

WirtschaftsWoche

Rate card no. 56 effective January 1, 2014





Intelligent media for intelligent target groups.

WirtschaftsWoche – the business magazine for decision-makers.



WirtschaftsWoche is the biggest current business magazine in Germany. Every Monday sees the latest articles on topics relevant to business, presented in an informative, succinct style for decision-makers in business and administration. More than 100 specialists analyse the most important global trends and developments with the help of a worldwide network of correspondents and partners. Because there's nothing more exciting than business – week in, week out.

With a coverage of over 1 million readers WirtschaftsWoche is easily no. 1 among the business magazines. The WirtschaftsWoche group of brands also offers you the unique opportunity to address decision-maker target groups in a variety of ways: on stock exchange trading days via the website, several times a week by E-Mail-Newsletter,

weekly with the magazine and globally via the iPad app. Events and direct mailings round off the WirtschaftsWoche portfolio of services, making it an essential component of your communications strategy with decision-makers.

WirtschaftsWoche readers belong to Germany's business élite. They have an above-average amount of money at their disposal and have 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 II/2013):

Print circulation	198,040
Distributed circulation	165,728
Paid circulation	155,085

Coverage:


ma 2013/II	1,000,000
LAE 2013	295,000

Media information:

www.iqm.de/en/media/portfolio

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Basic formats:

Basic sizes	Type area		Bleed		Gross rates b/w and 4c
	Width	Height	Width	Height	
 1/1	184	240	210	280	28,400 €
 2/3 vert.	121	240	135	280	20,800 €
 1/2 horiz.	184	120	210	137	17,000 €
 1/3 vert.	58	240	72	280	11,800 €
 1/3 horiz.	184	80	210	97	11,800 €

Format across the gutter:

Basic sizes	Type area		Bleed		Gross rates b/w and 4c
	Width	Height	Width	Height	
 2/1	392	240	420	280	56,800 €
 1 1/3 (1/1 + 1/3 vert.)	266	240	280	280	40,200 €
 2 x 2/3 vert.	266	240	266	280	41,600 €
 2 x 1/2 horiz.	392	120	420	137	34,000 €
 2 x 3/6 fireplace	266	160	–	–	37,500 €

Premium positions:

Basic sizes	Type area		Bleed		Gross rates b/w and 4c
	Width	Height	Width	Height	
 Cover 2 + p. 3	392	240	420	280	79,500 €
 Cover 2/Cover 4	184	240	210	280	34,000 €
 Cover 3	184	240	210	280	31,300 €
 Premium double p.*	392	240	420	280	68,100 €
 1st right hand page	184	240	210	280	32,700 €
 1st double page	392	240	420	280	62,400 €
 1/3 Editorial	58	240	72	280	12,800 €

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

* Upon "Editorial" and before the contents table

Discount structure:

4 pages	4 %
8 pages	9 %
12 pages	12 %

Printing process:

Rotogravure for the regular part, offset for the covers

Processing:

saddle-stitched

Booking / cancellation and copy deadline:

Acc. to the schedule; cancellation and booking deadlines are identical

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

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Financial advertisements

Financial rates apply to derivatives or ETF advertisements. The regular volume discount will be taken into consideration. Financial ads count into separate contracts (no combination possible with image/product ads)

Sizes and rates	Type area		Bleed		Gross rates b/w and 4c
	Width	Height	Width	Height	
 1/1 page	184	240	210	280	15,600 €
 1/2 page horizontal	184	120	210	137	9,400 €
 1/3 page, vertical	58	240	72	280	6,500 €

Lufthansa Covers

All copies of WirtschaftsWoche sold to the airline are given an additional cover. With colour insertion options, i.e. you can target business class passengers systematically and exclusively in their specific reading environment.

Sizes and rates	Type area		Bleed		Gross rates b/w and 4c
	Width	Height	Width	Height	
 Title LHC	191	193	–	–	11,400 €
 Cover 2	184	240	210	280	10,200 €
 Cover 3	184	240	210	280	10,200 €
 Cover 4	184	240	210	280	10,200 €

Loose inserts

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

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 3% should be produced. The insert can only be max. 1mm thick. Oversized supplements (190 x 300 mm) can only be inserted in max. 60 % of the full circulation run.

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

Closing date: 4 weeks before the issue date

WirtschaftsWoche is an official publication of the Frankfurt, Düsseldorf and Stuttgart stock exchanges.



Discounts: Existing WirtschaftsWoche basic contracts will be considered but insertions in Lufthansa cover do not increase the overall page volume taken into consideration for the discount.

Supplements are printed products loosely inserted in the magazine.

Rates: per 1,000 copies	Full circulation		Split circulation
	Full circulation	Split circulation	
up to 25 g	142 €	173 €	
up to 30 g	149 €	181 €	
up to 35 g	157 €	191 €	
up to 40 g	166 €	201 €	
up to 50 g	173 €	211 €	

Rates for other sizes on request.

Size:	Width	Height
Minimum	105	148
Maximum	190	260

Sizes listed in mm.

Paper weight:

2-page inserts	min. 115 g/m ²
4-page inserts	min. 80 g/m ²

Weights for larger inserts on request.

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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 in full print run. Ad in split run on request.

Ad to be placed:

Glued inserts are only possible in combination with a full page advertisement (acc. to rate card)

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. 25-65 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

* Please follow the guidelines of the BVDM (Federal Association of German Magazines)

Bound-in inserts

The positioning of bound-in inserts is in the middle of the magazine – between 2 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/inserts have to be delivered with a 10mm back fold. 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. Include 3 mm heading/foot/side trim (left and right) plus 9 mm back fold.

All formats in mm. Other formats on request.

Closing date: 6 weeks before the issue date

¹⁾ Head lay

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

	Full circulation	Split circulation
Unfolded cards	77 €	89 €
Envelopes with contents, CDs or booklets.	89 €	100 €

Rates for other sizes on request.

Size:	Width	Height
Minimum	55	85
Maximum	170	210

Sizes listed in mm.

Technical requirements:

Paper weight	150 g/m ²
Maximum weight for filled envelopes	20 g/m ²

More comprehensive glued inserts possible on request – please supply sample.

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

Rates: per 1,000 copies up to

4 pages	147 €	16 pages	190 €
8 pages	161 €	20 pages	203 €
12 pages	177 €	24 pages	216 €

Sizes:	Width	Height
Untrimmed size	213/223	286
Final trim format	210	280

Minimum:	Width	Height ¹⁾
	110/120	286

Sizes listed in mm.

Paper weight:

4 pages	min. 100 g/m ²
8 pages	min. 70 g/m ²

More comprehensive bound-in inserts on request – sample to be supplied.

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General Notes

Basis for price calculation: 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, the customer must consult 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:

iq media marketing gmbh
Herr Jochen Kukley
Kasernenstraße 67
40213 Düsseldorf
Phone +49(0)211 887 - 24 79
Email jochen.kukley@iqm.de

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: 14 days prior to the publication date free at bookbinder on Europallets only. 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 cm and 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 must contain the following details:

- magazine, issue no. distribution, product name distribution
- no. of copies on the pallet, no. of pallets, total number of units in the delivery
- sender and recipient

A sample should be prominently attached to each packaging unit.

Delivery address:

Prinovis Nürnberg GmbH
Sammelheftung / WV-West (Kundenbetreuung WirtschaftsWoche)
Breslauer Straße 300
90471 Nürnberg
Phone +49(0)911 80 03 - 240

Advertising data

Terms and Conditions:

Our general terms and conditions can be found on our website:
www.iqm.de/en/media/portfolio

Bank details:

Commerzbank AG, Bank code 300 800 00, Account no. 211 920 100
IBAN no. DE 53 3008 0000 0211 9201 00, Swift Code DRES DE FF 300

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 Mondays; subscriptions are delivered the preceding Saturday

Copy price: 5,- €

Publisher:

Handelsblatt GmbH
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www.iqm.de/en/media/portfolio

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Publishing and closing deadlines

Issue no.	Publication date	Booking deadline	Specials 2014
1/2	January 6	December 12	
3	January 13	December 18	
4	January 20	December 30	
5	January 27	January 9	
6	February 3	January 16	
7	February 10	January 23	
8	February 17	January 30	Old age provision
9	February 24	February 6	SME I
10	March 1	February 12	Structured financial products I
11	March 10	February 18	CeBIT
12	March 17	February 25	Business travel
13	March 24	March 6	Green Economy I (Closing date: February 19, 2014)
14	March 31	March 13	SME II
15	April 7	March 20	Hanover Fair
16	April 14	March 27	Energy
17	April 19	April 2	Business IT/Cloud Computing I
18	April 28	April 8	WirtschaftsWoche Management I (Closing date: March 13, 2014)
19	May 5	April 14	SME III
20	May 12	April 23	Structured financial products II
21	May 19	April 30	eMobility I
22	May 26	May 8	Green Economy II (Closing date: April 24, 2014)
23	June 2	May 14	Infrastructure/Transportation
24	June 7	May 21	SME IV
25	June 16	May 27	Opportunities in commerce
26	June 23	June 3	

Issue no.	Publication date	Booking deadline	Specials 2014
27	June 30	June 11	
28	July 7	June 18	Design/red dot award
29	July 14	June 26	
30	July 21	July 3	
31	July 28	July 10	
32	August 4	July 17	
33	August 11	July 24	
34	August 18	July 31	
35	August 25	August 7	
36	September 1	August 14	Green Economy III (Closing date: August 1, 2014)
37	September 8	August 21	SME V
38	September 15	August 28	Structured financial products III
39	September 22	September 4	IAA & car pool, fleet management
40	September 29	September 11	WirtschaftsWoche Management II (Closing date: August 18, 2014)
41	October 6	September 17	The future of medicine
42	October 13	September 24	SME VI
43	October 20	October 1	"Legislation"
44	October 27	October 9	Green Economy IV (Closing date: September 25, 2014)
45	November 3	October 16	Consulting
46	November 10	October 23	SME VII
47	November 17	October 30	Business IT/Cloud Computing II
48	November 24	November 6	"eMobility II & WirtschaftsWoche Management III (Closing date: October 13, 2014)"
49	December 1	November 13	Private Health Insurance
50	December 8	November 20	SME VIII
51	December 15	November 27	Financial advisor
52	December 22	December 4	Year end edition
1/2	January 5	December 11	

Subject to alterations.

Special topics 2014

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

Finance + Insurances

- Old age provision (issue no. 8)
- Structured financial products (issue no. 10, 20, 38)
- Private Health Insurance (issue no. 49)
- Financial advisor (issue no. 51)

Small-/Medium sized companies

- SME (issue no. 9, 14, 19, 24, 37, 42, 46, 50)

Traffic + Logistics

- Business travel (issue no. 12)
- Infrastructure /Transportation (issue no. 23)
- IAA & car pool, fleet management (issue no. 39)
- eMobility (issue no. 21, 48)

IT + Telecommunications

- CeBIT (issue no. 11)
- Business IT/Cloud Computing (issue no. 17, 47)

Special topics 2014

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

Career / Further education

- WirtschaftsWoche Management (issue no. 18, 40, 48)
- Opportunities in commerce (issue no. 25)

Lifestyle

- Design/red dot award (issue no. 28)

Sustainability / Energy

- Green Economy (issue no. 13, 22, 36, 44)
- Energy (issue no. 16)

Other specials

- Hanover Fair (issue no. 15)
- The future of medicine (issue no. 41)
- "Legislation" (issue no. 43)
- Consulting (issue no. 45)
- Year end edition (issue no. 52)

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Special issues:



WirtschaftsWoche Global:

In the series of “WirtschaftsWoche Global” special issues at irregular intervals, the WirtschaftsWoche editorial team devotes its attention to topics of overriding importance. It could focus on various countries like France, China or India. Equally possible are subjects of general economic relevance like the labour market or the social market economy.



WirtschaftsWoche Dossiers:

The “Dossiers” are intended to close the gap between the main publication on the one hand and the successful booklet concept on the other: Dossiers are special publications devoted to one theme – they aspire to the highest journalistic standards and offer a client the unique opportunity to “own” an environment focusing on “his” subject in great detail. The Dossier is produced entirely by the editorial department, guaranteeing maximum similarity to the main publication itself.



WirtschaftsWoche Booklets:

“Booklets” are special publications with several pages of A6 format, in which the WirtschaftsWoche editorial team concentrates on subject matter of economic, financial or technological relevance. Potential advertisers can position themselves as an exclusive sponsor in such an editorial environment. The advantage: Booklets have great impact and allow advertisers to communicate their brands and products in an environment they feel comfortable with. Moreover, additional print runs of the booklet can be utilised to cultivate client loyalty. Clients’ proposals are always welcome here.

We are at your disposal for further information.

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