Handelsblatt digital is

- A byword for fast and accurate business and financial information
- The premier information resource on the Internet for all decision-makers
- A navigator, pointing users to additional relevant sources of information
- A multimedia concept: information can also be readily accessed by mobile users
- A venue for new forms of interaction with users as well as between users
OUTSTANDING DEPENDABILITY
Handelsblatt.com enjoys the highest trust among consumers

“Business journalist of the year 2017”
“Theodor-Wolff-Award 2017”
“Ludwig-Erhard-Award 2016”
“LeadAwards 2016”
“Red Dot Award: Communication Design 2016”
THE DIGITAL BRAND FAMILY

5.61 million UUs - digital

Mobile total: 3.05m UUs
Online total: 2.92m UUs

0.36 million UUs

Total visits: 19,852,513
Total imps: 41,467,443

Source: AGOF daily digital facts 2019 Q2, single month, total population 16+, IVW 2019Q2
HANDELSBLATT ONLINE – TARGET GROUP
Quality journalism for high-earning decision-makers

- Decisionmakers on all levels
- Very quality-aware
- Mainly male users
- In employment
- 30-59 years of age
OUR DISPLAY PROPOSALS
The ideal booking option for every campaign

Fixed position
- e.g. homepage takeover
- 1 day fixed position for a fixed price

Volume packages
- Predefined volume package für a fixed price
- e.g. 1 week in the „Unternehmen“ section

Contact bookings
- e.g. 500,000 AIs run of site with targeting

You can find more information by clicking on our rate card.
EXAMPLES OF DISPLAY FORMATS
Digitally designed with strong branding effect

<table>
<thead>
<tr>
<th>Ratio</th>
<th>Online Width px x Height px</th>
<th>Mobile Width px x Height px</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:1</td>
<td>300x300</td>
<td>320x320</td>
</tr>
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<td>2:1</td>
<td>1,000x500</td>
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<td>320x106</td>
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<td>4:1</td>
<td>1,000x250</td>
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<tr>
<td>6:1</td>
<td>1,000x167</td>
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<tr>
<td>8:1</td>
<td>1,000x125</td>
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<tr>
<td>10:1</td>
<td>1,000x100</td>
<td>-</td>
</tr>
</tbody>
</table>

You can find more information by clicking on our [technical specifications](#) and our [rate card](#).
OUR CONTENT SOLUTIONS
Perfect integration to meet your requirements

MICROSITE
ADVERTORIAL
PREMIUM ADVERTORIAL
iq CONTENT PLATFORM
TAILOR-MADE

You can find more information by clicking on our [content solutions presentation](#).
OTHER OPTIONS
Simply contact us!

iq digital
programmatic
advertising

Your programmatic access to our inventory – with the accustomed high standard of quality and reliability for your campaign.

iq digital
data targeting

Add that special something to your campaign with our targeting options. Together we create value added for your communication strategy.

iq digital
lead generation

Your one-stop solution to effectively reach the relevant business and IT decision-makers; together we generate valid, clean leads based on your qualification criteria.

If you are interested or have any questions, simply contact us.
DIGITAL TRANSFORMATION
User-optimised website structure boosts ad impact

- New page layout in the portfolio of iq digital
  - Focus on editorial content and improved integration of advertising in the page
- Optimised usability thanks to alignment with user preferences
- Greater visibility and reliability for your advertising
- Significantly increased ad impact*

* You can find more information and background on our website.

* According to the iq digital “Online-Community” study on the digital transformation (details on our website)
YOUR MARKETER FOR LEADING MEDIA

Digital Reach 25.31 million UUs

Source: AGOF dfd 2019-02-01, average for last 3 months, universe 16+
FIND OUT MORE ABOUT OUR ...

Rate card

Technical specifications

Content Marketing

Ad formats in the iqd showroom
WE LOOK FORWARD TO HEARING FROM YOU

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