

# Handelsblatt





## Handelsblatt – Substance matters



Handelsblatt is the leading business and financial newspaper among Germany's top decision-makers. Handelsblatt is a byword for up-to-the-minute information, reliable research, serious journalism and objectivity. News is researched, analysed and placed in its often complex context. Particular importance is attached to background, commentary and analysis. With its well-researched reports on future trends and new technologies, Handelsblatt supplies decision-makers with the information they need to act successfully in constantly changing sectors and markets.

Be it global trends in the financial markets and national economies, international trade agreements or national tax legislation – decision-makers need to be aware of all the relevant factors to make their day-to-day decisions. Handelsblatt features the necessary

wide-ranging back-ground information in its Politics, Companies, Finance and Investment section. A detailed commentary and analysis section, internationally renowned columnists and numerous forecasting tools underpin the Handelsblatt's unique position as Germany's leading Business and financial newspaper.

The Handelsblatt brand with its network of closely linked media channels for print, online, mobile and social media satisfies current-day requirements in terms of its readers' information and utilisation behavior. As a communication platform, the Handelsblatt Business Club offers a platform for meetings, the exchange of knowledge and inspiration.

The look and feel of the newspaper, the Handelsblatt Online website, the iPad and mobile apps, and the digital newsletters like the "Morning Briefing" are perfectly coordinated, ensuring clear recognisability across all media. The content of the different channels is also fully integrated, ensuring that decision-makers can obtain the full range of relevant information around the clock on all channels.

### Circulation (IVW II/2020)

Distributed circulation	124.399
Paid circulation	120.005
Subscriptions	85.525

### Coverage

ma 2020/II	524.000
LAE 2020	231.000

### Media information:

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

## Formats and rates

Standard formats	Format	Format		Rates b/w or colour
		Width	Height	
	2/1 page	528	371	137,250 €
	1/1 page	249	371	64,750 €
	Magazine format	192	276	41,700 €
	1/2 page horizontal	249	186	35,950 €
	1/2 page vertical	122	371	35,950 €
	1/2 page solus	192	238	35,950 €
	1/3 page horizontal	249	124	28,000 €
	1/3 page solus	136	221	28,000 €
	1/4 page horizontal	249	93	23,650 €
	1/4 page solus	136	167	23,650 €
	Flyer ad (2 col.)	107	100	20,200 €
	Flyer ad (1 col.)	65	100	11,800 €

Flyer in the editorial section: 1 or 2 col. (height 20-100 mm)

Gutter bleed: (30 mm width)

All format indications in mm; further formats on request; Rates are exclusive VAT, which may apply

## Special topics:

[www.iqm.de/handelsblatt-sonderthemen](http://www.iqm.de/handelsblatt-sonderthemen)

## Premium positions

Formats	Position	Format		Rates b/w or colour	
		Width	Height		
	Flip ad	Title page	79	79	17,000 €
	Opening or center spread	page 2+3 or center of the newspaper	528	371	164,700 €
	1/1 page	C2 (only on Fridays) or prior to 1st section	249	371	77,700 €
	Magazine format	prior to 1st section	192	276	50,000 €
	1/2 page horizontal	Section opener or prior to 1st section	249	186	43,100 €
	1/2 page vertical	Section opener or prior to 1st section	122	371	43,100 €
	1/2 page solus	Section opener or prior to 1st section	192	238	43,100 €
	1/3 page horizontal	Section opener or prior to 1st section	249	124	33,600 €
	1/3 page solus	Section opener or prior to 1st section	136	221	33,600 €
	1/4 page horizontal	Section opener or prior to 1st section	249	93	28,350 €
	1/4 page solus	Section opener or prior to 1st section	136	167	28,350 €
	2 x 1/4 page panorama	Section opener or prior to 1st section	528	93	60,100 €
	Center page (2 x 1/2 pages)	prior to 1st section or center of the newspaper	274	371	91,400 €
	Section head	Section opener	122	30	5,000 €

Gutter bleed (30 mm width)

All format indications in mm; further formats on request; Rates are exclusive VAT, which may apply

Rate Card no. 76 effective January 1, 2021

## Loose inserts

### Insertion options

Total national circulation, circulation split possible from minimum 20,000 copies

**Rates:** per thousand copies

Weight in g	Full circ. (Print + ePaper)	Part circ. (w/o ePaper)
up to 20	115 €	150 €
up to 25	120 €	157 €
up to 30	125 €	164 €
up to 35	130 €	171 €
up to 40	135 €	178 €
up to 50	145 €	193 €

Other weights on request

### Order placement:

A model (5 copies) must be submitted when the order is placed. The order is only binding on the publisher following submission and approval of the insert model. Loose inserts do not qualify for any discount. All rates are including postal fees and excluding VAT which may apply. Postage fees for press-like products on request.

### Other conditions:

Loose inserts used by more than one advertiser are only available by special arrangement. These inserts are subject to surcharge of 50% on the basic rate.

### Technical processing:

Properties and packaging of the inserts are based on the "Guidelines for the Properties of inserts" published by the German Printing Federation (German-language copy on request). Special formats by arrangement only.

### Format

Minimum:	105 x 148 mm
Maximum:	260 x 380 mm

Fold on the longitudinal side

### Paper weight

Single sheets or multi-page inserts with DIN A6 or DIN A4 must have a grammage of at least 120g/m<sup>2</sup>

### Order deadlines

Insertion order at least 4 weeks prior to publication date  
Cancellation deadline 10 working days prior to publication date

### Delivery

7 working days in advance at the earliest, latest 3 working days prior to publication

## Publisher's details

### Publisher's address:

Handelsblatt GmbH  
Toulouser Allee 27  
40211 Düsseldorf

### Frequency:

Every stock market day (Monday to Friday)

### Terms and Conditions:

Terms and conditions apply as stated on <http://www.iqm.de/handelsblatt/agg>  
The publisher reserves the right not to publish an ad.

### Terms of payment:

14 days within date of invoice net, 2% discount for prepayment or bank debit.

### Bank account:

HypoVereinsbank Düsseldorf  
IBAN: DE21302201900025341988  
SWIFT Code/BIC: HYVEDEMM414

### Printint material:

Informations and technical details on: [www.iqm.de/anzeigen-upload](http://www.iqm.de/anzeigen-upload)

### Closing dates, copy and cancellation deadlines:

Daily sections: 3 working days prior to publication date  
Special supplements/specials: 10 working days prior to publication date

### Contact

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A division of the  
Handelsblatt Media Group  
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40211 Düsseldorf  
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Media information  
[www.iqm.de/handelsblatt](http://www.iqm.de/handelsblatt)

**Technical data****File types:** We prefer PDF/X-1a, PDF/X-3-data**Resolution:** 200dpi for grey-scale/color images**Screen:** 40 L/cm**Fonts:** Fonts and lines must have a line width of at least 0.18 mm (equivalent to 0.5 point).

Caution is advised with the use of serif-based fonts.

**Profil:** ISOnewspaper26v4**Printing process:** Newspaper offset**Processing:** Saddle-stitched**Data delivery**

Accompanying documents:

For all ads booked we require at least 1 newspaper-compatible colour or position sample for reference purposes (by the copy/artwork deadline at the latest). If a binding newspaper-compatible proof is not supplied, the client has no recourse of complaint.

**b/w and colour ads**

Tone range: Light tone: 0%, first printable tone: 5%, drawing depth: 85%

**4c ads**

Total coverage in 4c overprint mode max. 240%. This data is taken from the "Technical Guidelines for Four-Colour Reproduction on Newspaper Print" published by the German Printing Federation. We will be happy to send you detailed information on request.

**Colours/Duplex****4c colours:** Four-colour ads must not contain any spot colours (full-tone colours) but only the process colours cyan, magenta, yellow and black.**Spot colours:** Spot colours are generated using the process colours cyan, magenta, yellow and black.**Colour names:** The ad must contain the colour booked in the order. Please do not use any colour names like "Client blue" but base your designations on the HKS or Pantone fans. Pantone colour names with the suffix "C" cannot be used with newsprint. We recommend colour models in Pantone series "U" for visual colour impression.**Duplex:** Please create duplex images in a 4c version (process colours), specifying the special colour to be simulated.**Advertisement upload**

www.iqm.de/anzeigen-upload

**Email:**

handelsblatt@anzeigeneingang.de

**Data media**

CD, DVD

**Please send data media together with binding colour proof to:**Mediengruppe Main-Post GmbH  
Digitale Vorstufe Handelsblatt  
Berner Str. 2, 97084 Würzburg**Contact persons:**Mrs. Baumbach, Mr. Gunreben  
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## International Representatives

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