

Contact bookings

Ad form	Device	Price category 1	Price category 2	Price category 3	Price category 4	Price category 5
Wallpaper	Online	100 €	77 €	66 €	55 €	29 €
Sitebar Ad	Online	110 €	83 €	72 €	60 €	31 €
Sticky Billboard	Online	110 €	83 €	72 €	60 €	31 €
Halfpage Ad / 1:2 Banner	Online	100 €	77 €	66 €	55 €	29 €
	Mobile	110 €	85 €	70 €	60 €	36 €
	Digital	92 €	71 €	60 €	50 €	28 €
Medium Rectangle	Online	65 €	45 €	40 €	30 €	20 €
	Mobile	100 €	76 €	65 €	51 €	26 €
	Digital	72 €	53 €	46 €	35 €	20 €
1:1 - Banner (300x300) / Mobile High Impact Ad (Plus) (320x320)	Online	67 €	47 €	42 €	32 €	22 €
	Mobile	100 €	76 €	65 €	51 €	26 €
	Digital	73 €	54 €	47 €	36 €	21 €
Wide Rectangle	Online	65 €	45 €	40 €	30 €	20 €
Rollover Ad (Billboard or HPA)	Online	100 €	77 €	66 €	55 €	29 €
	Mobile	110 €	85 €	70 €	60 €	36 €
	Digital	92 €	71 €	60 €	50 €	28 €
Mobile Carousel Ad	Mobile	100 €	76 €	65 €	51 €	26 €
Mobile Panorama Ad	Mobile	100 €	76 €	65 €	51 €	26 €
Mobile InTxT Square	Mobile	100 €	76 €	65 €	51 €	26 €
Mobile InTxT Vertical	Mobile	110 €	85 €	70 €	60 €	36 €
Mobile Premium Rectangle	Mobile	110 €	85 €	70 €	60 €	36 €
Ad Bundle (Medium Rectangle, Skyscraper, Superbanner)	Online	60 €	40 €	35 €	25 €	15 €
Superbanner	Online	65 €	45 €	40 €	30 €	20 €
Billboard	Online	100 €	77 €	66 €	55 €	29 €
10:1 Banner	Online	65 €	45 €	40 €	30 €	20 €
8:1 Banner	Online	81 €	62 €	51 €	44 €	22 €
6:1 Banner	Online	81 €	62 €	51 €	44 €	22 €
	Mobile	40 €	30 €	20 €	15 €	10 €
	Digital	53 €	40 €	31 €	26 €	14 €
4:1 Banner	Online	100 €	77 €	66 €	55 €	29 €
	Mobile	52 €	40 €	35 €	25 €	15 €
	Digital	67 €	51 €	44 €	35 €	19 €
3:1 Banner	Online	100 €	77 €	66 €	55 €	29 €
	Mobile	52 €	40 €	35 €	25 €	15 €
	Digital	67 €	51 €	44 €	35 €	19 €
2:1 Banner	Online	140 €	108 €	92 €	77 €	
	Mobile	60 €	45 €	40 €	30 €	20 €
	Digital	88 €	67 €	58 €	47 €	
Content Video Ad	Online	100 €	76 €	65 €	54 €	28 €
	Mobile		76 €	65 €	51 €	26 €
	Digital		67 €	57 €	46 €	24 €
Pre-Roll to 20"	Digital				80 €	70 €
Pre-Roll to 30"	Digital				105 €	95 €
Content Video Ad to 20" (cost per completed view)	Online				0,17 €	0,15 €
	Mobile					
	Digital					0,13 €
Content Video Ad to 30" (cost per completed view)	Online				0,25 €	0,22 €
	Mobile					
	Digital					0,19 €

Note	also applies for: / Explanation:
Price category 1 ingenieur.de run of site	fachmedien and mittelstand digital Run of Site across individual portal
Price category 2 sections on individual portals	(a) iq target Decisionmaker individual portal & channels (b) fachmedien and mittelstand digital topic environment (c) Keyword targeting: golem, areamobile, Apotheken-umschau, NetDoktor (d) User involvement targeting portal & channels (e) Customer re-targeting portal & channels
Price category 3 premium targeting	(a) iq target Decisionmaker (network) (b) Keyword targeting health websites (c) Contextual targeting (network) (d) User involvement targeting (network) (e) Customer re-targeting (network)
Price category 4 portal & channel rotation	fachmedien and mittelstand digit Run of Site
Price category 5 network rotation (incl. basic targeting)	
Advertising materials	Not all ad forms are available on every advertising medium. Details available on request.

Homepage

Website	Position (workday Mon, Tue, Wed or Thu weekend = Fri-Sun)	Device	Duration (workday Mon, Tue, Wed or Thu weekend = Fri-Sun)	Als during booking period	Category 1	Category 2 (standalone)
Areamobile	Homepage + section start pages	Digital	Week	115.000	4.218 €	6.215 €
Golem.de	Homepage + Ticker	Digital	Workday	180.000	6.678 €	9.859 €
		Digital	Weekend	360.000	11.851 €	17.456 €
Handelsblatt Online	Homepage	Digital	Workday	350.000	13.965 €	20.765 €
		Digital	Weekend	670.000	23.590 €	34.901 €
ingenieur.de	Homepage + section start pages	Digital	Week	12.500	2.188 €	2.813 €
spektrum.de	Homepage + section start pages	Digital	Week	55.000	2.767 €	5.161 €
WirtschaftsWoche Online	Homepage	Digital	Week	375.000	20.313 €	29.228 €
ZEIT ONLINE	Homepage	Digital	Workday	940.000	34.108 €	47.417 €
		Digital	Weekend	2.525.000	80.850 €	114.980 €
ntv	Homepage	Digital	Workday	3.587.000	101.198 €	144.162 €
		Digital	Weekend	9.352.500	236.635 €	338.725 €
ze.tt		Digital	Woche	35.000	1.684 €	2.909 €
Roadblock (Handelsblatt, ZEIT ONLINE, ntv)	Homepage	Digital	Workday	4.877.000	130.612	185.801 €
		Digital	Weekend	12.547.500	281.387 €	403.100 €

Category 1	Wallpaper, Halfpage Ad (Online), 6:1 4:1 Banner (Mobile), Billboard, Sitebar Ad, Fireplace, 4:1 (Online), Mobile High Impact Ad (Plus) (1:1), 2:1 3:1 (Mobile), Mobile Panorama Ad, Mobile Carousel Ad
Category 2	Pushdown Billboard, Cinema Ad, Doppel Sitebar, Premium Rectangle (Mobile), 3:1 Banner (Online), Dynamisches Fireplace, Billboard with Reminder, Pushdown Video Ad (Mobile), Brand Value Ad (Online/Mobile), Dynamisches Brand Value Ad (Online), Rollover Event (Online/Mobile), Homepage Take Over (Online), Premium Rectangle with Reminder (Mobile)

Not all ad forms are available on every advertising medium. Details available on request.

Volume packages

Website	Column	Online Als week	Online Category 1	Online Category 2	Mobile Als week	Mobile Category 1	Mobile Category 2	Digital Als week	Digital (Online 1 / Mobile 1)	Digital (Online 1 / Mobile 2)	Digital (Online 2 / Mobile 1)	Digital (Online 2 / Mobile 2)
Apotheken-Umschau.de & Baby-und-familie.de	Gesundheit (Baby-und-familie.de)	25.000	1.250 €	1.500 €	150.000	5.850 €	7.200 €	175.000	6.213 €	7.394 €	6.431 €	7.613 €
	Schwangerschaft (Baby-und-familie.de)	25.000	1.250 €	1.500 €	125.000	4.875 €	6.000 €	150.000	5.359 €	6.344 €	5.578 €	6.563 €
Golem.de	Apotheken-Umschau.de							500.000	6.563 €	8.094 €	8.094 €	9.625 €
	Selected Rotation	500.000	7.500 €	11.000 €	200.000	3.000 €	4.400 €	700.000	9.188 €	10.413 €	12.250 €	13.475 €
Handelsblatt Online	Auto	100.000	3.000 €	4.000 €	25.000	675 €	900 €	125.000	3.216 €	3.413 €	4.091 €	4.288 €
	Finanzen	450.000	22.500 €	27.000 €	100.000	3.900 €	4.680 €	550.000	23.100 €	23.783 €	27.038 €	27.720 €
	Arts & Style	140.000	2.800 €	4.200 €	45.000	945 €	1.418 €	185.000	3.277 €	3.691 €	4.502 €	4.916 €
	Politik	420.000	8.400 €	12.600 €	150.000	3.300 €	4.950 €	570.000	10.238 €	11.681 €	13.913 €	15.356 €
	Unternehmen	600.000	30.000 €	36.000 €	175.000	6.825 €	8.190 €	775.000	32.222 €	33.416 €	37.472 €	38.666 €
	Technik	80.000	4.000 €	5.000 €	20.000	780 €	975 €	100.000	4.183 €	4.353 €	5.058 €	5.228 €
WirtschaftsWoche Online	Selected Rotation	350.000	5.250 €	7.700 €	125.000	1.875 €	2.750 €	475.000	6.234 €	7.000 €	8.378 €	9.144 €
	Erfolg	120.000	3.600 €	4.800 €	75.000	2.925 €	3.900 €	195.000	5.709 €	6.563 €	6.759 €	7.613 €
	Finanzen	150.000	6.000 €	7.500 €	50.000	1.950 €	2.438 €	200.000	6.956 €	7.383 €	8.269 €	8.696 €
	Politik	110.000	2.200 €	3.300 €	45.000	1.755 €	2.633 €	155.000	3.461 €	4.229 €	4.423 €	5.192 €
	Technologie	70.000	2.100 €	2.800 €	10.000	390 €	468 €	80.000	2.179 €	2.247 €	2.791 €	2.860 €
ZEIT ONLINE	Unternehmen	300.000	15.000 €	18.000 €	150.000	5.850 €	7.020 €	450.000	18.244 €	19.268 €	20.869 €	21.893 €
	Arbeit	100.000	2.500 €	3.500 €	400.000	10.000 €	14.000 €	500.000	10.938 €	14.438 €	11.813 €	15.313 €
	ZEIT Campus ⁴	140.000	2.800 €	4.200 €	190.000	5.130 €	7.695 €	330.000	6.939 €	9.183 €	8.164 €	10.408 €
	Digital	120.000	3.120 €	4.320 €	150.000	4.658 €	6.450 €	270.000	6.806 €	8.374 €	7.856 €	9.424 €
	Entdecken (Reise)	120.000	3.840 €	5.040 €	160.000	5.600 €	7.351 €	280.000	8.260 €	9.792 €	9.310 €	10.842 €
	Gesellschaft	750.000	13.500 €	21.000 €	750.000	15.000 €	23.333 €	1.500.000	24.938 €	32.228 €	31.500 €	38.791 €
	Hamburg	25.000	750 €	875 €	30.000	1.050 €	1.225 €	55.000	1.575 €	1.728 €	1.684 €	1.837 €
	Kultur ⁴	280.000	8.960 €	11.760 €	350.000	10.750 €	14.110 €	630.000	17.246 €	20.186 €	19.696 €	22.636 €
	Mobilität	150.000	3.900 €	5.400 €	150.000	4.615 €	6.390 €	300.000	7.451 €	9.004 €	8.763 €	10.316 €
	Politik	750.000	15.000 €	22.500 €	750.000	20.113 €	30.171 €	1.500.000	30.724 €	39.524 €	37.286 €	46.087 €
	Sport	180.000	4.680 €	6.480 €	250.000	7.692 €	10.650 €	430.000	10.826 €	13.414 €	12.401 €	14.989 €
	Wirtschaft	450.000	11.700 €	16.200 €	600.000	18.600 €	25.754 €	1.050.000	26.513 €	32.772 €	30.450 €	36.710 €
	Wissen	350.000	7.000 €	10.500 €	450.000	12.215 €	18.324 €	800.000	16.813 €	22.159 €	19.876 €	25.221 €
	ZEIT Magazin	400.000	15.000 €	18.000 €	400.000	20.000 €	24.444 €	800.000	30.625 €	34.514 €	33.250 €	37.139 €
	Selected Rotation	500.000	7.500 €	11.000 €	500.000	7.500 €	11.000 €	1.000.000	13.125 €	16.188 €	16.188 €	19.250 €
ze.tt	Portal	350.000	9.800 €	14.000 €	250.000	7.000 €	10.000 €	600.000	14.700 €	17.325 €	18.375 €	21.000 €
	Produktion & Technologie	500.000	17.500 €		150.000	5.850 €	9.000 €	650.000	20.431 €	23.188 €		
fachmedien & mittelstand (FUM)	Flottenmanagement	120.000	4.200 €		10.000	390 €	600 €	130.000	4.016 €	4.200 €		
	Wirtschaft & Finanzen	700.000	24.500 €		150.000	5.850 €	9.000 €	850.000	26.556 €	29.313 €		
	Wissenschaft	250.000	8.750 €		200.000	7.800 €	12.000 €	450.000	14.481 €	18.156 €		
	Agrar- & Landwirtschaft	100.000	3.500 €		70.000	2.730 €	4.200 €	170.000	5.451 €	6.738 €		
Spektrum.de	Portal	400.000	12.000 €	16.000 €	400.000	12.000 €	16.000 €	800.000	21.000 €	24.500 €	24.500 €	28.000 €
Netdoktor	Portal							500.000	6.563 €	8.094 €	8.094 €	9.625 €
brand eins	Portal	60.000	2.400 €	3.000 €	40.000	1.600 €	2.000 €	100.000	3.500 €	3.850 €	4.025 €	4.375 €

Price Category	Advertising media (not all advertising media are possible on every site, more information on request)	Special advertising media for fachmedien & mittelstand digital ³
PC1 Online ¹	Billboard, 3:1, 4:1, Wallpaper, Sitebar	Medium Rectangle, Superbanner, Sky, Billboard, Wallpaper, Sitebar
PC2 Online	Take Over ²	
PC1 Mobile	2:1, 3:1	2:1, 3:1
PC2 Mobile	Premium Rectangle, High Impact Ad (Plus), Carousel Ad, Panorama Ad, Rollover Ad	High Impact Ad

Surcharges on section bookings (not possible for Portal or Selected Rotation)	
100% Share of Voice for booked banner position	50%
Standalone (whole section, with the exception of house ads, sport-tickers)	100%

Selected Rotation	Sections
ZEIT ONLINE	Politik Gesellschaft Wissen Digital
Golem.de	Handy Games Audio/Video Internet Applikationen Mobil und Foto
Handelsblatt Online	Politik Arts & Style Sport Social-Media

¹ Display of Billboard, 3:1 and 4:1 below navigation bar

² only fixed integration (100% Share of Voice). Already included in the price

³ in case of delivery shortage campaign will be delivered in FUM rotation

⁴ 2 volume packages per week possible

Newsletter

Website	Newsletter	Subscribers (each newsletter)	Publication date	Minimum frequency	Gross rate (each minimum frequency)
Business & News					
Handelsblatt Online	Morning Briefing	520.000	every stock exchange date	- Breaking Ad (5 editions / 1 week) - Advertorial Ad (only Mondays or Fridays)	13.900 € 4.200 €
Handelsblatt Online	Morning Briefing Global Edition	100.000	every stock exchange date	5 editions (1 week)	2.900 €
Handelsblatt Online	Morning Briefing Global Edition (weekly)	100.000	Friday	1 edition	2.000 €
Handelsblatt Online	Morning Briefing Plus	620.000	every stock exchange date	5 editions (1 week)	16.800 €
Handelsblatt Online	Club newsletter	50.000	Monthly (first week)	- Breaking Ad/Skyscraper - Fireplace Ad (1 edition)	2.750 € 3.500 €
Handelsblatt Online	Der Chefökonom	20.000	Friday	3 editions	3.000 €
Handelsblatt Orange	Newsletter	10.000	every stock exchange date	3 weeks	3.000 €
WirtschaftsWoche Online	AGENDA	135.000	Friday	1 edition	5.400 €
WirtschaftsWoche Online	ada	50.000	Sunday	1 edition	2.000 €
ZEIT ONLINE	ZEITBrief	740.000 (different options on request)	Wednesday	1 edition (100.000 subscribers) - Breaking Ad - Picture/text-teaser	3.500 € 4.000 €
Finance & Stock exchange					
Handelsblatt Online	FinanceToday	66.000	every stock exchange date	5 editions (1 week)	7.600 €
WirtschaftsWoche Online	Börsenwoche	25.000	Wednesday	1 edition (Skyscraper)	2.500 €
Job & Career					
Ingenieur.de Career	Career news	44.000	1st + 3rd Thursday of a month	1 edition	1.813 €
ZEIT ONLINE	ZEIT CAMPUS newsletter	15.000	Monday	2 editions	1.500 €
ZEIT ONLINE	ZEIT CHANCEN Brief	48.400	Monday and Thursday	1 edition	995 €
Technology & Science					
Areamobile	weekly newsletter	15.000	Monday	4 editions	2.400 €
Areamobile	Standalone-newsletter	15.000	On request	3 editions	2.250 €
Golem.de	Golem headline newsletter	40.000	Workdays (Mon-Fri)	2 editions	3.200 €
Spektrum.de	Spektrum.de newsletter	30.000	Daily (Tue- Sat)	2 editions	2.400 €
ZEIT ONLINE	ZEIT WISSEN newsletter	32.500	Every 2nd Tuesday	2 editions	1.600 €
Education & Lifestyle					
ZEIT ONLINE	ZEIT teacher newsletter	31.000	1st + 3rd Thursday of a month	1 edition	1.400 €
ZEIT ONLINE	ZEIT student newsletter	19.150	Monday	1 edition	950 €
ZEIT ONLINE	ZEITmagazin newsletter	90.000	Workdays (Wed-Tue)	5 editions (1 week) - Breaking Ad	11.250 €
Health					
Apotheken-Umschau.de	Newsletter	50.000	Workdays	5 editions (1 week)	7.500 €
				3 editions (1 week) 3 editions (1 week, thereof 1 newsletter with 1 topic of choice (on request))	4.500 € 7.000 €
Netdoktor	Newsletter	45.000	Monday, Wednesday + Friday		
Senioren-ratgeber.de	Newsletter	9.000	Wednesday	2 editions (2 weeks)	900 €
Diabetes-ratgeber.net	Newsletter	7.000	Thursday	2 editions (2 weeks)	700 €
Baby-and-familie.de	Newsletter	5.500	Tuesday and Friday	4 editions (2 weeks)	1.100 €

(always to consider: minimum booking volume of 3.500 €)

Tablet-Apps

Ad medium	Number of weekly sold accesses	Issues per booking period	Pre-Loading ad	Opening page (first ad)	Fullscreen ad ¹
Handelsblatt App	50.000	5	12.000 €	10.000 €	8.000 € (fullscreen) 7.500 € (native ad)
WirtschaftsWoche App	5.000	1	-	10.000 €	8.000 €
DIE ZEIT App	75.000	1	-	5.000 €	4.000 €
ZEITmagazin App	75.000	1	-	5.000 €	4.000 €
VDI-nachrichten E-Paper App	25.800	1	7.100 €	-	4500 (fullscreen)

Event extender / Reminder rotation

Event extender / Reminder rotation (bookable in combination with a main campaign) ³	Individual portal	RON
(1) Online: Ad Bundle, 6:1, 8:1, 10:1	17 €	15 €
(1) Mobile: Banner 6:1, 4:1	14 €	10 €
Digital: Category (Online 1/Mobile 1)	14 €	11 €
(2) Online: Halfpage Ad, Wallpaper	24 €	22 €
(2) Mobile: Mobile High Impact Ad, 2:1, 3:1	22 €	19 €
Digital: Category (Online 2/Mobile 2)	20 €	18 €
(3) Online: Billboard, Sitebar, 3:1, 4:1	33 €	29 €
(3) Mobile: Mobile Halfpage Ad, Mobile Premium Rectangle	32 €	28 €
Digital: Category (Online 3/Mobile 3)	28 €	25 €

Table of discounts

From gross turnover of	Discount on gross rate
50.000 €	3%
100.000 €	5%
250.000 €	10%
600.000 €	12,5%
1.000.000 €	15%
1.750.000 €	17,5%
3.000.000 €	20%

Surcharges

Possible surcharges	Surcharge on gross rate
iq target basic / iq target decisionmaker - sections ²	15%
Homepage standalone (except house ads)	25%
Bigger than specs (by arrangement)	25%

Minimum booking volume

Ad medium	Minimum booking volume
iq digital portfolio	3.500 € AE-Netto

Links

Document	Link
Media data	iq digital - media data
Special offers	iq digital - Aktuelle Angebote
Specifications	iq digital - Technical specifications

¹ Double page ad = 50% surcharge

² Surecharge regarding next lower decisionmaker-cpm-category (portal/channel)

³ Event-extender- and reminder-rotation-campaigns must not exceed sales volume of the main campaign

All prices plus VAT.

The Advertising Terms and Conditions of the portal operators and/or iq digital media marketing gmbh apply, viewable at:

www.iqdigital.de

Correct as of September 3, 2018, older price lists are no longer valid.