the perfect complement to print and online for your cross media communications strategy.

1) InfOnline 8 per month in 1st quarter 2011; Sevenval June 2011



INTERNATIONAL REPRESENTATIVES

Australia

Hogan Media
John Byrne
Unit 1 – 48 Kishorn Rd.
Applecross, PO Box 849
Canning Bridge, WA 6153
Phone (+61) 8 9315 9223
Fax (+61) 8 9315 9224
E-mail john@hoganmedia.com.au

**Austria/Czech Republic/Croatia/
Hungary/Slovenia/Slovakia**

proxymedia e.U
Internationale Medienvertretung & Service
Michael Schachinger-Brauner
Wiesengasse 3
A-2801 Katzelsdorf
Phone (+43) 2622 36755
Mobil (+43) 676 970 1517
Fax (+43) 125 330 33989
E-mail michael.schachinger@proxymedia.at

Benelux

Mediacontact International
Jean Mineur
Place Jean Vander Elst 20
1180 Brussels
Belgium
Phone (+32) 2 3434372
Fax (+32) 2 3434376
E-mail j.mineur@mediacontact.net

Brazil

SIX-Serviço de Imprensa
Antonio Scavone jr.
Rua Piracuma, n.316 cj. 81
05017-040 São Paulo
Phone (+55) 11 38739725
Fax (+55) 11 38731843
E-mail six@midaiinternacional.com.br

China

Affinity Media China
9 Che Gong Zhuang Da Jie
D2-302 Wu Dong Da Lou
Beijing 100044
Phone (+86) 10 88395326
Fax (+86) 10 88395338
E-mail zhao@affinitymediachina.com

C.I.S./Baltic States

Oleg Nikiforov
Golubinskaja Ulitza
Dom 29, Korpus 3, Quartier 948
C.I.S.-117463 Moscow
Phone (+7) 495 4232147
Fax (+7) 495 4232147
E-mail olegn@online.ru

France

Affinity Media
Frederic Lahalle
53 rue de Maubeuge
75009 Paris
Phone (+33) 1 53059401
E-mail f.lahalle@affinity-media.fr

Greece

A & O Media Worldwide
Nikos Barbopoulos
11, Tzavella str.
Halandri 152 31
Phone (+30) 210 6742023
Fax (+30) 210 6771431
E-mail info@a-omedia.com

Hong Kong

Asian In-flight Media Ltd.
Peter Jeffery
1802, 18/F.
88 Hing Fat Street, Causeway Bay
Hong Kong
Phone (+852) 2850 40 13
Fax (+852) 2850 40 97
E-mail peterjeffery@asianimedia.com

Italy

K.media
Bernard Kedzierski
Via Bonaventura Cavalieri, 1
20121 Milan
Phone (+39) 02 29061094
Fax (+39) 02 2906 2341
E-mail info@kmedianet.com
bernard.kedzierski@kmedianet.com

India

Global Media Network
(A Division of GMN Media Pvt. Ltd.)
Vimal Anand
M-138 Greater Kailash-II,
New Delhi 110048, India
Phone (+91) 11 41 638077
Fax (+91) 11 2921 0993
E-mail vimal@gmnindia.net

Japan

Pacific Business Inc.
Yoshinori Ikeda
Akutagawa Bldg., 7-7,
Nihonbashi Kabutocho, Chuo-Ku
Tokyo 103-0026
Phone (+81) 03 3661 6138
Fax (+81) 03 3661 6139
E-mail pbi2010@gol.com

Korea

DOOBEE Inc.
DooBee Bldg., 8th Floor
11-3, Jeong-dong
Jung-gu
Seoul 100-120
Phone (+82) 02 3702 1740
Fax (+82) 02 7555 9860
E-mail dbi@doobee.com

Middle East

Integrated Advertising services
Ali Asgar Mir
1105 Grosvenor Business Tower
Tecom Site C
Near Media Rotana Hotel
P.O. Box 27671
Dubai
UAE
Phone (+97) 14 4475760
Fax (+97) 14 4475761
E-mail alimir@iasmedia.com

North America

Iconic International Communications, Inc.
Guy Holroyd
1992 Commerce Street (Suite 314)
Yorktown Heights, NY 10598-0314
USA
Phone (+1) 914 205 2355
Fax (+1) 914 734 9617
E-mail contact@iconicinternational.com

Pakistan

INS MEDIA SALES (Pvt) Ltd.
Asif Salahuddin
120/121 Muslim Colony
Sharaf Faisal
Karachi 74400
Phone (+92) 021 4529737
Fax (+92) 021 4529739
E-mail ins@cyber.net.pk

Portugal

ILIMITADA - Marketing,
Publicidade e Serviços, Lda
Paulo Andrade
Av. Eng. ° Duarte Pacheco - Amoreiras
Torre 2 - Piso 5 - Sala 1
1070-102 Lisbon
Phone (+351) 121 3853598 45
Fax (+351) 121 3883283
E-mail pandrade@ilimitadapub.com

Spain

About International Media
Olga Martinez
C/ Alcalá, 20, ofi. 403, 4a pta.
28014 Madrid
Espana / Spain
Phone (+34) 91 320 37 70
E-mail olga.martinez@aboutim.es

South Africa

International Media Representatives (Pty)
Ltd.
Gisela Albrecht
Private Bag X18
Bryanston, 2021
Phone (+27) 011 2584250
Fax (+27) 011 2584043
E-mail gisela@imrsa.co.za

Switzerland

Top Media Sales GmbH
Walter von Siebenthal
Chamerstraße 56
6300 Zug
Phone (+41) 41 7105701
Fax (+41) 41 7105703
E-mail walter.vonsiebenthal@topmediasales.ch

Taiwan

AMS Advance Media Services Ltd.
Keith Lee
10F-9, 328 Sung Chiang Road
Taipei
Phone (+886) 02 25238268
Fax (+886) 02 25214456
E-mail leekh@ms4.hinet.net

Turkey

Tarkans Yavuz
Begonya Block 1-11
Alkent-Etiler-80630
Istanbul
Phone (+90) 212 3529397
Fax (+90) 212 3529397
E-mail handel@tnn.net

United Kingdom, Ireland

Advance International Media
Peter Mason
First Floor
30 St John's Lane
London
EC1M 4NB
Phone (+44) 207 253 0888
Fax (+44) 560 205 0761
E-mail peter@advance.uk.com