

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

Note	Explanation
Price category 1 C-suite environment*/ ingenieur.de also applies for:	(a) fachmedien and mittelstand digital ROS across individual portal
Price category 2 sections on individual portals also applies for:	(a) iq target Decisionmaker individual portal & channels (b) fachmedien and mittelstand digital topic environment (c) Keyword targeting
Price category 3 iq target Decisionmaker (network)	
Price category 4 portal & channel rotation*** also applies for:	fachmedien and mittelstand digit ROS
Price category 5 network rotation also applies for:	Games Environments
Advertising materials	Not all ad forms are available on every advertising medium. Details available on request.
* C-suite environment	Portfolio product to target C-levels
**	Delivery min. 50% online / max. 50 % mobile
***	Digital channel only possible, if mobile channel exists

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	Category 3 (standalone)	Category 4 (standalone)
Areamobile	Homepage + section start pages	Online	Week	100.000	2.900 €	4.400 €	6.533 €	7.035 €
		Mobile	Week	64.000	1.600 €	2.560 €	3.744 €	4.032 €
		Digital	Week	164.000	3.938 €	6.090 €	8.992 €	9.684 €
Golem.de	Homepage + Ticker	Online	Workday	115.000	3.388 €	5.097 €	7.576 €	8.159 €
		Mobile	Workday	85.000	2.125 €	3.400 €	4.973 €	5.355 €
		Digital	Workday	200.000	4.824 €	7.435 €	10.980 €	11.825 €
		Online	Weekend	175.000	4.640 €	6.981 €	10.375 €	11.173 €
		Mobile	Weekend	220.000	4.951 €	7.920 €	11.583 €	12.474 €
		Digital	Weekend	395.000	8.392 €	13.038 €	19.214 €	20.691 €
Handelsblatt Online	Homepage	Online	Workday	250.000	8.412 €	12.000 €	18.038 €	19.425 €
		Mobile	Workday	140.000	3.640 €	5.740 €	8.327 €	8.967 €
		Digital	Workday	390.000	10.545 €	15.523 €	23.069 €	24.843 €
		Online	Weekend	425.000	12.870 €	18.360 €	27.597 €	29.720 €
		Mobile	Weekend	375.000	9.000 €	13.875 €	20.109 €	21.656 €
ingenieur.de	Homepage + section start pages	Digital	Weekend	800.000	19.136 €	28.206 €	41.743 €	44.954 €
		Online	Week	13.800	1.970 €	2.760 €	3.550 €	3.949 €
		Mobile	Week	9.200	1.316 €	1.840 €	2.364 €	2.622 €
spektrum.de	Homepage + section start pages	Digital	Week	23.000	2.875 €	4.025 €	5.175 €	5.750 €
		Online	Week	27.000	1.148 €	1.553 €	2.896 €	3.119 €
		Mobile	Week	10.000	425 €	575 €	1.073 €	1.155 €
WirtschaftsWeek Online	Homepage	Digital	Week	37.000	1.376 €	1.862 €	3.472 €	3.739 €
		Online	Week	240.000	12.000 €	17.815 €	25.506 €	27.468 €
		Mobile	Week	135.000	3.375 €	5.400 €	7.898 €	8.505 €
ZEIT ONLINE	Homepage	Digital	Week	375.000	13.453 €	20.313 €	29.228 €	31.476 €
		Online	Workday	475.000	13.775 €	19.000 €	26.398 €	28.429 €
		Mobile	Workday	450.000	11.700 €	18.450 €	26.764 €	28.823 €
		Digital	Workday	925.000	22.291 €	32.769 €	46.517 €	50.095 €
		Online	Weekend	1.025.000	25.625 €	36.900 €	50.968 €	54.889 €
		Mobile	Weekend	1.300.000	30.550 €	48.100 €	69.713 €	75.075 €
n-tv	Homepage	Digital	Weekend	2.325.000	49.153 €	74.375 €	105.596 €	113.718 €
		Online	Workday	1.225.000	31.910 €	43.431 €	58.208 €	62.685 €
		Mobile	Workday	3.035.000	60.366 €	95.193 €	138.088 €	148.710 €
		Digital	Workday	4.260.000	80.742 €	121.296 €	171.759 €	184.971 €
		Online	Weekend	2.450.000	53.887 €	75.411 €	104.161 €	112.174 €
		Mobile	Weekend	6.070.000	109.123 €	171.811 €	249.010 €	268.165 €
Roadblock International Extra	Homepage	Digital	Weekend	8.520.000	142.635 €	216.320 €	309.025 €	332.797 €
		Online	Workday	1.950.000	47.335 €	65.127 €	89.813 €	96.722 €
		Mobile	Workday	3.625.000	66.243 €	104.460 €	151.531 €	163.187 €
		Digital	Workday	5.575.000	99.380 €	148.389 €	211.176 €	227.420 €
		Online	Weekend	3.900.000	80.834 €	114.337 €	159.886 €	172.185 €
		Mobile	Weekend	7.745.000	130.089 €	204.563 €	296.478 €	319.284 €
Digital	Weekend	11.645.000	174.012 €	263.093 €	376.501 €	405.462 €		

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

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

Volume packages

Apotheken-Umschau.de & Baby-und-familie.de	Als week	Category 1	Category 2	Als week	Category 1	Category 2	Als week	Category (Online 1 / Mobile 1)	Category (Online 1 / Mobile 2)	Category (Online 2 / Mobile 1)	Category (Online 2 / Mobile 2)
Volume package in the section	Online			Mobile			Digital				
Krankheit	400.000	20.000 €	24.000 €	500.000	19.500 €	24.000 €	900.000	34.563 €	38.500 €	38.063 €	42.000 €
Symptome	250.000	12.500 €	15.000 €	400.000	15.600 €	19.200 €	650.000	24.588 €	27.738 €	26.775 €	29.925 €
Medikamente	350.000	17.500 €	21.000 €	400.000	15.600 €	19.200 €	750.000	28.963 €	32.113 €	32.025 €	35.175 €
Ernährung	125.000	6.250 €	7.500 €	250.000	9.750 €	12.000 €	375.000	14.000 €	15.969 €	15.094 €	17.063 €
Therapie	100.000	5.000 €	6.000 €	150.000	5.850 €	7.200 €	250.000	9.494 €	10.675 €	10.369 €	11.550 €
Gesundheit (Baby-und-familie.de)	25.000	1.250 €	1.500 €	100.000	3.900 €	4.800 €	125.000	4.506 €	5.294 €	4.725 €	5.513 €
Schwangerschaft (Baby-und-familie.de)	25.000	1.250 €	1.500 €	100.000	3.900 €	4.800 €	125.000	4.506 €	5.294 €	4.725 €	5.513 €
Selected Rotation Apotheken-Umschau.de	-	-	-	-	-	-	500.000	6.563 €	8.094 €	8.094 €	9.625 €

Golem.de	Als week	Category 1	Category 2	AI pro Woche	Category 1	Category 2	AI pro Woche	Category (Online 1 / Mobile 1)	Category (Online 1 / Mobile 2)	Category (Online 2 / Mobile 1)	Category (Online 2 / Mobile 2)
Volume package in the section	Online			Mobile			Digital				
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	Als week	Category 1	Category 2	Als week	Category 1	Category 2	Als week	Category (Online 1 / Mobile 1)	Category (Online 1 / Mobile 2)	Category (Online 2 / Mobile 1)	Category (Online 2 / Mobile 2)
Volume package in the section	Online			Mobile			Digital				
Auto	250.000	7.500 €	10.000 €	40.000	1.080 €	1.440 €	290.000	7.508 €	7.823 €	9.695 €	10.010 €
Finanzen (per day)	130.000	6.500 €	7.800 €	45.000	1.755 €	2.106 €	175.000	7.223 €	7.530 €	8.361 €	8.668 €
Panorama	200.000	4.000 €	6.000 €	50.000	1.050 €	1.575 €	250.000	4.419 €	4.878 €	6.169 €	6.628 €
Politik	500.000	10.000 €	15.000 €	200.000	4.400 €	6.600 €	700.000	12.600 €	14.525 €	16.975 €	18.900 €
Sport	200.000	4.000 €	6.000 €	55.000	1.155 €	1.733 €	255.000	4.511 €	5.017 €	6.261 €	6.767 €
Unternehmen (per day)	110.000	5.500 €	6.600 €	50.000	1.950 €	2.340 €	160.000	6.519 €	6.860 €	7.481 €	7.823 €
Technik	100.000	5.000 €	6.250 €	35.000	1.365 €	1.707 €	135.000	5.569 €	5.868 €	6.663 €	6.962 €
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 €

WirtschaftsWoche Online	Als week	Category 1	Category 2	Als week	Category 1	Category 2	Als week	Category (Online 1 / Mobile 1)	Category (Online 1 / Mobile 2)	Category (Online 2 / Mobile 1)	Category (Online 2 / Mobile 2)
Volume package in the section	Online			Mobile			Digital				
Erfolg	120.000	3.600 €	4.800 €	50.000	1.950 €	2.600 €	170.000	4.856 €	5.425 €	5.906 €	6.475 €
Finanzen	180.000	7.200 €	9.000 €	50.000	1.950 €	2.438 €	230.000	8.006 €	8.433 €	9.581 €	10.008 €
Politik	130.000	2.600 €	3.900 €	75.000	2.925 €	4.389 €	205.000	4.834 €	6.115 €	5.972 €	7.253 €
Technologie	60.000	1.800 €	2.400 €	10.000	390 €	468 €	70.000	1.916 €	1.985 €	2.441 €	2.510 €
Unternehmen	300.000	15.000 €	18.000 €	120.000	4.680 €	5.616 €	420.000	17.220 €	18.039 €	19.845 €	20.664 €

ZEIT ONLINE	AI week	Category 1	Category 2	AI week	Category 1	Category 2	AI week	Category (Online 1 / Mobile 1)	Category (Online 1 / Mobile 2)	Category (Online 2 / Mobile 1)	Category (Online 2 / Mobile 2)
Volume packages in the sections	Online			Mobile			Digital				
Digital	120.000	3.120 €	4.320 €	130.000	4.037 €	5.590 €	250.000	6.263 €	7.621 €	7.313 €	8.671 €
Gesellschaft	750.000	13.500 €	21.000 €	600.000	12.000 €	18.666 €	1.350.000	22.313 €	28.145 €	28.875 €	34.708 €
Arbeit	300.000	7.500 €	10.500 €	500.000	12.500 €	17.500 €	800.000	17.500 €	21.875 €	20.125 €	24.500 €
ZEIT Campus*	150.000	3.000 €	4.500 €	180.000	4.860 €	7.290 €	330.000	6.878 €	9.004 €	8.190 €	10.316 €
Kultur	500.000	16.000 €	21.000 €	400.000	12.285 €	16.125 €	900.000	24.750 €	28.110 €	29.125 €	32.485 €
Politik	750.000	15.000 €	22.500 €	750.000	20.113 €	30.171 €	1.500.000	30.724 €	39.524 €	37.286 €	46.087 €
Entdecken (Reise)	150.000	4.800 €	6.300 €	100.000	3.500 €	4.594 €	250.000	7.263 €	8.220 €	8.575 €	9.533 €
Sport und Mobilität	300.000	7.800 €	10.800 €	300.000	9.230 €	12.780 €	600.000	14.902 €	18.008 €	17.527 €	20.633 €
Wirtschaft	400.000	10.400 €	14.400 €	400.000	12.400 €	17.169 €	800.000	19.950 €	24.123 €	23.450 €	27.623 €
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	450.000	16.875 €	20.250 €	250.000	12.500 €	15.278 €	700.000	25.703 €	28.134 €	28.656 €	31.087 €
Hamburg	100.000	3.000 €	3.500 €	60.000	2.100 €	2.450 €	160.000	4.463 €	4.768 €	4.900 €	5.206 €
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 €

* Campus: Two volume packages per week possible

ze.tt	AI week	Category 1	Category 2	AI week	Category 1	Category 2	AI week	Category 1/1	Category 1/2	Category 2/1	Category 2/2
Volume packages in the sections	Online			Mobile			Digital				
Portal	200.000	5.600 €	8.000 €	300.000	8.400 €	12.000 €	500.000	12.250 €	15.400 €	14.350 €	17.500 €

Price Category	
PC1 Online**	Billboard, 3:1, 4:1, Wallpaper, Sitebar
PC2 Online	Take Over***
PC1 Mobile	2:1, 3:1
PC2 Mobile	Premium Rectangle, High Impact Ad (Plus), Carousel Ad, Panorama Ad

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

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

Surcharges on section bookings (not possible for ze.tt, Apotheken-umschau.de, Selected Rotation)	
100% Share of Voice for booked banner position	50%
Standalone (whole section, with the exception of house ads)	100%

Selected Rotation	Sections
ZEIT ONLINE	Politik Gesellschaft Wissen Digital
Apotheken-Umschau.de	alle sections
Golem.de	Handy Games, Audio/Video Internet Applikationen Mobil und Foto
Handelsblatt Online	Politik Panorama Sport Social-Media

Newsletter

Website	Newsletter	Subscribers	Publication date	Minimum frequency	gross rate
Business & News					
Handelsblatt Online	Morning Briefing	490.000	every stock exchange date	- Breaking Ad/Skyscraper - Fireplace Ad (5 editions / 1 week) - Advertorial Ad (only Mondays or Fridays)	13.900 € 17.500 € 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	500.000	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	1.000 €
Wirtschaftsweek Online	AGENDA	135.000	Friday	1 edition	5.400 €
Wirtschaftsweek Online	Serendipity	50.000	Sunday	1 edition	2.000 €
ZEIT ONLINE	ZEITBrief	740.000 (different options on request)	Wednesday	1 edition (100.000 subscribers) - Breaking Ad - Bild/Text-Teaser	3.500 € 4.000 €
Finance & Stock exchange					
Handelsblatt Online	FinanceToday	66.000	every stock exchange date	5 editions (1 week)	7.600 €
Wirtschaftsweek Online	Börsenweek	25.000	Wednesday	1 edition (Skyscraper)	2.500 €
Job & Career					
Ingenieur.de Career	Career News	43.000	1st + 3rd Thursday of a month	1 edition	1.813 €
karriere.de	karriere Newsletter	23.000	Tuesday	1 edition	920 €
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	wöchentlicher Newsletter	15.000	Monday	4 editions	2.400 €
Areamobile	Standalone-Newsletter	15.000	On request	3 editions	2.250 €
Golem.de	Golem Schlagzeilen 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 €
Travel & Education & Culture & Lifestyle & Sports					
ZEIT ONLINE	ZEIT Lehrer Newsletter	31.000	1st + 3rd Thursday of a month	1 edition	1.400 €
ZEIT ONLINE	ZEIT Schüler Newsletter	19.150	Monday	1 edition	950 €
ZEIT ONLINE	ZEITmagazin Newsletter	90.000	Workdays (Wed-Tue)	5 editions (1 week) - Breaking Ad - Bild/Text-Teaser	11.250 € 13.500 €
Health					
Apothekenumschau.de	Newsletter	50.000	Workdays	5 editions (1 week) 3 editions (1 week) 3 editions (1 week. Thereof 1 newsletter with 1 topic of choice (on request))	7.500 € 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*
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	50.000	1	-	5.000 €	4.000 €
ZEITmagazin App	50.000	1	-	5.000 €	4.000 €
Handelsblatt "Pre-Loading Package" (Handelsblatt Live, ePaper App, Morning Briefing App)	90.000	15	15.000 €	-	-
VDI-nachrichten E-Paper App	17.000	1	6.900 €		

* Double page ad = 50% surcharge

Smartphone App

Ad medium	Number of weekly sold accesses	Preloading ad / Fullscreen ad	Native ad
H10	60.000	6.000 €	7.000 €

Event extender / Reminder rotation

Event extender / Reminder rotation (bookable in combination with a homepage fixed position)	Individual portal	RON
(1) Online: Ad Bundle	17 €	15 €
(1) Mobile: Banner 6:1 oder 4:1	14 €	10 €
Digital: Preiskategorie (Online 1/Mobile 1)	14 €	11 €
(2) Online: Halfpage Ad Wallpaper	24 €	22 €
(2) Mobile: Mobile High Impact Ad	22 €	19 €
Digital: Preiskategorie (Online 2/Mobile 2)	20 €	18 €
(3) Online: Billboard Sitebar	33 €	29 €
(3) Mobile: Mobile Halfpage Ad Mobile Premium Rectangle	32 €	28 €
Digital: Preiskategorie (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*	15%
Homepage standalone (except house ads)	25%
Bigger than specs (by arrangement)	25%

Minimum booking volume

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

Links

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

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

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 January 16, 2018, older price lists are no longer valid.