

## Contact bookings

Ad format	C-suite environment*/ ingenieur.de	Sections on individual portals	iq target Decisionmaker network	Portal & channel rotation***	Network rotation (incl. basic- targeting)
Medium Rectangle					
Skyscraper	65 €	45 €	40 €	30 €	20 €
Superbanner					
Wide Rectangle					
Ad Bundle (Medium Rectangle, Superbanner and Skyscraper )	60 €	40 €	35 €	25 €	15 €
Billboard (above navigation bar)					
Halfpage Ad	100 €	76 €	65 €	54 €	28 €
Pushdown Ad					
SideKick Ad					
Wallpaper					
Content Video Ad	-				
Premium Ad Bundle (Wallpaper or Billboard, HPA, optional Sitebar)	-	70 €	61 €	47 €	24 €
Fireplace					
Dynamisches Wallpaper	110 €	80 €	70 €	60 €	30 €
Fluid Banner					
Sitebar Ad					
Banderole Ad					
Floor Ad					
Dynamisches Wallpaper XL	140 €	120 €	100 €	80 €	43 €
Doppelseitebar					
(Flash) Layer + Reminder					
Pre-Roll bis 20"	-	-	-	85 €	75 €
Pre-Roll bis 30"	-	-	-	115 €	105 €
Content Video Ad to 20" (cost per completed view)	-	-	-	0,17 €	0,15 €
Content Video Ad to 30" (cost per completed view)	-	-	-	0,25 €	0,22 €
Mobile Banner Standard   Medium (6:1   4:1)	-	30 €	20 €	15 €	10 €
Mobile Banner Large (2:1   3:1)	-	40 €	35 €	25 €	15 €
Mobile Banner Ad Plus (6:1   4:1)	-				
Mobile Fullscreen Interstitial					
Mobile Rollover Ad	-	85 €	70 €	60 €	36 €
Mobile Premium Rectangle					
Mobile Halfpage Ad					
Mobile High Impact Ad (1:1)					
Mobile Pull-Up Banner					
Mobile Content Video Ad	-	76 €	65 €	51 €	26 €
Mobile Movie Ad					
Mobile Pushdown Ad					
Mobile Medium Rectangle					
Mobile Fullscreen Interstitial   Billboard**	-	72 €	61 €	51 €	29 €
Mobile Fullscreen Interstitial   Wallpaper**	-	74 €	63 €	54 €	30 €
Mobile Fullscreen Interstitial   Sitebar**	-	68 €	59 €	47 €	24 €
Mobile High Impact Ad (1:1)   Billboard**	-	70 €	61 €	50 €	25 €
Mobile High Impact Ad (1:1)   Wallpaper**	-	38 €	34 €	25 €	16 €
Digital Halfpage Ad**	-	72 €	61 €	51 €	29 €
Digital Medium Rectangle**	-	54 €	47 €	36 €	21 €
Digital Content Video Ad to 20" (cost per completed view)					0,14 €
Digital Content Video Ad to 30" (cost per completed view)					0,20 €
<b>Also applies to the following environments:</b>	<b>(a) fachmedien and mittelstand digital</b> ROS across individual portal  <b>(b) ingenieur.de technical portals 15% surcharge ****</b>	<b>(a) iq target Decisionmaker</b> individual portal & channels  <b>(b) WEKA</b> Individual portal  <b>(c) fachmedien and mittelstand digital</b> topic environment  <b>(d) Keyword targeting</b>		<b>(a) fachmedien and mittelstand digital</b> ROS  <b>(b) WEKA</b> ROS	Games environments

Note	Explanation
*C-suite environment	Portfolio product to target C-levels
**	Delivery min. 50% online / max. 50 % mobile
***	Digital channel only possible, if mobile channel exists
****	Technical portals: ingenieur.de: Konstruktion (construction), VDI-Z Integrierte Produktion (integrated production), Umweltmagazin (environmental magazine), Logistik für Unternehmen (logistics for companies), BWK, HLH

## Homepage online

Website	Position   Duration (workday Mon, Tue, Wed or Thu   weekend = Fri-Sun)	Als during booking period	Category 1	Category 2	Category 3 (standalone)
Apotheken-Umschau.de	Homepage   Woche	35.000	1.750 €	2.598 €	3.815 €
Areamobile	Homepage + section start pages   week	100.000	2.900 €	4.400 €	6.700 €
Ariva.de	Homepage   week	525.000	13.125 €	16.875 €	31.500 €
Golem.de	Homepage + ticker   workday	130.000	3.830 €	5.762 €	8.784 €
	Homepage + ticker   weekend	210.000	5.568 €	8.377 €	12.770 €
Handelsblatt Online	Homepage   workday	275.000	9.253 €	13.200 €	20.350 €
	Homepage   weekend	450.000	13.627 €	19.440 €	29.970 €
ingenieur.de	Homepage + section start pages   week	35.000	7.910 €	11.060 €	18.620 €
spektrum.de	Homepage + section start pages   week	30.000	1.275 €	1.725 €	3.300 €
WirtschaftsWoche Online	Homepage   week	280.000	14.000 €	20.785 €	30.520 €
WEKA-Netzwerk	Homepages of individual portals   week	75.000	2.100 €	3.210 €	4.875 €
ZEIT ONLINE	Homepage   workday	500.000	14.500 €	20.000 €	28.500 €
	Homepage   weekend	1.100.000	27.500 €	39.600 €	56.100 €
Roadblock International Extra (ZEIT ONLINE + Handelsblatt Online + n-tv)	Homepage   workday	1.975.000	49.031 €	68.531 €	100.836 €
	Homepage   weekend	3.950.000	84.894 €	121.870 €	177.665 €

Event extender / Reminder rotation (bookable in combination with a homepage fixed position)	Individual portal	RON
Ad bundle	17 €	15 €
Halfpage ad   Wallpaper   Pushdown ad   Sidekick ad   Slidechannel	24 €	22 €
Billboard   Sitebar	33 €	29 €

Price category	Ad format
Category 1	Medium rectangle, Halfpage ad, Wide rectangle, Wallpaper, Pushdown ad, Sidekick ad, Slidechannel
Category 2	Billboard, Pushdown billboard, Sitebar, Fireplace, Skyline ad, Floor ad, Homepage branding, Dynamic wallpaper, Dynamic wallpaper XL
Category 3	Brand value ad, dynamic Brand value ad, Brand value ad plus (only WEKA), Homepage event [Standard, XL or XXL], Homepage takeover, Navigation ad, Sticky navigation ad, Double sitebar, Intro message + wallpaper, Remote Ad, Storytelling event (HB), Content switch 3D cube, Screengrabbng ad, Lead-off combination, Expandable tower ad, Dynamic Fireplace, Rollover event, Cinema ad (also expandable)
Remark	Please note: Not every ad format is bookable on each website. Further details on demand.

Ad format combinations	
Lead-off combination	Billboard + Medium rectangle or Wallpaper + Medium rectangle
Homepage takeover	Wallpaper + Medium rectangle + wide rectangle (ZEIT ONLINE: content billboard)
Homepage event	Billboard [or Fireplace] + background picture
Homepage event XL	Billboard [or Fireplace] + background picture + Medium rectangle
Homepage event XXL	Billboard [oder Fireplace] + background picture + Medium Rectangle + wide rectangle (ZEIT ONLINE: content billboard)
Brand value ad	Billboard + Fireplace + background picture
Homepage branding	Wallpaper + wide rectangle (ZEIT ONLINE: content billboard)
Dynamic wallpaper	Leaderboard + Sitebar
Dynamic wallpaper XL	Billboard (above navigation bar) + Sitebar

## Homepage mobile

Website	Position   Duration (workday Mon, Tue, Wed or Thu   weekend = Fri-Sun)	Als during booking period	Category 1	Category 2	Category 3
Apotheken-Umschau.de	Mobile Homepage   Woche	35.000	875 €	1.400 €	2.100 €
Areamobile	Mobile Homepage + section start pages   week	64.000	1.600 €	2.560 €	3.840 €
Ariva.de	Mobile Homepage   week	75.000	1.875 €	3.000 €	4.500 €
Golem.de	Mobile homepage   workday	85.000	2.125 €	3.400 €	5.100 €
	Mobile homepage   weekend	220.000	4.951 €	7.920 €	11.880 €
Handelsblatt Online	Mobile Homepage   workday	150.000	3.900 €	6.150 €	9.150 €
	Mobile Homepage   weekend	375.000	9.000 €	13.875 €	20.625 €
spektrum.de	Homepage + Rubrikstartseiten   Woche	10.000	4.542 €	6.480 €	9.990 €
WirtschaftsWoche Online	Mobile Homepage   week	120.000	3.000 €	4.800 €	7.200 €
ZEIT ONLINE	Mobile Homepage   workday	400.000	10.400 €	16.400 €	24.400 €
	Mobile Homepage   weekend	1.100.000	25.850 €	40.700 €	60.500 €
Roadblock International Extra (ZEIT ONLINE + Handelsblatt Online + n-tv)	Mobile Homepage   workday	2.980.000	62.759 €	98.966 €	147.242 €
	Mobile Homepage   weekend	6.335.000	121.239 €	189.860 €	282.224 €

Event extender / Reminder rotation (bookable in combination with a homepage fixed position)	Individual portal	RON
(1) Mobile Banner Standard   Medium (6:1   4:1)	14 €	10 €
(2) Mobile High Impact Ad	22 €	19 €
Fullscreen Interstitial	32 €	28 €

Price category	Ad format
Category 1	Standard banner (6:1   4:1)   Banner ad plus (top banner slot)
Category 2	Banner large (2:1   3:1; top banner slot)   High impact ad (top banner slot)   Pushdown ad (top banner slot)   Movie ad
Category 3	Fullscreen interstitial + reminder   Brand value ad   Premium rectangle   Rollover event   Pushdown video ad
Remark	Fixed positioned advertising media will run on top banner slot.

## Homepage digital

Website	Position   Duration (workday Mon, Tue, Wed or Thu   weekend = Fri-Sun)	Als during booking period	Category 1	Category 2	Category 3
Apotheken-Umschau.de	Digitale Homepage   Woche	70.000	2.363 €	3.598 €	5.324 €
Areamobile	DigitalHomepage + section start pages   week	164.000	4.050 €	6.264 €	9.486 €
Ariva.de	Digital Homepage   week	600.000	13.500 €	17.888 €	32.400 €
Golem.de	Digital Homepage   workday	215.000	5.360 €	8.246 €	12.496 €
	Digital Homepage   weekend	430.000	9.467 €	14.667 €	22.185 €
Handelsblatt Online	Digital Homepage   workday	425.000	11.838 €	17.415 €	26.550 €
	Digital Homepage   weekend	825.000	20.364 €	29.984 €	45.536 €
spektrum.de	Homepage + section start pages   week	40.000	1.530 €	2.070 €	3.960 €
WirtschaftsWoche Online	Digital Homepage   week	400.000	15.300 €	23.026 €	33.948 €
ZEIT ONLINE	Digital Homepage   workday	900.000	22.410 €	32.760 €	47.610 €
	Digital Homepage   weekend	2.200.000	48.015 €	72.270 €	104.940 €
Roadblock International Extra (ZEIT ONLINE + Handelsblatt Online + n-tv)	Digital Homepage   workday	4.955.000	103.739 €	151.985 €	224.638 €
	Digital Homepage   weekend	10.285.000	167.392 €	250.317 €	368.364 €

Event extender / Reminder rotation (bookable in combination with a homepage fixed position)	Individual portal	RON
Price category 1	14 €	11 €
Price category 2	21 €	18 €
Price category 3	29 €	26 €

## Volume packages for General News sections

ZEIT 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)
<b>Volume packages in the sections</b>	<b>Online</b>			<b>Mobile</b>			<b>Digital</b>				
Digital	120.000	3.120 €	4.320 €	130.000	4.037 €	5.590 €	250.000	6.442 €	7.839 €	7.522 €	8.919 €
Society	750.000	13.500 €	21.000 €	600.000	12.000 €	18.666 €	1.350.000	22.950 €	28.949 €	29.700 €	35.699 €
Career	200.000	4.000 €	6.000 €	130.000	3.510 €	5.265 €	330.000	6.759 €	8.339 €	8.559 €	10.139 €
ZEIT Campus*	180.000	3.600 €	5.400 €	180.000	4.860	7.290 €	360.000	7.614 €	9.801 €	9.234 €	11.421 €
Culture	500.000	16.000 €	21.000 €	400.000	12.285 €	16.125 €	900.000	25.457 €	28.913 €	29.957 €	33.413 €
Politics	750.000	15.000 €	22.500 €	750.000	20.113 €	30.171 €	1.500.000	31.602 €	40.654 €	38.352 €	47.404 €
Discover (travel)	150.000	4.800 €	6.300 €	100.000	3.500 €	4.594 €	250.000	7.470 €	8.455 €	8.820 €	9.805 €
Sports & Mobility	250.000	6.500 €	9.000 €	300.000	9.230 €	12.780 €	550.000	14.157 €	17.352 €	16.407 €	19.602 €
Economy	500.000	13.000 €	18.000 €	400.000	12.400 €	17.169 €	900.000	22.860 €	27.152 €	27.360 €	31.652 €
Science	400.000	8.000 €	12.000 €	350.000	9.501 €	14.252 €	750.000	15.751 €	20.027 €	19.351 €	23.627 €
ZEIT Magazin	400.000	15.000 €	18.000 €	250.000	12.500 €	15.278 €	650.000	24.750 €	27.250 €	27.450 €	29.950 €
Hamburg	100.000	3.000 €	3.500 €	60.000	2.100 €	2.450 €	160.000	4.590 €	4.905 €	5.040 €	5.355 €
Selected Rotation	500.000	7.500 €	11.000 €	500.000	7.500 €	11.000 €	1.000.000	13.500 €	16.650 €	16.650 €	19.800 €

\* no standalone or 100% share of voice booking possible

ze.tt	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)
<b>Volumenpaket</b>	<b>Online</b>			<b>Mobile</b>			<b>Digital</b>				
Portal	150.000	4.200 €	6.000 €	230.000	6.440 €	9.200 €	380.000	9.576 €	12.060 €	11.196 €	13.680 €

Price category	Online	Mobile
Category 1	Wallpaper   Billboard   Sidekick Ad   Slidechannel	Standard Banner (6:1   4:1)   Banner Ad Plus
Category 2	Fireplace   Sitebar Ad   Pushdown Ad   Dynamic Wallpaper   Dynamic Wallpaper XL   Fluid Banner	Banner Large (2:1   3:1)   High Impact Ad   Movie Ad   Fullscreen Interstitial (+ Reminder)   Premium Rectangle (middle)   Halfpage Ad (middle)   Pushdown Ad**   Pull-up Banner (middle)**   Mobile Content Video Ad (middle)**

\*\* Ad format bookable on demand (normally fallback creative required for native smartphone apps)

Selected Rotation	Sections
ZEIT ONLINE	Politics   Society   Campus & Career
<b>Ad formats</b>	Online
Category 1	Wallpaper, Superbanner, Skyscraper, Medium Rectangle
Category 2	Billboard (above Navigation bar), Halfpage Ad & Sitebar
	Mobile
Category 1	Standard Banner (6:1   4:1)   Banner Ad Plus
Category 2	Banner Large (2:1   3:1)   High Impact Ad   Movie Ad   Halfpage Ad (middle)

Surcharges on section bookings	Surcharge on gross price
100% Share of Voice for booked banner position / mobile: also banner slot at top	50%
Standalone (whole section, with the exception of house ads)	100%



**Volume packages for Special Interest sections**

Apotheken-Umschau.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)
<b>Volume package in the section</b>	<b>Online</b>			<b>Mobile</b>			<b>Digital</b>				
Illness	250.000	12.500 €	15.000 €	250.000	9.750 €	12.000 €	500.000	20.025 €	22.050 €	22.275 €	24.300 €
Indication	250.000	12.500 €	15.000 €	250.000	9.750 €	12.000 €	500.000	20.025 €	22.050 €	22.275 €	24.300 €
Medicine	250.000	12.500 €	15.000 €	250.000	9.750 €	12.000 €	500.000	20.025 €	22.050 €	22.275 €	24.300 €
Nutrition	250.000	12.500 €	15.000 €	250.000	9.750 €	12.000 €	500.000	20.025 €	22.050 €	22.275 €	24.300 €
Diagnose	100.000	5.000 €	6.000 €	250.000	9.750 €	12.000 €	350.000	13.275 €	15.300 €	14.175 €	16.200 €
Health	50.000	2.500 €	3.000 €	100.000	3.900 €	4.800 €	150.000	5.760 €	6.570 €	6.210 €	7.020 €
Pregnancy	50.000	2.500 €	3.000 €	100.000	3.900 €	4.800 €	150.000	5.760 €	6.570 €	6.210 €	7.020 €

ARIVA.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)
<b>Volume package in the section</b>	<b>Online</b>			<b>Mobile</b>			<b>Digital</b>				
Stocks & Shares (per day)	280.000	4.900 €	6.300 €	80.000	2.400 €	3.600 €	360.000	6.570 €	7.650 €	7.830 €	8.910 €
Portfolio	250.000	4.375 €	5.625 €	-	-	-	-	-	-	-	-
Foreign Exchange	80.000	3.200 €	4.000 €	20.000	720 €	900 €	100.000	3.528 €	3.690 €	4.248 €	4.410 €
Commodities	190.000	6.334 €	8.444 €	50.000	1.500 €	2.000 €	240.000	7.050 €	7.500 €	8.950 €	9.400 €
Certs & Options (leverage prod.)	200.000	8.000 €	10.000 €	-	-	-	-	-	-	-	-
Selected RotationPackage	500.000	7.500 €	11.000 €	500.000	7.500 €	11.000 €	1.000.000	13.500 €	16.650 €	16.650 €	19.800 €

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)
<b>Volume package in the section</b>	<b>Online</b>			<b>Mobile</b>			<b>Digital</b>				
Automotive	250.000	7.500 €	10.000 €	50.000	1.350 €	1.800 €	300.000	7.965 €	8.370 €	10.215 €	10.620 €
Finance (per day)	130.000	6.500 €	7.800 €	35.000	1.365 €	1.638 €	165.000	7.079 €	7.324 €	8.249 €	8.494 €
Panorama	200.000	4.000 €	6.000 €	50.000	1.050 €	1.575 €	250.000	4.545 €	5.018 €	6.345 €	6.818 €
Politics	500.000	10.000 €	15.000 €	200.000	4.400 €	6.600 €	700.000	12.960 €	14.940 €	17.460 €	19.440 €
Sport	250.000	5.000 €	7.500 €	35.000	735 €	1.103 €	285.000	5.162 €	5.493 €	7.412 €	7.743 €
Companies (per day)	110.000	5.500 €	6.600 €	50.000	1.950 €	2.340 €	160.000	6.705 €	7.056 €	7.695 €	8.046 €
Technology	200.000	10.000 €	12.500 €	50.000	1.950 €	2.438 €	250.000	10.755 €	11.194 €	13.005 €	13.444 €
Selected Rotation Package	500.000	7.500 €	11.000 €	500.000	7.500 €	11.000 €	1.000.000	13.500 €	16.650 €	16.650 €	19.800 €

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)
<b>Volume package in the section</b>	<b>Online</b>			<b>Mobile</b>			<b>Digital</b>				
Success	250.000	7.500 €	10.000 €	50.000	1.950 €	2.600 €	300.000	8.505 €	9.090 €	10.755 €	11.340 €
Finance	250.000	10.000 €	12.500 €	50.000	1.950 €	2.438 €	300.000	10.755 €	11.194 €	13.005 €	13.444 €
Politics	250.000	5.000 €	7.500 €	50.000	1.950 €	2.926 €	300.000	6.255 €	7.133 €	8.505 €	9.383 €
Technology	120.000	3.600 €	4.800 €	25.000	975 €	1.170 €	145.000	4.118 €	4.293 €	5.198 €	5.373 €
Companies	300.000	15.000 €	18.000 €	80.000	3.120 €	3.744 €	380.000	16.308 €	16.870 €	19.008 €	19.570 €

Golem.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)
<b>Volume package in the section</b>	<b>Online</b>			<b>Mobile</b>			<b>Digital</b>				
Selected Rotation Package	500.000	7.500 €	11.000 €	200.000	3.000 €	4.400 €	700.000	9.713 €	11.008 €	12.950 €	14.245 €

Price category	Online	Mobile
Category 1	Wallpaper   Billboard   Sidekick Ad   Slidechannel	Standard Banner (6:1   4:1)   Banner Ad Plus
Category 2	Fireplace   Sitebar Ad   Pushdown Ad   Dynamic Wallpaper   Dynamic Wallpaper XL   Fluid Banner	Banner Large (2:1   3:1)   High Impact Ad   Movie Ad   Fullscreen Interstitial (+ Reminder)   Premium Rectangle (middle)   Halfpage Ad (middle)   Pushdown Ad**   Pull-up Banner (middle)**   Mobile Content Video Ad (middle)**

\*\* Ad format bookable on demand (normally Fallback Creative required for native smartphone apps)

Selected Rotation	Sections	
ARIVA.de	Portfolio   News   Glossary   Forum	
Golem.de	Mobile phone   Games, Audio/Video   Internet   Applications   Mobile & Photo	
Handelsblatt Online	Politics   Panorama   Sports   Social-Media	
Ad formats	Online	Mobile
Category 1	Wallpaper, Superbanner, Skyscraper, Medium Rectangle	Standard Banner (6:1   4:1)   Banner Ad Plus
Category 2	Billboard (above navigation bar), Halfpage Ad & Sitebar	Banner Large (2:1   3:1)   High Impact Ad   Movie Ad   Halfpage Ad (middle)

Surcharges on section bookings	Surcharge on gross price
100% Share of Voice for booked banner position / mobile: also banner slot at top	50%
Standalone (whole section, with the exception of house ads)	100%

## Newsletter

Website	Newsletter	Subscribers	Publication date	Minimum frequency	gross rate
<b>Business &amp; News</b>					
				- Breaking Ad/Skyscraper	13.900 €
				- Fireplace Ad	17.500 €
				5 editions (1 week)	
				- Advertorial Ad	4.200 €
				(only Monday or Friday)	
Handelsblatt Online	Morning Briefing	400.000	every stock exchange date		
Handelsblatt Online	Morning Briefing Global Edition	100.000	every stock exchange date	5 editions (1 week)	4.000 €
Handelsblatt Online	Morning Briefing Plus	500.000	every stock exchange date	5 editions (1 week)	17.400 €
Handelsblatt Online	Der Chefökonom (Chief Economist)	20.000	Friday	3 editions	3.000 €
WirtschaftsWoche Online	AGENDA	135.000	Friday (before May 8th: Monday)	1 edition	5.400 €
WirtschaftsWoche Online	5 to 12	20.000	every stock exchange date	5 editions (1 week)	4.000 €
WirtschaftsWoche Online	Serendipity	50.000	Sunday	1 edition	2.000 €
		100.000 (different options on request)			
ZEIT ONLINE	ZEITLetter		Wednesday	1 edition	4.000 €
<b>Sustainability</b>					
WirtschaftsWoche Online	Green	40.000	Friday	1 edition	1.600 €
<b>Finance &amp; Stock exchange</b>					
ARIVA.DE	Stock markets at a glance	37.000	on request	1 edition	1.000 €
Handelsblatt Online	FinanceToday	70.000	every stock exchange date	5 editions (1 week)	7.600 €
<b>Job &amp; Career</b>					
Ingenieurkarriere.de	IngenieurKarriere News	43.000	1st + 3rd Thursday of a month	1 edition	1.813 €
karriere.de	Career Newsletter	23.000	Tuesday	1 edition	920 €
			1st + 3rd		
ZEIT ONLINE	ZEIT Career Newsletter	23.700	Monday of a month	1 edition	650 €
ZEIT ONLINE	ZEIT CAMPUS Newsletter	15.000	Monday	2 editions	1.500 €
ZEIT ONLINE	ZEIT Chance Letter	48.400	Monday and Thursday	1 edition	995 €
<b>Technology &amp; Science</b>					
Areamobile.de	Weekly Newsletter	15.000	Thursday or Friday	4 editions	2.400 €
Areamobile.de	Standalone Newsletter	15.000	on request	3 editions	2.250 €
Golem.de	Golem Headlines Newsletter	40.000	daily (Monday - Friday)	2 editions	3.200 €
Spektrum.de	Science-online Newsletter	30.000	daily (Tuesday - Saturday)	2 editions	2.400 €
WEKA	Standalone Newsletter	100.000	on request	1 edition	5.000 €
ZEIT ONLINE	ZEIT KNOWLEDGE Newsletter	32.500	every 2nd Tuesday	2 editions	1.600 €
<b>Travel &amp; Education &amp; Culture &amp; Lifestyle</b>					
			1st + 3rd		
ZEIT ONLINE	ZEIT Teacher Newsletter	31.000	Thursday of a month	1 edition	1.400 €
ZEIT ONLINE	ZEIT Student Newsletter	19.150	Monday	1 edition	950 €

(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 Live	50.000	5	12.000 €	10.000 €	8.000 €
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-news ePaper App	17.000	1	6.900 €		

\* Double page ad = 50% surcharge

## WebApp Tablet

Ad medium	Als per week on the homepage		Medium rectangle   High impact ad	Mobile billboard	Homepage takeover
Handelsblatt WebApp Tablet	160.000		6.400 €	9.600 €	14.610 €
Wirtschaftswoche WebApp Tablet	25.000		1.000 €	1.500 €	2.283 €

**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
Expandable ad formats	10%
as video ad package	10%
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	<a href="#">iq digital - media data</a>
Special offers	<a href="#">iq digital - Aktuelle Angebote</a>
Specifications	<a href="#">iq digital - Technical specifications</a>

\* 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](http://www.iqdigital.de)

Correct as of September 01, 2016, older price lists are no longer valid.