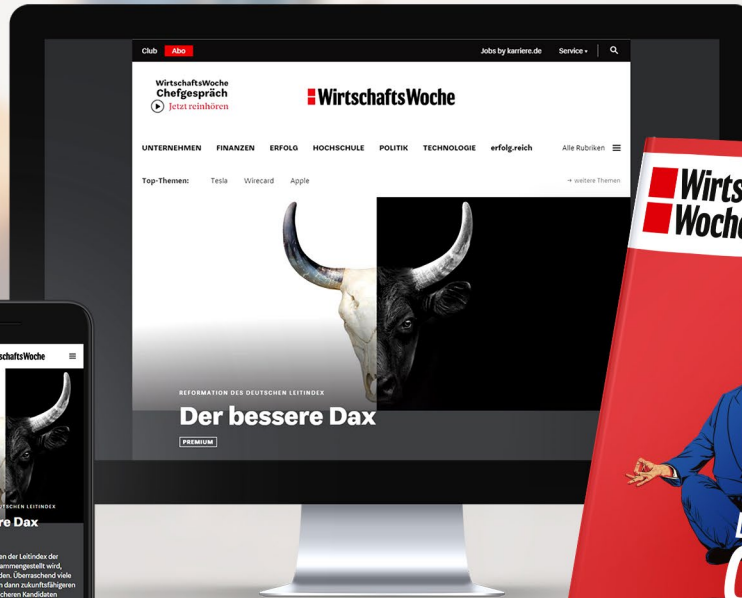
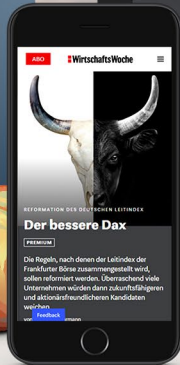


# WirtschaftsWoche



## WirtschaftsWoche – The key business magazine for decision-makers



WirtschaftsWoche is the biggest and most trustworthy business magazine in Germany. It explains the world of business in its depth and shows the reader how to use this knowledge for his private assets and career. WirtschaftsWoche is a navigator and coach in one - it takes clear positions and provides the necessary background information.

The WirtschaftsWoche group of brands also offers you the unique opportunity to address decision-maker target groups in a variety of ways: next to the magazine, the website and the app, the media brand also offers a wide range of special publications, direct mailings and events. WirtschaftsWoche's close network of available media channels gives an insight into information and user behaviour of the business elite. This makes it an essential component of your communications strategy with decision-makers.

WirtschaftsWoche readers belong to Germany's business elite. They are decisionmakers in SMEs, have an above average level of disposable income and a major influence on developments in their companies. They make investment decisions not only at work, but in their capacity as private consumers. Their role as opinion leaders and multipliers – both professionally and privately – makes them an indispensable premium target group.

### Circulation (IVW I/2020):

Print circulation	96,620
Distributed circulation	130,950
Paid circulation	124,164

### Coverage:

ma 2020/II	747,000
LAE 2020	268,000

### Media information:

[www.iqm.de/wirtschaftswoche](http://www.iqm.de/wirtschaftswoche)

# WirtschaftsWoche

## Basic formats:

Size in page sections	Type area		Bleed		Rates s/w und 4c
	Width	Height	Width	Height	
1/1	188	244	210	280	32,800 €
2/3 hoch	124	244	134	280	24,000 €
1/2 quer	188	120	210	138	19,700 €
1/3 hoch	60	244	70	280	13,700 €
1/3 quer	188	76	210	94	13,700 €

## Formats across the gutter

Size in page sections	Type area		Bleed		Rates b/w and 4c
	Width	Height	Width	Height	
2/1	400	244	420	280	65,600 €
2 x 2/3 hoch	272	244	272	280	49,500 €
2 x 1/2 quer	400	120	420	138	40,400 €
Tunnel	272	160	-	-	44,700 €

**Printing process:**  
Offset print

**Processing:**  
Saddle stitching.

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

## Premium positions:

Size in page sections	Type area		Bleed		Rates b/w and 4c
	Width	Height	Width	Height	
C2 + p. 3	400	244	420	280	94.600 €
C2 / C4	188	244	210	280	40.400 €
C3	188	244	210	280	32.800 €
Premium double page*	400	244	420	280	81.000 €
1st double page	400	244	420	280	74.400 €
1st right hand page	188	244	210	280	38.800 €
2nd right hand page	188	244	210	280	37.200 €
1/3 Editorial	60	244	70	280	15.200 €

## Lufthansa Cover

Formats and rates in page sections	Satzspiegel		Anschnitt		Preis b/w and 4c
	Width	Height	Width	Height	
Title page LHC	191	193	-	-	13.100 €
2nd-4th cover page	188	244	210	280	11.800 €

\* After editorial, before content.

## Trim:

4 mm all around, vital details should be kept at least 10 mm from the untrimmed edge to avoid loss through trimming.

## Format specification:

Sizes listed in mm (width x height), bleed sizes in colour. Special formats on request.



# WirtschaftsWoche

## Publication calendar 2021

Issue	Day	Publication date	Booking/copy deadline
1/2	FR	08.01.21	18.12.20
3	FR	15.01.21	28.12.20
4	FR	22.01.21	06.01.21
5	FR	29.01.21	13.01.21
6	FR	05.02.21	20.01.21
7	FR	12.02.21	27.01.21
8	FR	19.02.21	03.02.21
9	FR	26.02.21	10.02.21
10	FR	05.03.21	17.02.21
11	FR	12.03.21	24.02.21
12	FR	19.03.21	03.03.21
13	FR	26.03.21	10.03.21
14	DO	01.04.21	16.03.21
15	FR	09.04.21	22.03.21
16	FR	16.04.21	29.03.21
17	FR	23.04.21	07.04.21
18	FR	30.04.21	14.04.21
19	FR	07.05.21	21.04.21
20	FR	14.05.21	27.04.21
21	FR	21.05.21	04.05.21
22	FR	28.05.21	10.05.21
23	FR	04.06.21	18.05.21
24	FR	11.06.21	26.05.21
25	FR	18.06.21	02.06.21
26	FR	25.06.21	09.06.21

Special topics always up to date:  
[www.iqm.de/wirtschaftswoche-sonderthemen](http://www.iqm.de/wirtschaftswoche-sonderthemen)

Issue	Day	Publication date	Booking/copy deadline
27	FR	02.07.21	16.06.21
28	FR	09.07.21	23.06.21
29	FR	16.07.21	30.06.21
30	FR	23.07.21	07.07.21
31	FR	30.07.21	14.07.21
32	FR	06.08.21	21.07.21
33	FR	13.08.21	28.07.21
34	FR	20.08.21	04.08.21
35	FR	27.08.21	11.08.21
36	FR	03.09.21	18.08.21
37	FR	10.09.21	25.08.21
38	FR	17.09.21	01.09.21
39	FR	24.09.21	08.09.21
40	FR	01.10.21	15.09.21
41	FR	08.10.21	22.09.21
42	FR	15.10.21	29.09.21
43	FR	22.10.21	06.10.21
44	FR	29.10.21	13.10.21
45	FR	05.11.21	19.10.21
46	FR	12.11.21	26.10.21
47	FR	19.11.21	03.11.21
48	FR	26.11.21	10.11.21
49	FR	03.12.21	17.11.21
50	FR	10.12.21	24.11.21
51	FR	17.12.21	01.12.21
52	FR	24.12.21	08.12.21

Special topics always up to date:  
[www.iqm.de/wirtschaftswoche-sonderthemen](http://www.iqm.de/wirtschaftswoche-sonderthemen)

Subject to editorial changes/postponements.

Rate card no. 63 effective January 1, 2021

# WirtschaftsWoche

## 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:** 20,000 copies.

### Formats:

Minimum Width 105 mm, Height 148 mm  
Maximum Width 190 mm, Height 260 mm

### Paper weight:

2-page insert min. 115 g/m<sup>2</sup>  
4-page insert min. 80 g/m<sup>2</sup>

### 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.

## 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 or split circulation upon request.

### 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 4 mm head trim, 4 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.

<sup>1</sup>Head lay

Bound-in inserts are not discountable.

### Rates: per 1,000 copies

	Full circulation incl. e-paper	Subscription incl. e-paper
up to 25 g	123 €	130 €
up to 30 g	129 €	139 €
up to 35 g	135 €	147 €
up to 40 g	144 €	157 €
up to 50 g	151 €	165 €

### Rates: per 1,000 copies

	Full circulation without e-paper	Split circulation without e-paper
up to 25 g	165 €	201 €
up to 30 g	173 €	212 €
up to 35 g	182 €	223 €
up to 40 g	194 €	235 €
up to 50 g	201 €	246 €

### Over-sized inserts: per 1,000 copies

	Full circulation	Split circulation
up to 25 g	232 €	285 €
up to 30 g	239 €	293 €
up to 35 g	249 €	304 €
up to 40 g	260 €	316 €
up to 50 g	267 €	329 €

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

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

### Rates: per 1,000 copies, up to

4 pages	185 €	16 pages	241 €
8 pages	203 €	20 pages	257 €
12 pages	223 €	24 pages	273 €

### Formats:

	Width	Height
Untrimmed	213/223*	288**
Final trim format	210	280

### Minimum format:

	Width	Height <sup>1</sup>
	110/120	288

\* incl. 3 mm trim

\*\* incl. 4 mm heading and foot trim.

All formats in mm.

### Paper weight:

4 pages	minimum 100 g/m <sup>2</sup>
8 pages	minimum 70 g/m <sup>2</sup>

Samples are required.



## WirtschaftsWoche

### Verlagsangaben

**Geschäftsbedingungen:**

Die Allgemeinen Geschäftsbedingungen finden Sie unter:  
[www.iqm.de/wirtschaftswoche](http://www.iqm.de/wirtschaftswoche)

**Bankverbindung:**

HypoVereinsbank Düsseldorf,  
IBAN DE 21 3022 0190 0025 3419 88, Swift Code HYVE DE MM 414

**Mehrwertsteuer:**

Auf die Nettopreise wird die gesetzliche Umsatz-(Mehrwert-) Steuer aufgeschlagen, die zu den gleichen Terminen fällig wird.

**Zahlungsbedingungen:**

Rechnungen sind am Erscheinungstag der WirtschaftsWoche-Ausgabe fällig, in der die Anzeige veröffentlicht wird, bei besonderer Vereinbarung spätestens 30 Tage nach dem Erscheinungstag. Bei Vorauszahlung werden 2% Skonto gewährt, sofern der Rechnungsbetrag spätestens am Erscheinungstag auf einem der Konten des Verlags eingeht und keine älteren Rechnungen fällig sind. Bankeinzugsverfahren ist möglich.

**Erscheinungsweise:** wöchentlich

**Erstverkaufstag:**

Freitag

**Copypreis:** 6,90 €

**Technische Angaben:**

Die aktuellen und verbindlichen technischen Angaben finden Sie unter:  
[www.duon-portal.de](http://www.duon-portal.de)

**Anlieferung Druckunterlagen:**

Die zentrale Druckunterlagen-Annahme erfolgt über das Duon-Portal der VDZ-Verlage:  
[www.duon-portal.de](http://www.duon-portal.de), Support erhalten Sie unter: [support@duon-portal.de](mailto:support@duon-portal.de)  
oder per Telefon: 04037 41 17 - 50

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**Mediainformationen**

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