WirtschaftsWoche – the business magazine for decision-makers

WirtschaftsWoche is the biggest and most trustworthy business magazine in Germany. It explains the world of business in its depth and shows the reader how to use this knowledge for his private assets and career.

WirtschaftsWoche is a navigator and coach in one - it takes clear positions and provides the necessary background information.

The WirtschaftsWoche group of brands also offers you the unique opportunity to address decision-maker target groups in a variety of ways: next to the magazine, the website and the app, the media brand also offers a wide range of special publications, direct mailings and events. WirtschaftsWoche’s close network of available media channels gives an insight into information and user behaviour of the business elite. This makes it an essential component of your communications strategy with decision-makers.

WirtschaftsWoche readers belong to Germany’s business elite. They are decision-makers in SMEs, have an above average level of disposable income and a major influence on developments in their companies. They make investment decisions not only at work, but in their capacity as private consumers. Their role as opinion leaders and multipliers – both professionally and privately – makes them an indispensable premium target group.

Circulation (IVW III/2019):
- Print circulation: 99,748
- Distributed circulation: 124,362
- Paid circulation: 117,781

Coverage:
- ma 2019/II: 747,000
- LAE 2019: 268,000

Media information:
www.iqm.de/wirtschaftswoche
## Basic formats:

<table>
<thead>
<tr>
<th>Size in page fractions</th>
<th>Type area Width</th>
<th>Type area Height</th>
<th>Bleed Width</th>
<th>Bleed Height</th>
<th>Rates b/w and 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>188</td>
<td>244</td>
<td>210</td>
<td>280</td>
<td>31,800 €</td>
</tr>
<tr>
<td>2/3 vert.</td>
<td>124</td>
<td>244</td>
<td>134</td>
<td>280</td>
<td>23,300 €</td>
</tr>
<tr>
<td>1/2 horiz.</td>
<td>188</td>
<td>120</td>
<td>210</td>
<td>138</td>
<td>19,100 €</td>
</tr>
<tr>
<td>1/3 vert.</td>
<td>60</td>
<td>244</td>
<td>70</td>
<td>280</td>
<td>13,300 €</td>
</tr>
<tr>
<td>1/3 horiz.</td>
<td>188</td>
<td>76</td>
<td>210</td>
<td>94</td>
<td>13,300 €</td>
</tr>
</tbody>
</table>

## Format across the gutter:

<table>
<thead>
<tr>
<th>Size in page fractions</th>
<th>Type area Width</th>
<th>Type area Height</th>
<th>Bleed Width</th>
<th>Bleed Height</th>
<th>Rates b/w and 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1</td>
<td>400</td>
<td>244</td>
<td>420</td>
<td>280</td>
<td>63,700 €</td>
</tr>
<tr>
<td>1 ½ (1/1 + 1/3 vert.)</td>
<td>272</td>
<td>244</td>
<td>282</td>
<td>280</td>
<td>46,500 €</td>
</tr>
<tr>
<td>2 x ½ vert.</td>
<td>272</td>
<td>244</td>
<td>272</td>
<td>280</td>
<td>48,100 €</td>
</tr>
<tr>
<td>2 x ½ horiz.</td>
<td>400</td>
<td>120</td>
<td>420</td>
<td>138</td>
<td>39,200 €</td>
</tr>
<tr>
<td>Fireplace</td>
<td>272</td>
<td>160</td>
<td>–</td>
<td>–</td>
<td>43,300 €</td>
</tr>
</tbody>
</table>

## Premium positions:

<table>
<thead>
<tr>
<th>Size in page fractions</th>
<th>Type area Width</th>
<th>Type area Height</th>
<th>Bleed Width</th>
<th>Bleed Height</th>
<th>Rates b/w and 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2 + p. 3</td>
<td>400</td>
<td>244</td>
<td>420</td>
<td>280</td>
<td>91,800 €</td>
</tr>
<tr>
<td>Cover 2 / Cover 4</td>
<td>188</td>
<td>244</td>
<td>210</td>
<td>280</td>
<td>39,200 €</td>
</tr>
<tr>
<td>Cover 3</td>
<td>188</td>
<td>244</td>
<td>210</td>
<td>280</td>
<td>31,800 €</td>
</tr>
<tr>
<td>Premium double page</td>
<td>400</td>
<td>244</td>
<td>420</td>
<td>280</td>
<td>78,600 €</td>
</tr>
<tr>
<td>1st double page</td>
<td>400</td>
<td>244</td>
<td>420</td>
<td>280</td>
<td>72,200 €</td>
</tr>
<tr>
<td>1st right hand page</td>
<td>188</td>
<td>244</td>
<td>210</td>
<td>280</td>
<td>37,700 €</td>
</tr>
<tr>
<td>2nd right hand page</td>
<td>188</td>
<td>244</td>
<td>210</td>
<td>280</td>
<td>36,100 €</td>
</tr>
<tr>
<td>1/3 Editorial</td>
<td>60</td>
<td>244</td>
<td>70</td>
<td>280</td>
<td>14,800 €</td>
</tr>
</tbody>
</table>

## Lufthansa Cover

<table>
<thead>
<tr>
<th>Formats and rates in page fractions</th>
<th>Type area Width</th>
<th>Type area Height</th>
<th>Bleed Width</th>
<th>Bleed Height</th>
<th>Rates b/w and 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title page LHC</td>
<td>191</td>
<td>193</td>
<td>–</td>
<td>–</td>
<td>12,700 €</td>
</tr>
<tr>
<td>Cover page 2 - 4</td>
<td>188</td>
<td>244</td>
<td>210</td>
<td>280</td>
<td>11,400 €</td>
</tr>
</tbody>
</table>

*Upon “Editorial” and before the contents table

**Trim:**
4 mm all around, vital details should be kept at least 10 mm from the untrimmed edge to avoid loss through trimming.

**Format specification:**
Sizes listed in mm (width x height), bleed sizes in colour. Special formats on request.
## WirtschaftsWoche

### Special topics 2020

A variety of specials with the following editorial focus are scheduled:

#### Finance & Insurances
- ETF / Investment funds (issue no. 23, 37)
- Financial advisor (issue no. 13, 18, 42, 48)

#### Small-/medium-sized companies
- SMEs (issue no. 12, 16, 22, 38, 44, 50)
- Digitisation of SMEs (issue no. 28)

#### Traffic & Logistics
- Fleet management (issue no. 20, 47)
- IAA (automobile) (issue no. 39)
- e-mobility (issue no. 43)

#### IT & Telecommunications
- Cloud computing (issue no. 14)
- IT security (issue no. 41)

#### Education / career
- Career (issue no. 25, 48)

### Special topics 2020

**Sustainability & Energy**
- New energy, sustainability (issue no. 21)
- Climate and energy (issue no. 46)

**Innovation & Digitisation**
- Industry 4.0 (issue no. 17, 49)
- Smart city (issue no. 19)
- Artificial intelligence (issue no. 15, 40)

**Other specials**
- Real estate directory (issue no. 7)
- BOC (issue no. 49)
- Year-end issue (issue no. 52)

### Publication calendar 2020

#### Specials 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Day</th>
<th>Publication date (dd.mm.yy)</th>
<th>Booking deadline (dd.mm.yy)</th>
<th>Specials 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2</td>
<td>Fri.</td>
<td>03.01.20</td>
<td>11.12.19</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Fri.</td>
<td>10.01.20</td>
<td>17.12.19</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Fri.</td>
<td>17.01.20</td>
<td>27.12.19</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Fri.</td>
<td>24.01.20</td>
<td>08.01.20</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Fri.</td>
<td>31.01.20</td>
<td>15.01.20</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Fri.</td>
<td>07.02.20</td>
<td>22.01.20</td>
<td>Real estate directory</td>
</tr>
<tr>
<td>8</td>
<td>Fri.</td>
<td>14.02.20</td>
<td>29.01.20</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Fri.</td>
<td>21.02.20</td>
<td>05.02.20</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Fri.</td>
<td>28.02.20</td>
<td>11.02.20</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Fri.</td>
<td>06.03.20</td>
<td>18.02.20</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Fri.</td>
<td>13.03.20</td>
<td>26.02.20</td>
<td>SME I</td>
</tr>
<tr>
<td>13</td>
<td>Fri.</td>
<td>20.03.20</td>
<td>04.03.20</td>
<td>Financial advisor I</td>
</tr>
<tr>
<td>14</td>
<td>Fri.</td>
<td>27.03.20</td>
<td>11.03.20</td>
<td>Cloud computing</td>
</tr>
<tr>
<td>15</td>
<td>Fri.</td>
<td>03.04.20</td>
<td>18.03.20</td>
<td>Artificial intelligence</td>
</tr>
<tr>
<td>16</td>
<td>Thu.</td>
<td>09.04.20</td>
<td>24.03.20</td>
<td>SME II</td>
</tr>
<tr>
<td>17</td>
<td>Fri.</td>
<td>17.04.20</td>
<td>30.03.20</td>
<td>Industry 4.0</td>
</tr>
<tr>
<td>18</td>
<td>Fri.</td>
<td>24.04.20</td>
<td>06.04.20</td>
<td>Financial advisor II</td>
</tr>
<tr>
<td>19</td>
<td>Thu.</td>
<td>30.04.20</td>
<td>14.04.20</td>
<td>Smart city</td>
</tr>
<tr>
<td>20</td>
<td>Fri.</td>
<td>08.05.20</td>
<td>22.04.20</td>
<td>Fleet management</td>
</tr>
<tr>
<td>21</td>
<td>Fri.</td>
<td>15.05.20</td>
<td>29.04.20</td>
<td>New energy and sustainability</td>
</tr>
<tr>
<td>22</td>
<td>Fri.</td>
<td>22.05.20</td>
<td>05.05.20</td>
<td>SME III</td>
</tr>
<tr>
<td>23</td>
<td>Fri.</td>
<td>29.05.20</td>
<td>12.05.20</td>
<td>ETF / Investment funds</td>
</tr>
<tr>
<td>24</td>
<td>Fri.</td>
<td>05.06.20</td>
<td>18.05.20</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Fri.</td>
<td>12.06.20</td>
<td>25.05.20</td>
<td>Career</td>
</tr>
<tr>
<td>26</td>
<td>Fri.</td>
<td>19.06.20</td>
<td>02.06.20</td>
<td></td>
</tr>
</tbody>
</table>

Subject to alterations.
Loose inserts

Supplements are printed products loosely inserted in the magazine.

**Insert possibilities:**
- Full domestic circulation, domestic postal circulation, split circulation runs on request.
- Inserts in split circulation runs subject to publication date being moved by the publisher.

**Minimum circulation:** 20,000 copies

**Size:**
- Minimum: 105 mm wide, 148 mm high
- Maximum: 190 mm wide, 260 mm high

**Paper weight:**
- 2-page inserts min. 115 g/m²
- 4-page inserts min. 80 g/m²

**Technical conditions:**
- Supplements are inserted by machine in the magazine and therefore have to meet special preconditions. For supplements consisting of several pages the closed page has to be parallel to the back of the magazine. Accordion fold inserts with stapled or adhesive postcards cannot be processed. Inserts of the same advertiser in different designs in the same issue are only possible by special arrangements.

Supplements have to be rectangular. When printing inserts an additional 2% should be produced. The insert can only be max. 1 mm thick.

Adhesive postcards in supplements have to be on the inside pages of the supplement.

**Closing date:** 4 weeks before issue date

Sizes listed in mm. The rates are exclusive VAT, which may apply

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Bound-in inserts

The positioning of bound-in inserts is in the middle of the magazine – between two printed products, so that one part is in the front half and one part in the back part of the magazine.

**Insert possibilities:** full circulation

**Identification:**
- For legal reasons governing the press, bound-in inserts which are not easily recognised as advertising because of their design, have to be clearly labelled with the word “ANZEIGE” (advertisement) in 9 point semi-bold capitals.

**Technical requirements:**
- Bound-in inserts have to be delivered with a 10 mm back fold and 4 mm heading/foot/side trim (left and right). Bound-in inserts with 8 or more pages must be glued in the gutter. To avoid tearing, the following should be taken into account when producing 4 page products: the run of the paper should be at a 90 degree angle to the fold. Important details should be kept at least 4 mm from the top and bottom as well as 10 mm from the untrimmed edge.

**All formats in mm. Other formats on request.**

**Closing date:** 6 weeks before the issue date.

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RATES

<table>
<thead>
<tr>
<th>Rates: per 1,000 copies</th>
<th>Full circulation incl. e-paper</th>
<th>Subscription incl. e-paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td>122 €</td>
<td>129 €</td>
</tr>
<tr>
<td>up to 30 g</td>
<td>128 €</td>
<td>138 €</td>
</tr>
<tr>
<td>up to 35 g</td>
<td>134 €</td>
<td>146 €</td>
</tr>
<tr>
<td>up to 40 g</td>
<td>144 €</td>
<td>156 €</td>
</tr>
<tr>
<td>up to 50 g</td>
<td>150 €</td>
<td>164 €</td>
</tr>
</tbody>
</table>

**Oversized inserts:**

<table>
<thead>
<tr>
<th>Rates: per 1,000 copies</th>
<th>Full circulation print only</th>
<th>Split circulation print only</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td>220 €</td>
<td>269 €</td>
</tr>
<tr>
<td>up to 30 g</td>
<td>227 €</td>
<td>277 €</td>
</tr>
<tr>
<td>up to 35 g</td>
<td>235 €</td>
<td>288 €</td>
</tr>
<tr>
<td>up to 40 g</td>
<td>246 €</td>
<td>299 €</td>
</tr>
<tr>
<td>up to 50 g</td>
<td>253 €</td>
<td>311 €</td>
</tr>
</tbody>
</table>

Further rates and paper weights upon request. Samples are required.

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Rate card no. 62 effective January 1, 2020
**Glued inserts**

**Glued inserts are:**
- a) Postcards or other rectangular, unfolded print products, empty sealed envelopes.
- b) sealed envelopes with contents, folded printed products.
- c) product samples and CD-ROM on request with examples.

Other specifications possible with prior agreement.

**Insertion possibilities:**
- Basic ad minimum 1/1 page format (acc. to the rate card) in full print run

**Positioning:**
The positioning of the ad and the position of the adhesive insert on the ad has to be agreed with the advertising department. The position of the glued insert can be within a frame of approx. 20–60 mm from the gutter and at least 20 mm away from the trimmed edges. Slight deviations of up to 10 mm* in each direction and parallel differences of 5 degrees should be taken into account when designing the ad.

**Closing date:** 4 weeks before the issue date.

**General Notes**

**The basis for calculation** is the print circulation in line with the most recent IVW quarterly figures at the time of billing. Rates may be higher if the nature of the products complicates processing.

**Partner advertising:** Loose inserts / glued inserts / bound inserts used jointly by more than one advertiser may be booked by special arrangement.

**Disposal costs:** If glued inserts / loose inserts in returned copies have to be disposed of, the customer bears the additional costs of disposal on a case to case basis.

**Delivery volume:** To allow for circulation fluctuations, consult with the advertising dept. once again prior to production to ascertain the actual required volume of loose inserts / glued inserts / bound inserts.

**Liability:** The publisher is entitled to compensation for damage suffered due to non-adherence to the technical requirements. In the event of processing problems, finishing the print circulation will take priority.

**Queries regarding technical requirements:**
- Solutions by HANDELSBLATT MEDIA GROUP
  - Mr. Jochen Kukley
  - Toulouser Allee 27
  - 40211 Düsseldorf
  - Phone 0211 887 - 24 79
  - Email J.Kukley@handelsblattgroup.com

**Product samples** are to be delivered in compliance with the guidelines of the German Printing Federation (BVDM) (please request from the publisher).

Postcards and four-page folded postcards must not be stacked in layers higher than 20 cm. Envelopes, booklets and CD-ROMs are to be in stacked horizontally in the same direction without gaps and secured against movement using intermediate strips / panels.

**Delivery:** 10 working days prior to the publication date, 5 working days at latest – free at bookbinder on Europallets only.

**Packaging:** Products must be suitable for immediate mechanical processing without the need for any manual preparation work. Products that have become moist or stuck together cannot be processed. Pallets must weigh no more than 800 kg and must not exceed a height of 120 cm; they must be securely packaged for transport purposes and each pallet should contain only one type of product. Products must lie flat with aligned edges and identical layer heights. The layer height should be between 10 - 12 cm, and there should be no additional tie-ups, protective films or wraparounds. Cross-wise stacking should be avoided wherever possible. There must be a 2 mm-thick separating card between each layer.

Delivery notes (3 times) must contain the following details:
- Client, magazine, issue no., distribution, product name
- No. of copies on the pallet, no. of pallets
- Sender and recipient
A sample should be prominently attached to each packaging unit.

**Delivery address:**
- Prinovis GmbH & Co. KG
  - Betrieb Dresden – Nick Hauskeller
  - Meinholdstraße 2
  - 01129 Dresden

**Further information:** www.prinovis.com/de/downloads
WirtschaftsWoche

Advertising data

Terms and Conditions:
Our general terms and conditions can be found on our website:
www.iqm.de/wirtschaftswoche

Bank details:
HypoVereinsbank Düsseldorf,
IBAN DE 21 3022 0190 0025 3419 88, Swift Code HYVE DE MM 414

VAT:
The rates are exclusive Value Added Tax, which may apply.

Payment:
Invoices are rendered before publishing and are payable in full on the publication date in Euros. In the event of default of payment interest is charged along with the collection expense incurred.

Publication: weekly on Fridays.

Copy price: 6.90 €

Contact

Advertising
Solutions by
HANDELSBLATT MEDIA GROUP
GmbH P.O. Box 10 26 63
40017 Dusseldorf

Advertising manager
Andreas Wallenborn
Phone 0211 887 - 13 23
Email A.Wallenborn@handelsblattgroup.com

Brand Management
Lina Alkati
Phone 0211 887 - 13 94
Email L.Alkati@handelsblattgroup.com

Ann Katrin Deterding
Phone 0211 887 - 23 34
E-Mail A.Deterding@handelsblattgroup.com

Ad scheduling
Email dispo.wiwo@iqm.de

Media information
www.iqm.de/wirtschaftswoche

» Your contact partners
SALES INTERNATIONAL
Gerda Gavric-Hollender
Director Sales International
+49 211 887 - 2343
gerda.gavric-hollender@iqm.de

Bettina Goedert
Senior Sales Consultant International
+49 211 887 - 1336
bettina.goedert@iqm.de

Xin Ting Li
Sales Consultant International
+49 211 887 - 2337
xin.t.li@iqm.de

Vanessa Schäfer
Junior Sales Consultant
+49 151 5515 2464
vanessa.schaefler@iqm.de

Martin Wodniczak
Junior Sales Consultant
+49 211 887 - 1351
martin.wodniczak@iqm.de

INTERNATIONAL REPRESENTATIVES

Australia
Hogan Media
John Byrne
Unit 1 - 200 Rokeby Road
Subiaco 6008,
Western Australia
Phone (+61) 8 9381 3991
Email: john@hoganmedia.com.au

Austria/Czech Republic/Croatia/
Hungary/Slovenia/Slovakia
proximedia e.U
Internationale Medienvertretung & Service
Michael Schachinger-Brauner
Wiesengasse 3, A-2801 Katzelsdorf
Phone (+43) 2822/ 38 7 55
Mobile (+43) 676/970 1517
Email: michael.schachinger@proxymedia.at

Benelux
Mediacontact International
Jean Mineur
Place Guy D’Arezzo 17
1180 Brussels, Belgium
Phone (+32) 2 343 43 71
Email: j.mineur@mediacontact.net

France
Affinity Media
Laurent Briggs
7 rue de Bucarest
75008 Paris
France
Phone (+33) 1 53 89 50 00
E-mail laurent.briggs@affinity-media.fr

Greece & Cyprus
A & O Media Worldwide
Nikos Barboboulos
Tzavela Str. 11, 152 31 Halandri
Phone +30 6947 916031
Email: nikolaos.barbopoulos@gmail.com

Hong Kong/Indonesia/Singapore/Malaysia
Asian Integrated Media Limited
Peter Jeffery
Room 3200, 32/F, Citicorp Centre
18 Whitfield Road, Causeway Bay
Phone (+852) 2850 4013
Email: peterjeffery@asianimedia.com

Italy
K.media
Bernard Kedzierski
Via Bonaventura Cavalieri, 1/3
20121 Milan
Phone (+39) 02 29061094
Email: info@kmedianet.com

India
Global Media Network
(A Division of GMN Media Pvt. Ltd.)
Vimal Anand
120 Institutional Area, Sector 44
Gurgaon 122002
Delhi NCR, India
Phone +91 124 493 2020
Email: vimal@gmnindia.net

Japan
Pacific Business Inc.
Yoshinori Ikeda
Kayabacho 2-chome Bldg.,
2-4-5, Nihonbashi Kayabacho
Chuo-ku, Tokyo
103-0025 JAPAN
Phone (+81) 3 3661-6138
Email: pb210@iol.com

Middle East
Integrated Advertising Services
(IAS Media)
Ali Asgar Mir
1105 Grosvenor Business Tower Tecom Site C
P.O. Box 27671
Phone (+97) 14 4475780
Email: alimir@iasmedia.com

Scandinavia
5 CROSS MEDIA
Marcus Erlandsson
Järnvägsallén 6,
183 69 Täby
Phone (+46) 0722 049 333
Email: marcus@5crossmedia.com

Spain
About International Media
Olga Martinez
C/ Alcalá, 20, ofi. 403, 4ºplta. 28014
Madrid, España / Spain
Phone + 34 913 20 04 97
Email: olga.martinez@aboutim.es

Switzerland
NZZ
Katharina Kälin
Falkenstrasse 11,
CH-8021 Zürich
Phone+41 44 258 14 58
Mobile +41 76 823 63 08
Email: katharina.kaelin@nzz.ch

Turkey
Dr. Ahmet Refii Dener
Ressam Hamdibey Sok. 4/2
34353 Istanbul-Besiktas
Phone (+90) 532 652 85 88
Email: dener@d-project.de

United Kingdom, Ireland
Advance International Media
6-8 Long Lane
London EC1A 9HF
United Kingdom
Phone (+44) 207 253 0888
Email: peter@advance.uk.com

USA
Iconic International Communications, Inc.
Guy Holroyd
420 South Riverside Avenue, Suite 306
Croton on Hudson,
NY 10520
Phone (+1) 914-205-2355
Email: holroyd@iconicinternational.com