Rate card no. 75 effective January 1, 2020

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 background information in its Business & Politics, Companies & Markets, Finance & Stock Market and Private Investment sections.

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/2019)
- Distributed circulation: 138,390
- Paid circulation: 133,796
- Subscriptions: 85,409

Coverage
- ma 2019/II: 449,000
- LAE 2019: 257,000

Media information:
- [www.iqm.de/handelsblatt](http://www.iqm.de/handelsblatt)
### Formats & Rates

#### Standard formats

<table>
<thead>
<tr>
<th>Position</th>
<th>Width</th>
<th>Height</th>
<th>Rates b/w + colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>528</td>
<td>371</td>
<td>133,650 €</td>
</tr>
<tr>
<td>1/1 page</td>
<td>249</td>
<td>371</td>
<td>63,050 €</td>
</tr>
<tr>
<td>Magazine format</td>
<td>194.5</td>
<td>276</td>
<td>40,600 €</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>249</td>
<td>186</td>
<td>35,000 €</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>122</td>
<td>371</td>
<td>35,000 €</td>
</tr>
<tr>
<td>1/2 page solus</td>
<td>194.5</td>
<td>237</td>
<td>35,000 €</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>249</td>
<td>124</td>
<td>27,250 €</td>
</tr>
<tr>
<td>1/3 page solus</td>
<td>140</td>
<td>220</td>
<td>27,250 €</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>249</td>
<td>93</td>
<td>23,000 €</td>
</tr>
<tr>
<td>1/4 page solus</td>
<td>140</td>
<td>165</td>
<td>23,000 €</td>
</tr>
<tr>
<td>Flyer ad (2 col.)</td>
<td>103.5</td>
<td>100</td>
<td>20,100 €</td>
</tr>
<tr>
<td>Flyer ad (1 col.)</td>
<td>49.5</td>
<td>100</td>
<td>10,050 €</td>
</tr>
</tbody>
</table>

- 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.

### Premium positions

<table>
<thead>
<tr>
<th>Format</th>
<th>Position</th>
<th>Format Width</th>
<th>Format Height</th>
<th>Rates b/w + colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flip Ad</td>
<td>Title page</td>
<td>74</td>
<td>74</td>
<td>16,600 €</td>
</tr>
<tr>
<td>Opening or center spread</td>
<td>Page 2+3 or center of the newspaper</td>
<td>528</td>
<td>371</td>
<td>180,400 €</td>
</tr>
<tr>
<td>1/1 page</td>
<td>Page 2+3 or center of the newspaper</td>
<td>528</td>
<td>371</td>
<td>180,400 €</td>
</tr>
<tr>
<td>Magazine format</td>
<td>C2 (only on Fridays) or prior to 1st section</td>
<td>249</td>
<td>371</td>
<td>75,650 €</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>Prior to 1st section</td>
<td>194.5</td>
<td>276</td>
<td>48,700 €</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>Prior to 1st section</td>
<td>122</td>
<td>371</td>
<td>42,000 €</td>
</tr>
<tr>
<td>1/2 page solus</td>
<td>Prior to 1st section</td>
<td>194.5</td>
<td>237</td>
<td>42,000 €</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>Section opener or prior to 1st section</td>
<td>249</td>
<td>124</td>
<td>32,700 €</td>
</tr>
<tr>
<td>1/3 page solus</td>
<td>Section opener or prior to 1st section</td>
<td>140</td>
<td>220</td>
<td>32,700 €</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>Section opener or prior to 1st section</td>
<td>249</td>
<td>93</td>
<td>27,600 €</td>
</tr>
<tr>
<td>1/4 page solus</td>
<td>Section opener or prior to 1st section</td>
<td>140</td>
<td>165</td>
<td>27,600 €</td>
</tr>
<tr>
<td>Center page (2 x 1/2 pages)</td>
<td>Prior to 1st section or center of the newspaper</td>
<td>274</td>
<td>371</td>
<td>89,000 €</td>
</tr>
<tr>
<td>Section head</td>
<td>Section opener</td>
<td>97.5</td>
<td>38</td>
<td>4,850 €</td>
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<tr>
<td>2 x 1/4 page panorama</td>
<td>Section opener or prior to 1st section</td>
<td>528</td>
<td>93</td>
<td>58,550 €</td>
</tr>
</tbody>
</table>

- 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
Handelsblatt Magazin

The finer side of business. Handelsblatt Magazin combines the expertise, tradition and competence of Germany’s leading business newspaper with the ease and elegance of a modern magazine. Handelsblatt Magazin is published 8 times a year with a unique selection of topics to illustrate the finer side of business: movers and shakers, fashion, companies, trends and visions. It could be a chat with a major unusual entrepreneurial character or a portrait of a successful designer. An essay on topics of social relevance side-by-side with an opulent feature on fashion. Just as the host newspaper Handelsblatt is devoted to serious reporting and relevance, the Handelsblatt Magazin offers the highest standards of journalistic and aesthetic excellence. Handelsblatt Magazin readers are top decision-makers and opinion leaders in business and society at large. They are top performers with above-average incomes. Their high purchasing power and exclusive consumer habits make them an indispensable target group for premium and luxury products. 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 for their brand messages.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication dates</th>
<th>Booking deadlines</th>
<th>Copy deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>06.03.2020</td>
<td>07.02.2020</td>
<td>11.02.2020</td>
</tr>
<tr>
<td>2</td>
<td>03.04.2020</td>
<td>06.03.2020</td>
<td>10.03.2020</td>
</tr>
<tr>
<td>3</td>
<td>08.05.2020</td>
<td>07.04.2020</td>
<td>09.04.2020</td>
</tr>
<tr>
<td>4</td>
<td>05.06.2020</td>
<td>06.05.2020</td>
<td>08.05.2020</td>
</tr>
<tr>
<td>5</td>
<td>11.09.2020</td>
<td>14.08.2020</td>
<td>18.08.2020</td>
</tr>
<tr>
<td>6</td>
<td>09.10.2020</td>
<td>11.09.2020</td>
<td>15.09.2020</td>
</tr>
<tr>
<td>7</td>
<td>06.11.2020</td>
<td>09.10.2020</td>
<td>13.10.2020</td>
</tr>
<tr>
<td>8</td>
<td>04.12.2020</td>
<td>06.11.2020</td>
<td>10.11.2020</td>
</tr>
</tbody>
</table>

Rate card no. 76 effective January 1, 2020
Handelsblatt Financial Advisor Edition

With the Financial Advisor Edition, the Handelsblatt editorial team is focusing even more on the job-related interests of this professional group. The Financial Advisor Edition is published quarterly.

The magazine bundles and sorts all the elements that should be part of an effective financial consulting session. It supplies useful arguments for conversations with end customers. Journalists, Financial advisors and experts are part of the editorial team. They set the tone for each issue and ensure that the content is presented in a format that suits and appeals to the target group.

Standard formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Rates (b/w + colour)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page (standard)</td>
<td>18,000 €</td>
</tr>
<tr>
<td>Magazine format (standard)</td>
<td>13,500 €</td>
</tr>
<tr>
<td>1/1 page (Premium C2 and C4)</td>
<td>19,500 €</td>
</tr>
<tr>
<td>Title page strip ad</td>
<td>12,750 €</td>
</tr>
</tbody>
</table>

Issue | Publication date | Booking deadline | Material deadline |
1/2020| 25.03.2020       | 14.02.2020        | 24.02.2020        |
2/2020| 27.05.2020       | 17.04.2020        | 23.04.2020        |

Target group: independent financial / investment/ insurance or bank advisors

Length: 48 pages

Format: Type area 285 mm wide x 400 mm high (Tabloid)

(Bleed formats not possible)

Paper: improved newsprint paper, 48,8 g/m²

Publisher’s details

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

Frequency: Every stock market day (Monday to Friday)

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

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:
Informationen and technical details on: 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
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.
Profile: 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 news-paper-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.

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E-mail john@hoganmedia.com.au

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  - E-mail info@kmedianet.com

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  - South Korea
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  - Fax (+82) 02 7555-9860
  - E-mail media@doobee.com

#### Middle East
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  - Ali Asgar Mir
  - 1105 Grosvenor Business Tower
  - Tecom Site C
  - Near Media Rotana Hotel
  - P.O. Box 27671
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  - UAE
  - Phone (+97) 14 4475760
  - Fax (+97) 14 4475761
  - E-mail alimir@iasmedia.com

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  - USA
  - Phone (+1) 914-205-2355
  - Fax (+1) 914-357-2030
  - E-mail holroyd@iconicinternational.com

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  - Fax (+351) 21 388 32 83
  - E-mail pandrade@ilimitadapub.com

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  - E-mail marcus@5crossmedia.com

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  - Istanbul
  - Turkey
  - Phone (+90) 212 - 275 84 33
  - Fax (+90) 212 - 275 32 28
  - E-mail tanbilge@medialtd.com.tr