Handelsblatt Magazin

Dieses Museum ist „made for Instagram“

Museen wie das Supercandy in Köln zeigen keine Kunstmwerke. Hier sind die Besucher auf der Jagd nach dem perfekten Foto für die Instagram-Feed.

TRAUM-FÄNGERIN

Wirt die Bloggerin Marie Grazia Chiuri des Pariser Modehaus Dior erneuert
The finer side of business - Handelsblatt Magazin

Handelsblatt Magazin combines the knowledge, tradition and expertise of Germany’s leading business newspaper with the informality and elegance of a modern magazine. The best-kept secrets in lifestyle and business are intelligently and charmingly showcased in Handelsblatt Magazin, in a premium layout that enthral readers with distinctive visuals and a love of the unusual and extraordinary. Handelsblatt Magazin is committed to integrity and relevance – and is a byword for the highest standard of journalism and aesthetic quality in text and images.

Ever since the magazine was launched, Editor-in-Chief Thomas Tuma and his team have pursued a new kind of business journalism that didn’t previously exist. Handelsblatt Magazin features a unique topic mix highlighting the attractive and exciting aspects of business, with the focus on movers and fashion styles, companies, trends and visions.

The centrepiece of each issue is an in-depth interview with a leading entrepreneur, taking a closer look at the person behind the brand name. Profiles present successful firms, entrepreneurs and business ideas. A big essay on topics of social relevance sits side by side with diverting stories on fashion, design and art, providing intelligent entertainment at its best. Columns like WELTMARKT draw on Handelsblatt’s international network of correspondents for news on the latest trends, pearls of wisdom and quirky items from all over the world. The last word in Handelsblatt Magazin is the preserve of Richard David Precht. The German philosopher and publicist asks astute and pointed questions about our destiny and the world we live in.

In two fashion specials a year, Handelsblatt Magazin focuses exclusively on the topic of fashion. And it is not only the look that is avant-garde. Interviews with international fashion stars and extravagant photo spreads created together with star photographers, designers and artists are sure to fascinate and inspire every reader who loves luxury.

Advertisers benefit not just from the power and excellence of the Handelsblatt brand; top class journalism in an aesthetic pictorial setting provides a sophisticated platform for their brand messages.

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Circulation Handelsblatt

| Distributed circulation | 138,390 |
| Paid circulation | 133,796 |
| Subscriptions | 85,409 |

Source: IVW II/2019

Coverage Handelsblatt

| ma 2019/II | 449,000 |

www.iqm.de/handelsblatt-magazin

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Rate card no. 6 effective January 1, 2020
Handelsblatt Magazin – Our Readership

Education
- University degree: 18%, 45%

Occupational group
- FSMEO*: 14%, 40%
- Management executives: 7%, 21%

Socio-economic status 2
- Level 1/2: 23%, 58%

Household net income
- 5,000 €+: 12%, 34%

High purchasing power
- Luxury brands: 12%, 22%
- Travel: 52%, 70%

Innovation orientation
- Innovators: 5%, 25%
- Trendsetters: 10%, 22%

Target groups
- Multipliers: 25%, 52%
- Quality-oriented: 21%, 39%
- Luxury-oriented: 11%, 31%
- Design-oriented: 16%, 23%
- Mobile cosmopolitans: 20%, 38%
- Ultra consumers: 16%, 25%

Time schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Booking deadline</th>
<th>Material deadline</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>06.03.2020</td>
<td>07.02.2020</td>
<td>11.02.2020</td>
<td>Fashion</td>
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<td>2</td>
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<td>06.03.2020</td>
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<td>07.04.2020</td>
<td>09.04.2020</td>
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<td>4</td>
<td>05.06.2020</td>
<td>06.05.2020</td>
<td>08.05.2020</td>
<td>Watches + jewellery</td>
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<tr>
<td>5</td>
<td>11.09.2020</td>
<td>14.08.2020</td>
<td>18.08.2020</td>
<td>Fashion</td>
</tr>
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<td>09.10.2020</td>
<td>11.09.2020</td>
<td>15.09.2020</td>
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<tr>
<td>7</td>
<td>06.11.2020</td>
<td>09.10.2020</td>
<td>13.10.2020</td>
<td>Watches + jewellery</td>
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<tr>
<td>8</td>
<td>04.12.2020</td>
<td>06.11.2020</td>
<td>10.11.2020</td>
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</tr>
</tbody>
</table>

Subject to change

Handelsblatt Magazin reaches top decision-makers and multipliers in business and society. Their high purchasing power and exclusive consumer tastes make them an indispensable target group for premium and luxury products.

*Freelancers, self-employed, management executives, higher officials

Updates can be found on: www.iqm.de/handelsblatt-magazin

1 Booking deadline for premium positions: 4 weeks prior to regular booking deadline
Handelsblatt Magazin

Premium positions

<table>
<thead>
<tr>
<th>Format</th>
<th>Type area</th>
<th>Bleed</th>
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<td>Width</td>
</tr>
<tr>
<td>Opening Spread 2)</td>
<td>402</td>
<td>247.5</td>
<td>430</td>
</tr>
<tr>
<td>1st double-page</td>
<td>402</td>
<td>247.5</td>
<td>430</td>
</tr>
<tr>
<td>C2+/ C4</td>
<td>184</td>
<td>247.5</td>
<td>215</td>
</tr>
<tr>
<td>1/1 page Editorial</td>
<td>184</td>
<td>247.5</td>
<td>215</td>
</tr>
<tr>
<td>1/1 page Content</td>
<td>184</td>
<td>247.5</td>
<td>215</td>
</tr>
<tr>
<td>1st right hand page</td>
<td>184</td>
<td>247.5</td>
<td>215</td>
</tr>
<tr>
<td>2nd right hand page</td>
<td>184</td>
<td>247.5</td>
<td>215</td>
</tr>
</tbody>
</table>

1) Reservations for premium positions expire, provided there is no written booking up to four weeks before the regular booking deadline.
2) C2+ page
3) For the inner front cover (C2), the publisher reserves the right to revoke reservations, or to change a C2 booking to an alternative premium position, in the event of a cover gate folder or an opening spread being booked.

All formats in mm; further formats on requests; rates plus VAT which may apply.

Trim

plus 3 mm trim all around for advertisements in bleed size

Standard formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Type area</th>
<th>Bleed</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Height</td>
<td>Width</td>
</tr>
<tr>
<td>2/1 page</td>
<td>402</td>
<td>247.5</td>
<td>430</td>
</tr>
<tr>
<td>1/1 page</td>
<td>184</td>
<td>247.5</td>
<td>215</td>
</tr>
<tr>
<td>2/3 page vert.</td>
<td>121</td>
<td>247.5</td>
<td>135</td>
</tr>
<tr>
<td>2/3 page horiz.</td>
<td>184</td>
<td>165</td>
<td>215</td>
</tr>
<tr>
<td>1/2 page horiz.</td>
<td>184</td>
<td>123.5</td>
<td>215</td>
</tr>
<tr>
<td>1/3 page vert.</td>
<td>58</td>
<td>247.5</td>
<td>72</td>
</tr>
<tr>
<td>1/3 page horiz.</td>
<td>184</td>
<td>82.5</td>
<td>215</td>
</tr>
</tbody>
</table>

Printing process

Offset

Booking/copy material/ cancellation deadlines

Acc. to the timetable. Cancellation deadlines coincide with the booking deadlines.

All formats in mm; further formats on requests; rates plus VAT which may apply.
Tip-on card

Publication
Total run; split possibilities on request

Tip-on card
May be positioned on the first and last page of a content sheet. The position of the glued insert on the page itself is subject to consultation. May be positioned a minimum of 25 mm and a maximum of 60 mm from the gutter; the height is variable, but the card must be at least 20 mm from the trim edges. Gluing tolerances of up to 10 mm in each direction and parallelism deviations of 5° are possible.

Product sample
May be positioned on the first and last page of a content sheet. The position of the glued insert on the page itself is subject to consultation. The distance of the product sample from the upper, lower and outer edge as well relative to the gutter must be at least 20 mm. Gluing tolerances up to 10 mm in each direction are possible.

Product samples must be of a design that ensures that they do not impair or put at risk the production and dispatch of the circulation. Liquid or powder-like substances must be delivered in firmly weld-sealed film packages. Sample sachets and their contents should be designed as flat as possible to ensure that the sample does not change the thickness of the magazine to any significant extent.

Booking/Cancellation deadline
Postcard: 5 weeks prior to publication date
Samples: 8 weeks prior to publication date

Delivery
3 weeks prior to publication date

Bound-in insert

Publication
Total run; split possibilities on request

Labelling
To comply with the press regulations, one-piece and two-part Bound-in insert that are not clearly recognisable as advertising due to their design must be clearly marked with the word “ADVERTISEMENT” in 9-point semi-bold block letters.

Technical conditions
One-piece and two-part Bound-in insert must be delivered with a 10 mm binding flap. When using the maximum format (215 mm x 289 mm) please ensure an additional 4 mm trim at the side and bottom + 10 mm binding flap. Smaller Bound-in insert only possible by prior agreement – e.g. 190 mm x 248 mm. Bound-in insert with a length exceeding 4 pages must be sealed at the top.

Positioning
Bound-in insert are positioned in the middle of the magazine. Two-part Bound-in insert are positioned inside the magazine between the sheet sections of the content (depending on length).

Booking/cancellation deadline
6 weeks prior to publication

Delivery of print ready bound-in inserts
3 weeks prior to publication

Glued inserts are stuck on to the basic ads (at least 1 full page), so they can be easily removed and used.

Rates: per 1,000 copies
<table>
<thead>
<tr>
<th></th>
<th>Full circ.</th>
<th>Split circ.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcards</td>
<td>86 €</td>
<td>99 €</td>
</tr>
<tr>
<td>Samples</td>
<td>99 €</td>
<td>112 €</td>
</tr>
</tbody>
</table>

Size/Paper weight post cards
Minimum size 105 mm x 148 mm
Paper weight 150 up to 200 g/m²
Different designs require samples for technical inspection.

Size/Paper weight sample
Minimum size 55 mm x 85 mm
Maximum size 148 mm x 180 mm

All product samples require samples for technical inspection.

Bound-in inserts are print products/prospectuses firmly bound-in to the magazine.

Rates: per 1,000 copies up to
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4 pages</td>
<td>160 €</td>
</tr>
<tr>
<td>8 pages</td>
<td>175 €</td>
</tr>
<tr>
<td>12 pages</td>
<td>190 €</td>
</tr>
</tbody>
</table>

Paper weight:
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4 pages</td>
<td>min. 100 g/qm</td>
</tr>
<tr>
<td>8 pages</td>
<td>min. 80 g/qm</td>
</tr>
</tbody>
</table>

More comprehensive bound-in inserts on request – sample to be supplied.
Handelsblatt Arts & Style - The digital “Lifestyle and Culture Channel”

Positioning
Especially designed to meet the needs of our younger and more digital savvy professionals, “Arts & Style” provides insider information on the finer side of things in life – from accessories and design to culture and travel.

Handelsblatt “Arts & Style” is the perfect daily extension to the print magazine with an incomparable mix of topics around lifestyle, culture and indulgence. As always, in the highest journalistic quality.

Handelsblatt readers can find interesting information on cult objects and their business models as well as special insider tips on the most spectacular hotels and the trending gourmet restaurants. Photospreads inspire with wearable office outfits and current trends. Exclusive interviews with designers provide backgrounds at an eye level.

Target group
Handelsblatt Online is the go-to website for all decision makes and reaches a professionally committed and excellently educated readership. The users have a particularly high quality awareness and appreciate exclusive brands. Their high purchasing power and their exclusive consumer behavior make them an indispensable target group for premium and luxury brands.

A cross-media premium-stage for your campaign
With the combination of Handelsblatt “Arts & Style” and Handelsblatt Magazin companies benefit from the power and excellence of the Handelsblatt brand and reach top decision-makers – cross-media.

Technical data
Trim allowance
Plus 4 mm on all sides for ads in bleed format

Printing method
Offset (Cover = sheet-fed offset; Content = role offset

File format
PDF/X-1a data preferred; data should not include any transparencies

Fonts / Lines
Stroke width at least 0.05 mm (N.B. Acrobat and digital proofs show these kinds of line thicker!)

Bleed format
2/1 page 430 mm wide x 289 mm high
1/1 page 215 mm wide x 289 mm high

Type area format
2/1 page 402 mm wide x 247.5 mm high
1/1 page 184 mm wide x 247.5 mm high

Colour profile
Cover PSOcoated_v3.icc (includes max. ink coverage of 300%)
Content ISOcoated_39L_300_eci.icc (includes max. ink coverage of 300%)

Screen values
Cover 200 lpi (AM, elliptical dot)
Content 175 lpi (AM, elliptical dot)

Image resolution
Colour at least 300 dpi
Greyscale at least 300 dpi
Line at least 1200 dpi

Paper quality
Content 70 g/m² coated MWC paper, soft-calendered, silk matt
Cover 150 g/m² picture print, wood-free, matt

Proofs
1 final colour proof. The contract proof must be created 1:1 from the supplied data set and must contain the Ugra/Fogra media wedge.
Publisher's details

Publisher's address:
Handelsblatt GmbH
Toulouser Allee 27
40211 Düsseldorf
Germany

Frequency:
8 times a year

Terms and Conditions:
Terms and conditions apply as stated on www.iqm.de/handelsblatt-magazin
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

Copy deadlines:
Please refer to www.iqm.de/anzeigen-upload

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