

Special topics
September to December 2010



Finance specials



| iqm Specials Finance/Investment/Insurances | | | |
|--|--------------------|-------------------------|-------------------------|
| Special topic | Publication | Publication date | Booking deadline |
| ZEIT Money special Private Banking | ZEIT | 02.09.2010 | 18.08.2010 |
| Certificates/Derivatives | Wirtschaftswoche | 06.09.2010 | 19.08.2010 |
| Sustainable investments | Handelsblatt | 03.09.2010 | 25.08.2010 |
| Partner for SME | Tagesspiegel | 08.09.2010 | 25.08.2010 |
| SME financing III | VDI nachrichten | 03.09.2010 | 26.08.2010 |
| Partner for SME III | Handelsblatt | 08.09.2010 | 31.08.2010 |
| ETF/Investment funds III | Handelsblatt | 17.09.2010 | 08.09.2010 |
| Real Estate (Expo Real) | Wirtschaftswoche | 04.10.2010 | 16.09.2010 |
| Service Special "Money" | ZEIT Campus | 19.10.2010 | 20.09.2010 |
| Investment consultant II | Handelsblatt | 29.09.2010 | 20.09.2010 |
| SME financing III | Handelsblatt | 30.09.2010 | 21.09.2010 |
| Finance: Private Investment | VDI nachrichten | 01.10.2010 | 23.09.2010 |
| Derivatives IV | Handelsblatt | 08.10.2010 | 29.09.2010 |
| Financing: Company formation & Franchising (in line with the START fair) | VDI nachrichten | 08.10.2010 | 30.09.2010 |
| Financing: Capital market panel | VDI nachrichten | 08.10.2010 | 30.09.2010 |

Subject to alterations

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| Special topic | Publication | Publication date | Booking deadline |
| Investment Banking | Handelsblatt | 14.10.2010 | 05.10.2010 |
| Leasing II | Handelsblatt | 14.10.2010 | 05.10.2010 |
| ZEIT Money Special "Old-age provision" | ZEIT | 21.10.2010 | 06.10.2010 |
| Global Insurance | Handelsblatt | 19.10.2010 | 08.10.2010 |
| Closed end investment companies | Handelsblatt | 22.10.2010 | 13.10.2010 |
| Financial services | Handelsblatt | 26.10.2010 | 15.10.2010 |
| Old-age provision | Wirtschaftswoche | 08.11.2010 | 20.10.2010 |
| career: Banking and Insurances II | Handelsblatt | 29.10.2010 | 20.10.2010 |
| Financing: Venture Capital-Panel | VDI nachrichten | 29.10.2010 | 21.10.2010 |
| Mutual savings bank | Handelsblatt | 04.11.2010 | 25.10.2010 |
| Sustainability: "Ecological book II" | VDI nachrichten | 05.11.2010 | 28.10.2010 |
| SME financing IV | VDI nachrichten | 05.11.2010 | 28.10.2010 |
| Derivatives V | Handelsblatt | 12.11.2010 | 03.11.2010 |
| SME financing IV | Handelsblatt | 16.11.2010 | 05.11.2010 |
| Industry insurances | Handelsblatt | 17.11.2010 | 08.11.2010 |
| Certificates/Derivatives | Wirtschaftswoche | 29.11.2010 | 11.11.2010 |
| ETF/Investment funds IV | Handelsblatt | 26.11.2010 | 17.11.2010 |
| Partner for SME IV | Handelsblatt | 01.12.2010 | 22.11.2010 |
| ZEIT Money Special "Sustainable Investments" | ZEIT | 09.12.2010 | 24.11.2010 |
| Personal Finance | Handelsblatt | 10.12.2010 | 01.12.2010 |
| Private Banking | Wirtschaftswoche | 20.12.2010 | 02.12.2010 |

Subject to alterations

IT specials



| iqm Specials IT/ICT | | | |
|--|--------------------|-------------------------|-------------------------|
| Special topic | Publication | Publication date | Booking deadline |
| Consumer electronics: IFA 2010 | VDI nachrichten | 03.09.2010 | 26.08.2010 |
| Partner for SMEIII | Handelsblatt | 08.09.2010 | 31.08.2010 |
| InnoTrans (21.09-24.09.2010) | Tagesspiegel | 21.09.2010 | 13.09.2010 |
| Office managementOrgatec | Wirtschaftswoche | 11.10.2010 | 23.09.2010 |
| IT + Business | Handelsblatt | 05.10.2010 | 24.09.2010 |
| Computer & Communications: IT security | VDI nachrichten | 08.10.2010 | 30.09.2010 |
| Computer & Communications: IT & Business | VDI nachrichten | 15.10.2010 | 07.10.2010 |
| Banking technology + IT | Handelsblatt | 01.12.2010 | 22.11.2010 |
| Partner for SME IV | Handelsblatt | 01.12.2010 | 22.11.2010 |
| CSR | Handelsblatt | 10.12.2010 | 01.12.2010 |

Subject to alterations

Lifestyle specials



iqm Specials Lifestyle

| Special topic | Publication | Publication date | Booking deadline |
|--------------------------------|----------------------------------|------------------|------------------|
| Fashion | ZEITmagazin | 02.09.2010 | 16.08.2010 |
| Lifestyle (Best Ager) | ZEIT | 09.09.2010 | 26.08.2010 |
| 40th anniversary | Wirtschaftswoche | 04.10.2010 | 16.09.2010 |
| Active age of 50+ | Tagesspiegel | 07.10.2010 | 23.09.2010 |
| ZEITmagazin - 40th anniversary | ZEITmagazin | 14.10.2010 | 27.09.2010 |
| Fashion | ZEIT Campus | 19.10.2010 | 20.09.2010 |
| Design | ZEITmagazin | 20.10.2010 | 04.10.2010 |
| Special issue "Fine Food" | Mare - Die Zeitschrift der Meere | 02.11.2010 | 04.10.2010 |
| Watches + Jewellery | ZEITmagazin | 11.11.2010 | 25.10.2010 |
| Lifestyle (Best Ager) | ZEIT | 11.11.2010 | 28.10.2010 |
| Living trends 2011 | Tagesspiegel | 12.11.2010 | 20.10.2010 |
| Watches | Wirtschaftswoche | 15.11.2010 | 06.09.2010 |
| Consumer electronic | Wirtschaftswoche | 22.11.2010 | 04.11.2010 |
| Gastronomical Tour de France | Écoute | 24.11.2010 | 20.10.2010 |
| Savoir vivre | ZEITmagazin | 25.11.2010 | 08.11.2010 |
| Christmas special | Tagesspiegel | 26.11.2010 | 15.11.2010 |

Subject to alterations

Energy/sustainability specials



| iqm Specials Energy/Sustainability | | | |
|--|------------------|------------------|------------------|
| Special topic | Publication | Publication date | Booking deadline |
| Sustainability: one of Germany's biggest export - environmental technology | VDI nachrichten | 10.09.2010 | 02.09.2010 |
| Energy | VDI nachrichten | 17.09.2010 | 09.09.2010 |
| Energy + Environment | Handelsblatt | 21.09.2010 | 10.09.2010 |
| EARTH 3.0 | Spektrum d. W. | 28.09.2010 | 30.08.2010 |
| Sustainability 2010 - ecological urban renewal | ZEIT | 30.09.2010 | 20.09.2010 |
| Earth 3.0 - Energy II | ZEIT Wissen | 05.10.2010 | 06.09.2010 |
| Energy: Cooling climate control | VDI nachrichten | 08.10.2010 | 30.09.2010 |
| Handelsblatt Topic Biodiversity | Handelsblatt | 18.10.2010 | 23.08.2010 |
| Sustainability 2010 - Investment | ZEIT | 28.10.2010 | 18.10.2010 |
| Energy | Wirtschaftswoche | 30.10.2010 | 13.10.2010 |
| Sustainability: "Ecological Book II" | VDI nachrichten | 05.11.2010 | 28.10.2010 |
| Energetic Building | Tagesspiegel | 06.11.2010 | 28.10.2010 |
| Sustainability 2010 - New buildings | ZEIT | 25.11.2010 | 15.11.2010 |
| Energy-conscious construction | Tagesspiegel | 27.11.2010 | 15.11.2010 |
| EARTH 3.0 | Spektrum d. W. | 30.11.2010 | 29.10.2010 |
| ZEIT Money special "Sustainable Investments" | ZEIT | 09.12.2010 | 24.11.2010 |
| Sustainability 2010 - Commuting | ZEIT | 30.12.2010 | 17.12.2010 |

Subject to alterations

Travel/leisure specials



| iqm 'travel specials 2010' | | | |
|---------------------------------------|------------------|------------------|------------------|
| Specials | Publication | Publication date | Booking deadline |
| Wellness II | ZEIT | 23.09.2010 | 09.09.2010 |
| Business travel | Wirtschaftswoche | 27.09.2010 | 09.09.2010 |
| Business travel + Frequent flyers | Tagesspiegel | 24.09.2010 | 13.09.2010 |
| Leisure (Indoor) | Tagesspiegel | 24.09.2010 | 13.09.2010 |
| Business travel + Frequent flyers | Handelsblatt | 24.09.2010 | 15.09.2010 |
| Cruises | Tagesspiegel | 19.09.2010 | 16.09.2010 |
| Wellness Plus | Tagesspiegel | 05.10.2010 | 21.09.2010 |
| De Langhe - Piemont | Adesso | 27.10.2010 | 22.09.2010 |
| Cruises in Amazonia | Ecos | 27.10.2010 | 22.09.2010 |
| Hawaii | Spot on | 27.10.2010 | 22.09.2010 |
| Circumnavigation of New Zealand | Spotlight | 27.10.2010 | 22.09.2010 |
| 50+ active | Tagesspiegel | 07.10.2010 | 23.09.2010 |
| ZEIT TravelTabloid | ZEIT | 14.10.2010 | 30.09.2010 |
| "dreamroute" Vietnam | Mercedes Magazin | 19.11.2010 | 12.10.2010 |
| Christmas in the Dolomite Alps | Adesso | 24.11.2010 | 20.10.2010 |
| Buenos Aires - El Tigre am Rio Paraná | Ecos | 24.11.2010 | 20.10.2010 |
| The North of Europe | Tagesspiegel | 14.11.2010 | 01.11.2010 |
| Winter sports travel | Tagesspiegel | 07.11.2010 | 04.11.2010 |
| Cruises | Spotlight | 15.12.2010 | 10.11.2010 |
| Holiday 2011 | Tagesspiegel | 12.12.2010 | 29.11.2010 |

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