

## 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: 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 €
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 €

<b>Category 1</b>	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
<b>Category 2</b>	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 €
	Apotheken-Umschau.de							500.000	6.563 €	8.094 €	8.094 €	9.625 €
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 €
	Selected Rotation	350.000	5.250 €	7.700 €	125.000	1.875 €	2.750 €	475.000	6.234 €	7.000 €	8.378 €	9.144 €
WirtschaftsWoche Online	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 €
	Unternehmen	300.000	15.000 €	18.000 €	150.000	5.850 €	7.020 €	450.000	18.244 €	19.268 €	20.869 €	21.893 €
ZEIT ONLINE	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 <sup>4</sup>	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	8.806 €	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 <sup>4</sup>	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 €
fachmedien & mittelstand (FUM)	Produktion & Technologie	500.000	17.500 €		150.000	5.850 €	9.000 €	650.000	20.431 €	23.188 €		
	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 <sup>3</sup>
PC1 Online <sup>1</sup>	Billboard, 3:1, 4:1, Wallpaper, Sitebar	Medium Rectangle, Superbanner, Sky, Billboard, Wallpaper, Sitebar
PC2 Online	Take Over <sup>2</sup>	
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
Handelsblatt Online	Politik   Arts & Style   Sport   Social-Media

<sup>1</sup> Display of Billboard, 3:1 and 4:1 below navigation bar  
<sup>2</sup> only fixed integration (100% Share of Voice). Already included in the price  
<sup>3</sup> in case of delivery shortage campaign will be delivered in FUM rotation  
<sup>4</sup> 2 volume packages per week possible

**Newsletter**

Website	Newsletter	Subscribers (each newsletter)	Publication date	Minimum frequency	Gross rate (each minimum frequency)
<b>Business &amp; News</b>					
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 Online	Zukunft Mittelstand	6.000	every 14 days (Wednesday)	2 editions	5.000 €
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 €
<b>Finance &amp; Stock exchange</b>					
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 €
<b>Job &amp; Career</b>					
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 €
<b>Technology &amp; Science</b>					
Areamobile	weekly newsletter	15.000	Monday	4 editions	2.400 €
Areamobile	Standalone-newsletter	15.000	On request	3 editions	2.250 €
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 €
<b>Education &amp; Lifestyle</b>					
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 €
<b>Health</b>					
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 <sup>1</sup>
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) <sup>3</sup>	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 <sup>2</sup>	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	<a href="#">iq digital - media data</a>
Special offers	<a href="#">iq digital - Aktuelle Angebote</a>
Specifications	<a href="#">iq digital - Technical specifications</a>

<sup>1</sup> Double page ad = 50% surcharge

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

<sup>3</sup> 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](http://www.iqdigital.de)

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