



+ **marketing-site.de** Facts

MediaFacts 2012

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THE MARKETING MAGAZIN

absatzwirtschaft is the monthly magazine for marketing with the highest circulation in Germany.

absatzwirtschaft's special issues:

marken – the special issue when the Brand Award is given for excellent brand management.

absatzwirtschaft's special issue on the **German Marketing Day** and the award of the German Marketing Prize.

Special issue on the dmexco 2012 – our special issue on the occasion of the digital marketing exposition and conference.



SUPPLEMENTS / GUIDES

brandaffairs is a separate supplement to the magazine which allows you to present your company and your brand contents.

absatzwirtschaft agenturguides are first-class information guides on various fields of agency business, useful for all decision-makers in marketing and communication

absatzwirtschaft kompakt is a modern high-quality DIN-A5-sized booklet that is glued directly on the magazine's front cover and deals with just one special subject*.

*Subjects as agreed upon.



PHARMA-MARKETING.DE

pharma marketing journal online is the online publication for all users in pharmaceutical industries.

pharma marketing journal's e-journal provides up-to-date news of the pharmaceutical industry, every two months.

pharma marketing newsletter – news of the week from the pharmaceutical business.



EVENT / CONVENTIONS/ NEWS

absatzwirtschaft's Brand Award is given to companies for excellent achievements in brand management. The **Brand Award** is given during the **Night of the Brands**, an exclusive event by **invitaton only** that allows you to meet more than 1000 top managers and senior executives of brand-leading companies, politics, mass media and advertising agencies.



Solution Forum Marketing

This Solution Forum is a fine combination of inhouse tradefair, convention and networking area. Editorial reports and interviews, targeted advertisements carefully placed within the e-paper and the absatzwirtschaft magazine round off the Marketing Solution Forum. The Solution Forum gives product and service providers the opportunity to meet on site and in person their target groups of top managers and senior executives in marketing and communication.

You enter into an interactive dialogue

- as an expert – via your Solution Forum,
- as a provider of solutions - via your exhibition stand.

Note the dates of the Solution Forums to come:

- Solution Forum marketingIT in Düsseldorf on January 26, 2012**
- Solution Forum marketingIT in Frankfurt on March 29, 2012**
- Solution Forum marketing in Düsseldorf on May 24, 2012**
- Solution Forum marketing in Frankfurt on August 23, 2012**
- Solution Forum Healthcare in Düsseldorf on September 6, 2012**

Handelsblatt's Evening News

Make use of the competences of two strong brands of Verlagsgruppe Handelsblatt to increase the loyalty of your customers, business partners and employees, now!

absatzwirtschaft edition of Handelsblatt's Evening News

- Get tomorrow's news as early as today: Define a select group of recipients who will today receive tomorrow's news in reliable excellence of Handelsblatt and absatzwirtschaft quality.
- The well-balanced mixture of up-to-date news and industry-related coverage will be of great relevance to your clients. So they can make important decisions even faster and are thus more successful.
- Day after day, the news to your clients are strongly associated with your brand, your logo, your product or services advertised and even your own advertorials, if you desire it.
- And it's the easiest thing in the world for you to benefit from all these advantages – just send us your logo and your ad copy. That's it! We will write the news for you, day after day.

Solution Forum

INNOVATION
STRATEGIE
AUSTAUSCH

Backing support is given by:

- editorial coverage,
- personal talks with the editorial staff,
- advertising in the absatzwirtschaft magazine for marketing,
- advertising in the e-paper of the Solution Forum.



What makes the difference is that absatzwirtschaft edition of Handelsblatt's Evening News assists you in your **customer relationship management**. You will email the digital newspaper to the addresses of the recipients determined. In addition to this, your advertising in the absatzwirtschaft magazine, in its online formats and newsletters will also reach the relevant target-groups of decision-makers in the companies' management, marketing, distribution and communication departments.

Issue no.	Publication date	Closing date	Copy deadline	Focal subjects	Online specials	Special service: Events and trade fairs (dates and places subject to change)
01/02	27/01/12	11/01/12	13/01/12	<ul style="list-style-type: none"> • Men and women as target-groups: Consumer habits, lifestyles, media usage, spending power, grassroots sports marketing. 		PSI, Düsseldorf, January 11 to 13, 2012
03	24/02/12	07/02/12	10/02/12	<ul style="list-style-type: none"> • Cover story: Marketing IT • Out-of-home marketing, airport advertising and city marketing Trends, innovative advertising formats, scheduling, media performance. 		CallCenterWorld, Berlin, Feb. 27 to March 1, 2012 CeBIT, Hanover, March 6 to 10, 2012 ITB, Berlin, March 7 to 11, 2012
special issue	13/03/12	15/02/12	24/02/12	<ul style="list-style-type: none"> • absatzwirtschaft marken – a special issue on the presentation of the absatzwirtschaft Brand Award 2012 • Guaranteed circulation of 30,000 copies! 	<ul style="list-style-type: none"> • Special online newsletter on the Brand Award 	
04	30/03/12	14/03/12	16/03/12	<ul style="list-style-type: none"> • Media business: Scheduling, purchasing and optimising media performance. • Best Agers 		
05	27/04/12	11/04/12	13/04/12	<ul style="list-style-type: none"> • Special interest media: Sports, wellness, health, travel, cars, luxury, lifestyle, hobbies, food. • Special feature on the DRUPA print media trade fair: New technologies in media production and media processing 		
06	25/05/12	08/05/12	11/05/12	<ul style="list-style-type: none"> • Dialogue marketing: Direct mail, customer clubs. • Call centres • Special feature on the Mailing Days at Nuremberg • Specialist media absatzwirtschaft's direct-marketing Agenturguide 		drupa, Düsseldorf, May 3 to 16, 2012 Mailing Days, Nuremberg, June 20 to 21, 2012
07	29/06/12	13/06/12	15/06/12	<ul style="list-style-type: none"> • Regional marketing: Local and regional media, geographical information systems, household advertising. • Advertising journals: Regional communications mix, advertising journals as an alternative to regional dailies • Free newspapers • Corporate publishing 		Conference of Deutsche Fachpresse (German business media), June 14 to 15, 2012 bcp best of corporate publishing award, second half of June 2012

Issue no.	Publication date	Closing date	Copy deadline	Focal subjects	Online specials	Special service: Events and trade fairs (dates and places subject to change)
08	27/07/12	11/07/12	13/07/12	<ul style="list-style-type: none"> • Daily and sunday newspapers: Prospects of a classic advertising medium: Latest trends, combination packages, advertising specials, e-papers. • German LAE readership analysis of 2012 	<ul style="list-style-type: none"> • Special online newsletter on the German LAE readership analysis of 2012 	
09	31/08/12	15/08/12	17/08/12	<ul style="list-style-type: none"> • Media 2013: What media mix planners should know. • Radio advertising: Latest trends, scheduling, media performance. • TV advertising • Marketing for kids and teens: Trends, brands and media for the young generation. • absatzwirtschaft's Internet Agenturguide 	<ul style="list-style-type: none"> • Special online newsletter on RADIO DAY 	Radio Day
Special issue	12/09/12	22/08/12	29/08/12	<ul style="list-style-type: none"> • absatzwirtschaft's special issue on the dmexco 2012 • Guaranteed circulation of 30,000 copies! 	<ul style="list-style-type: none"> • Special online newsletter on the dmexco event 	dmexco - digital marketing exposition & conference, Cologne, September 12 to 13, 2012
10	28/09/12	12/09/12	14/09/12	<ul style="list-style-type: none"> • Fairs and exhibitions: Successful concepts, international trade fairs, show design. 		
11	26/10/12	10/10/12	12/10/12	<ul style="list-style-type: none"> • Programme guides and TV supplements: Latest trends, scheduling, their importance for TV stations. • Market research plus absatzwirtschaft kompakt on market researchers 		Research & Results 2012, Munich, October 24 to 25, 2012
12	30/11/12	14/11/12	16/11/12	<ul style="list-style-type: none"> • Software applications for marketing and sales absatzwirtschaft's public relations Agenturguide 		

ADVERTISEMENT STANDARD RATES IN EDITORIAL MATTER

Format	Type area wide x high	trimmed page size* wide x high	b/w + colour** €
1/1	180 x 256	210 x 297	6.690,00
2/3 vertical	118 x 256	132 x 297	5.390,00
1/2 vertical	88 x 256	103 x 297	4.660,00
1/2 vertical beside response	88 x 256	103 x 297	5.120,00
1/2 horizontal	180 x 126	210 x 146	4.660,00
1/2 horizontal under response	180 x 126	210 x 146	4.660,00
1/2 two columns	118 x 180	132 x 200	4.660,00
1/3 vertical	58 x 256	72 x 297	3.990,00
1/3 horizontal	180 x 82	210 x 101	3.990,00
1/3 horizontal under response	180 x 82	210 x 101	4.410,00
1/3 beside Editorial	58 x 256	72 x 297	4.650,00
1/3 two columns	118 x 126	132 x 146	3.990,00
1/4 horizontal	180 x 62	210 x 82	3.540,00
1/6 vertical	58 x 126	72 x 146	3.220,00
1/6 horizontal	118 x 62	132 x 82	3.220,00
1/8 horizontal	180 x 27		2.640,00
Inselanzeige	58 x 58		on request

SPECIAL POSITIONS:

	Type area wide x high	trimmed page size* wide x high	b/w + colour** €
Page 2	180 x 256	210 x 297	7.290,00
Page 3	180 x 256	210 x 297	6.980,00
Page 4	180 x 256	210 x 297	7.590,00

ADVERTISING SIZE GUTTER BLEED:

Format	Type area ¹ wide x high	trimmed page size* wide x high	b/w + colour** €
2/1	396 x 256	420 x 297	13.380,00
1 2/3 (1/1 + 2/3 vertical)	334 x 256	343 x 297	12.080,00
1 1/3 (1/1 + 1/3 vertical)	274 x 256	282 x 297	10.680,00
2 x 2/3 horizontal	272 x 256	266 x 297	10.780,00
2 x 1/2 horizontal	396 x 126	420 x 146	9.320,00
2 x 1/2 (Tunnel)	272 x 180	266 x 200	9.320,00
2 x 1/3 horizontal	396 x 82	420 x 101	7.980,00

TESTIMONIAL AND PRODUCT PUBLICITY IN SEPERATE-OF-BOOK:

Format	Type area wide x high	b/w €	colour** €
1/1	180 x 256	4.525,00	6.690,00
3/4 horizontal	180 x 192	3.400,00	5.000,00
1/2 vertical	88 x 256	2.225,00	3.290,00
1/2 horizontal	180 x 126	2.225,00	3.290,00
1/4 vertical	88 x 126	1.050,00	1.560,00
1/4 horizontal	180 x 62	1.050,00	1.560,00
1/8 horizontal	180 x 27	475,00	705,00

ADVERTISEMENT RATES SPECIAL ISSUES:

Format	Type area wide x high	trimmed page size* wide x high	b/w + colour** €
1/1	180 x 256	210 x 297	7.220,00
2/3 vertical	118 x 256	132 x 297	5.820,00
1/2 vertical	88 x 256	103 x 297	5.030,00
1/2 horizontal	180 x 126	210 x 146	5.030,00
1/2 two columns	118 x 180	132 x 200	5.030,00
1/3 vertical	58 x 256	72 x 297	4.340,00
1/3 horizontal	180 x 82	210 x 101	4.340,00
1/3 beside Editorial	58 x 256	72 x 297	5.245,00
1/3 beside Content	58 x 256	72 x 297	5.245,00
1/4 horizontal	180 x 62	210 x 82	3.575,00
1/6 vertical	58 x 126	72 x 146	3.400,00
1/6 horizontal	118 x 62	132 x 82	3.400,00

SPECIAL POSITION SPECIAL ISSUES:

	Type area wide x high	trimmed page size* wide x high	b/w + colour** €
Page 2	180 x 256	210 x 297	7.610,00
Page 3	180 x 256	210 x 297	7.255,00
Page 4	180 x 256	210 x 297	7.845,00

Circulation: 30.000 examples

DISCOUNTS:

quantity based		time based	
from 3 pages 5%	from 12 pages 15%	from 3 inserts 3%	from 12 inserts 10%
from 6 pages 10%	from 24 pages 20%	from 6 inserts 5%	

ENCLOSURES, GLUED AND BOUND-IN INSERTS

Enclosures: max. format: 200 mm wide x 290 mm high
min. format: 105 mm wide x 148 mm high

Price up to 25 g: per o/oo € 255,00 plus postal fees

Circulation: total circulation, post codes possible

Glued inserts: per o/oo € 33,00

Bound-in inserts: Format 1 sheet: 210 mm x 297 mm
2 pages € 4.340,00
4 pages € 7.430,00
6 pages € 9.250,00
8 pages € 10.355,00

Three samples should be sent for inspection to the absatzwirtschaft advertising department.

Forwarding address: Carriage paid to Vogel Druck und Medienservice, Leibnizstr. 5, 97204 Höchberg, Germany, quoting reference: „für absatzwirtschaft, Nr. ...“

Banking account:

Commerzbank AG, Account 212 665 500, Bank Code: 300 800 00
Swift Code: DRESDEFF300
IBAN: DE07 3008 0000 0212 6655 00
VAT Reg. No.: DE 119273981

Terms of payment:

2 % discount for payment in advance. 1 % discount for payment in cash within 8 days.
30 days after receipt of invoice

Miscellaneous:

All orders accepted subject to General Terms of Business for Advertisements in Newspapers and Periodicals

* Bleed allowance plus trimm size: 1/1 page + 3 mm left, right, bottom and on the top

** Special colours upon request, if they are not in accordance with the European scale HKS 25 = red, HKS 47 = blue, HKS 3 = yellow.

2 special issues a year

absatzwirtschaft marken

Success stories of marketing leaders, excellent specialist guest articles and gripping interviews – these are the ingredients of absatzwirtschaft's special issue on brands that will be published for the **twelfth** time now. The readers of absatzwirtschaft will be the first to know the latest trends and tools in brand management. Last but not least, absatzwirtschaft marken also presents the winners of the **Brand Award 2012**. This award is jointly offered by the absatzwirtschaft magazine for marketing and the German Marketing Association (DMV) to prize companies for excellent achievements in brand management (for more information, see www.marken-award.de). The unique combination of special issue and prize award grants for a high degree of attention.

The editorial synopsis is available in December 2011.

PUBLICATION AND CLOSING DATES: 13/03/2012 – 15/02/2012



absatzwirtschaft's special issue on the dmexco 2012 trade fair for digital marketing

absatzwirtschaft will publish this special issue in good time for the opening of the dmexco 2012, the most important trade fair for the marketing business. Packed with the latest news and trends, best practices and comments for the world of digital marketing, this special issue will bring marketing decision-makers up to date with online and mobile marketing, CRM and customer retention, cross and social media. Expert authors and specialist journalists prepare user-friendly articles and reports to valuable use. Studies and results of market research will help you to tell relevant and innovative developments from short-run hype.

PUBLICATION AND CLOSING DATES: 12/09/2012 – 22/08/2012



marketing-site.de is
the new portal of marketing.



High-calibre concepts of communication for upmarket ambitions: As marketing-site.de unites the whole range of marketing know-how, you can reach your target group in a crossmedia and precisely targeted manner. This means an optimum use of the high awareness of our strong brands. They are placed exactly where they are relevant – with the important decision-makers in marketing. marketing-site.de is a network of the sites of absatzwirtschaft.de, marketingIT, pharma marketing journal online, Markenmuseum (virtual brands museum), marken award and biznet.

The core target-groups of marketing-site.de are:

- decision-makers in the marketing, communication and product management departments of companies and in advertising agencies,
- executives in distribution, sales and marketing control,
- decision-makers on software and online-based marketing,
- experts and executives in the communication departments of pharmaceutical and healthcare companies.

For more details and media facts on marketing-site.de,
see www.fachverlag-online.de/media-marketing.html

Newsletters

Dialogue-oriented online communication that is credible and effective.

There's a choice of three different newsletters on marketing-site.de, each of which focuses on specific editorial contents:

Daily

- absatzwirtschaft (communication, CRM, strategy, community, online marketing, market research)

Published on Wednesday

- marketingIT
- pharmamarketing

On the occasion of particular marketing events like RADIO DAY, dmexco etc., a special newsletter covering this event will be published.

Exclusive to you: A newsletter on your subject

Based upon a subject you determine, our expert editorial staff will make up an exclusive newsletter for you. You tell us the subject to be covered and give advice to our editorial staff.

All advertising space on the newsletter is left exclusively to you.

Services rendered: Our editorial staff makes up the entire newsletter on the particular subject you determined. We send the newsletter to the regular newsletter subscribers. You may place free-of-charge advertisements such as scycrapers or content ads on the newsletter.

Package price: €2500 per issue plus VAT / Lead time required: 2 weeks



Blogs

New digital opportunities of interaction involve new convergent forms of communication. Blogs are media with high contact quality. Users are widely involved and engaged, and you will be right in the centre of action!

At the moment, marketing-site.de offers three blogs of different contents. You may use these professional media for the benefit of your B2B activities. And if you like, you can also be a content partner with your own blog on marketing-site.de. For more information, just contact us!

Schwerdt-Blog

In „Letters from America“, our New York based correspondent and expert for multinational marketing, Yvette Schwerdt, reports about marketing business in the Big Apple and all over the USA

MarketingLab

Editor in chief of the absatzwirtschaft magazine, Christoph Berdi, here himself hits the keys to analyse and comment on the very latest news and all topics concerning marketing business.

Trend-Blog

Keep informed and be ahead of your time - our „trend blog“ tells you how to do. Take already part in the fascinating world of future marketing by means of interesting examples of best practice.

Power on: The marketing starter package

Your full-service package for getting your advertising off to a simple start.

marketing-site.de is the digital door to modern marketing knowledge. Our marketing starter package helps you to much better get to grips with online advertising on marketing-site.de. We support all new clients in extending their online experience with an extremely well-priced full-service package.

Your advantages:

- Running times of advertising elements are matched to each other.
- Advertising is placed in affinity with editorial subjects.
- Individualized design of your company presentation on biznet.

Whitepaper

Qualified lead creation

Place your whitepaper on marketing-site.de and get high-grade contacts in the fields of marketing and distribution. Whitepaper is an effective means to communicate complex product information such as market studies, best-practice cases, user and progress reports, trend analyses or results of market research. In addition, they create useful and qualified leads that are made available to you for further use. Whitepapers are directly accessible via a separate menu item in the main menu.

Your advantages

You get excellent data of high quality that are precisely charged by Cost Per Lead (CPL). The fine tuning of your whitepaper campaign can be made by the period of time or by a given budget.

The following graduated rates** will apply: :

up to 20 leads = €70/lead

up to 50 leads = €60/lead

from 51 leads = €50/lead

Quiz

For a long-term interest in your brand.

Captivate our users ... with a quiz of your own.

There is nothing more exciting than testing our knowledge. Combining the transfer of know-how with a playful approach allows you to generate better attention-getting values and to keep the user's mind longer on your brand and competence.

Integrate your quiz into our regular quiz tool on marketing-site.de and benefit from the high-quality editorial environment.

There is not much to do for you: For each question, you should supply the one correct answer (including, if possible, further details) and another two answers that are wrong.

Benefit from the marketing starter package to start your advertising activities on marketing-site.de and in newsletters. The package includes the following service

- Two text advertisements in newsletters.
- Rotation of a content ad with 20,000 page impressions on marketing-site.de.
- Basic membership for one year in biznet, the online marketing network for your company.
- Benefit from all advantages of the marketing starter package at the all-in price* of just €1680 plus VAT.

*Valid for new clients only. There will be no discount granted for the marketing starter package. Agency commission is granted.

These CPL rates cover the following items of the package: 3 whitepapers, 3 months of hosting, monthly reports and editorial announcement in the newsletter.

Our whitepaper specials:

Whitepaper starter package – 20 leads

One text advertisement in com³

(published Monday to Friday; 57,500 mailings)

One button on marketing-site.de

(for a period of one week; 20,000 ad impressions)

Package price: €2,300

Whitepaper advanced package – 50 leads

Two text advertisements in com³

(published Monday to Friday; 57,500 mailings)

One fullsize banner on marketing-site.de

(for a period of one week; 20,000 ad impressions)

Package price: €4,900

**There is no discount granted. Agency commission is granted. All rates and prices plus legal VAT in force.

Services provided: 8 to 10 questions in the quiz tool. Supporting actions: Co-branded promotional button on marketing-site.de for two weeks; five newsletter ads as well as newsletters with teasers pointing out to your quiz, are sent to more than 11,000 subscribers of com³.

Our tip: Complete your quiz by adding a prize game! Include a reference to your landing page after the last question of the quiz. On the landing page, the participants can enter their communication data to take part in the prize game. So you generate high-quality leads for your marketing activities.

Term: 2 weeks / Price: €2,500 plus VAT*

Renewal of term is possible.

*There is no discount granted. Agency commission is granted. All rates and prices plus legal VAT in force.

Content Integration

The focus is on you and on your message.

There are topics and subjects that you cannot communicate in a few words only. To succeed in integrated communication, you can choose between two high-impact options:

Microsites

Integrated in the layout of marketing-site.de, your message and brand value will be thoroughly transmitted via highly individualized and complex websites. Because of the optical similarity to marketing-site.de, your microsite can attract as much attention as our editorial articles. Substantial promotion items refer to your microsite. Microsites will be marked as „advertisement“ by the publisher.

Price per month: €4700 plus VAT.

Competence Center Partner

Open your competence center on marketing-site.de and have your own editorial column. In cooperation with our editorial staff, your subject area becomes an integral part of the portal's editorial section. It is also integrated in the navigation menu. You supply your specialist articles via microsites, our editorial staff adds news and reports within the regular coverage. Substantial and partly co-branded promotion items point out to your new column.

Term: 3 months

Price: €11,450 plus VAT

Renewal of term is possible.

We will be pleased to give you in person detailed information on the performance range of Content Integration.

Sponsoring

Image and brand awareness

Sponsoring a Competence Center allows you to present your company or product brand right in the field of your core competence.

The placement of sponsoring elements throughout the entire Competence Center gets marketers to permanently associate your company with a specific subject area.

And what is more: The brand integration is definitely exclusive since there is only one sponsoring partner per Competence Center.

Your advantages in sponsoring:

- Highly targeted communication of your competence.
- Increase in awareness with non-clients.
- Positive branding and image effects by brand transfer.

Services rendered: On each page of the Competence Center, you get presenter space on top of the content area and full-size banner on its bottom, a button in the context column + a full-size banner in the newsletter + a textual link as website partner on the home page.

Prices (plus VAT): €4860 for six months / €8440 for 12 months

Preparing the ground for useful business contacts

biznet – the online business network for marketing and distribution.

You are a professional in marketing or distribution? Then you should join biznet, the online network of absatzwirtschaft, Germany's leading marketing magazine, and marketing-site.de.

Your profiles, guest articles and advertisements will be published at the same time on marketing-site.de and on select portals of Verlagsgruppe Handelsblatt and its partner sites of

- www.marketing-it.de
- www.mittelstandswissen.de

Any time you like, you can create new items or edit the issues published.

Join biznet for an annual membership fee of just €99 plus VAT and make use of its various opportunities:

- Set up your expert profile with business card, photo, wording, business contacts and visitor's book.
- Present your company's profile with logo, contact data, links, advertising copy and fixed URL.
- Prepare the ground for new business contacts and network your contacts.
- Publish guest articles without limits and fill your blog.
- Insert 12 proposal ads on the marketplace.
- Benefit from the site's knowledge base, premium articles and all e-books.

biznet is a brand of absatzwirtschaft and tippund.info GmbH.

Rates 2012

Fixed Prices per week (in EUR plus VAT)

Homepage, Rotationen (RoS)

Ads (pixel wide x high)	Rotation marketing-site.de (20.000 Pls)	Home absatzwirtschaft (10.000 Pls)	Category Karriere (1.000 Pls)
Button (175 x 100)	360 EUR	250 EUR	20 EUR
Halfsize-Banner (234 x 60)	800 EUR	450 EUR	40 EUR
Fullsize-Banner (468 x 60)	1.400 EUR	750 EUR	70 EUR
Super-Banner (728 x 90)	2.000 EUR	1.050 EUR	100 EUR
(Wide-) Skyscraper (120/160 x 600)	1.900 EUR	1.000 EUR	95 EUR
Sticky Skyscraper (120/160x600)	2.280 EUR	1.200 EUR	115 EUR
Half Page Ad (300 x 600)	2.300 EUR	1.300 EUR	125 EUR
Medium Rectangle (300 x 250) / Text-Ad	1.800 EUR	1.050 EUR	90 EUR
Premium Rectangle (400 x 400)	2.100 EUR	1.200 EUR	110 EUR
Panorama Banner (820 x 250)	2.500 EUR	1.300 EUR	130 EUR
Flash-Layer (400 x 400)*	2.300 EUR	1.200 EUR	120 EUR
Banderole (770 x 250)*	2.300 EUR	1.200 EUR	120 EUR
Interstitial (spezifisch, z.B. 800 x 600)*	-	2.800 EUR	280 EUR
Wallpaper (Formats on request)	3.500 EUR	1.860 EUR	180 EUR
Expandable Banner	Banners expandable by user action are available for an extra 20% of the rate for the basic advertising format.		
Tandem Ad	There is a discount of 20% for simultaneous booking of several advertising forms (e.g. layer + skyscraper ads).		
Logo Cursor	Only in conjunction with another advertising format and for an extra of 10% (not available with flash-layer ads).		

Special: Competence Center

Ads (pixel wide x high)	CRM & Vertrieb (1.500 Pls)	Marktforschung (600 Pls)	Communication (2.000 Pls)	Online-Marketing (2.000 Pls)	Marketing-Strategie (1.800 Pls)
Button (175 x 100)	28 EUR	18 EUR	52 EUR	52 EUR	56 EUR
Halfsize-Banner (234 x 60)	60 EUR	24 EUR	80 EUR	80 EUR	72 EUR
Fullsize-Banner (468 x 60)	105 EUR	42 EUR	140 EUR	140 EUR	126 EUR
Super-Banner (728 x 90)	150 EUR	60 EUR	200 EUR	200 EUR	180 EUR
(Wide-) Skyscraper (120/160 x 600)	142 EUR	58 EUR	190 EUR	190 EUR	170 EUR
Sticky Skyscraper (120/160 x 600)	170 EUR	70 EUR	230 EUR	230 EUR	200 EUR
Half Page Ad (300 x 600)	180 EUR	75 EUR	250 EUR	250 EUR	205 EUR
Medium Rectangle (300 x 250) / Text-Ad	135 EUR	55 EUR	180 EUR	180 EUR	165 EUR
Premium Rectangle (400 x 400)	160 EUR	62 EUR	210 EUR	210 EUR	190 EUR
Panorama Banner (820 x 250)	190 EUR	80 EUR	270 EUR	270 EUR	240 EUR
Flash-Layer (400 x 400)*	180 EUR	72 EUR	240 EUR	240 EUR	216 EUR
Banderole (770 x 250)*	180 EUR	72 EUR	240 EUR	240 EUR	216 EUR
Wallpaper (Formats on request)	265 EUR	105 EUR	350 EUR	350 EUR	315 EUR
Expandable Banner	Banners expandable by user action are available for an extra 20% of the rate for the basic advertising format.				
Tandem Ad	There is a discount of 20% for simultaneous booking of several advertising forms (e.g. layer + skyscraper ads).				
Logo Cursor	Only in conjunction with another advertising format and for an extra of 10% (not available with flash-layer ads).				

*To avoid user dissonances, it is advisable to limit the delivery of advertising media via frequency capping. Contact us for a detailed proposal.

Rates 2012



Special: Blogs

Fixed Prices per week (in EUR plus VAT)

Ads (pixel wide x high)	Blogs: Schwerdt / Lab / Trend
Button (175 x 100)	20 EUR
Halfsize-Banner (234 x 60)	40 EUR
Fullsize-Banner (468 x 60)	-
Super-Banner (728 x 90)	-
(Wide-) Skyscraper (120/160 x 600)	-
Half Page Ad (300 x 600)	125 EUR
Medium Rectangle (300 x 250) / Text-Ad	90 EUR
Premium Rectangle (400 x 400)	-
Panorama Banner (820 x 250)	-
Flash-Layer (400 x 400)*	120 EUR
Banderole (770 x 250)*	120 EUR
Wallpaper (Formats on request)	-
Expandable Banner	Banners expandable by user action are available for an extra 20% of the rate for the basic advertising format.
Tandem Ad	There is a discount of 20% for simultaneous booking of several advertising forms (e.g. layer + scyscraper ads).
Logo Cursor	Only in conjunction with another advertising format and for an extra of 10% (not available with flash-layer ads).

*To avoid user dissonances, it is advisable to limit the delivery of advertising media via frequency capping. Contact us for a detailed proposal.

Newsletter

Ads (pixel wide x high)	absatzwirtschaft.de	Specialnewsletter
Frequency	On workdays 02:00 p.m. fixed price/week	Specialnewsletter 2012: marken award (CW 12), dmexco (CW 37), RADIO DAY (CW 38), Research & Results (CW 43)
mails per week	57.000 mails	11.400 mails/date
Halfsize-Banner (234 x 60)	800 EUR	450 EUR
Fullsize-Banner (468 x 60)	1.580 EUR	800 EUR
Text ad (10 Lines + Link + Logo)	1.180 EUR	630 EUR
(Wide-) Skyscraper (120/160 x 600)	2.040 EUR	1.130 EUR
Medium Rectangle (300 x 250)	1.920 EUR	1.130 EUR
Premium Rectangle (400 x 400)	2.260 EUR	1.300 EUR
Top-Ad (728 x 90)	1.920 EUR	1.130 EUR
Wallpaper (Formats on request)	3.240 EUR	1.300 EUR

Find our Terms and Conditions under:
www.fachverlag-online.de/agb

Contact

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