



Rate card 2026, effective January 1, 2026

<https://iqmedia.de/portfolio/wirtschaftswoche>

Wirtschafts
Woche 100

WirtschaftsWoche – Understanding pays off .



As Germany’s leading business magazine, WirtschaftsWoche, stands for modern utility, in-depth economic analysis, and a clear economic policy compass – and has done so for 100 years!

"2026 should be the year in which Germany finally begins to grow again – economically, technologically, and mentally. After years of uncertainty, new confidence is emerging. And WirtschaftsWoche is growing with it. Because in 2026, we celebrate our 100th anniversary – a moment of reflection, but above all, a new beginning. The perfect time to take off."

– Horst von Buttlar, Editor-in-Chief of WirtschaftsWoche

WirtschaftsWoche reports with foresight and expertise on economic trends. Thinking ahead. Moving ahead – this applies to personal finances, wealth building, real estate acquisition, career advancement, leadership, or strategic business decisions.

The design and storytelling of WiWo have already won numerous awards. In 2024, the magazine was named “European Magazine of the Year.” In addition to the print edition, website, and app, the brand offers a wide portfolio of special publications, newsletters, podcasts, and events.

The readers of WirtschaftsWoche belong to Germany’s business elite. They are decision-makers from the SMEs, predominantly male, aged 30-59, above-average in wealth, and mainly employed in executive positions. 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/2025)

Distributed circulation	100,458
Paid circulation	90,733
Subscriptions	60,138

Coverage






ma 2025/II	522,000
LAE 2025	283,000

Media information:

<https://iqmedia.de/portfolio/wirtschaftswoche>

Formats and rates

Standard formats:

Size in page sections	Type area		Bleed		Rates b/w + colour
	Width	Height	Width	Height	
 1/1 page	183	236.5	210	280	38,300 €
 2/3 vertical	120	236.5	132	280	28,000 €
 1/2 horizontal	183	119	210	138	22,900 €
 1/3 vertical	57	236.5	69	280	16,100 €
 1/3 horizontal	183	81	210	95	16,100 €

Formats across the gutter:

Size in page sections	Type area		Bleed		Rates b/w + colour
	Width	Height	Width	Height	
 2/1	396	236.5	420	280	76,400 €
 2x 2/3 vertical	270	236.5	270	280	57,700 €
 2x 1/2 horizontal	396	119	420	138	47,100 €

Printing process:

Offset print

Processing:

Saddle stitching.









Booking, cancellation and copy deadline:

According to the schedule.

Booking and cancellation deadlines are identical.

Formats and rates

Premium positions

Size in page sections	Type area		Bleed		Rates b/w + colour
	Width	Height	Width	Height	
 IFC + p.3	396	236.5	420	280	109,000 €
 IFC*/OBC	183	236.5	210	280	47,900 €
 IBC	183	236.5	210	280	38,300 €
 Premium double p.**	396	236.5	420	280	94,300 €
 1st double page	396	236.5	420	280	86,700 €
 1st right hand page	183	236.5	210	280	45,200 €
 2nd right hand page	183	236.5	210	280	43,300 €
 1/3 editorial	57	236.5	69	280	17,700 €

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.

* For the 2nd cover page, the publisher reserves the right to cancel the reservation or to convert the booking to an alternative premium position if a cover gatefolder booking or an opening spread booking has been made.

** After editorial, before content.

Publication calendar 2026

Issue	Day	Publication date	Booking / copy deadline	Booking / copy deadline premium placements
1-2/2026	Fri	02.01.2026	10.12.25	01.12.2025
3	Fri	09.01.2026	16.12.25	05.12.2025
4	Fri	16.01.2026	23.12.25	12.12.2025
5	Fri	23.01.2026	07.01.26	29.12.2025
6	Fri	30.01.2026	14.01.26	05.01.2026
7	Fri	06.02.2026	21.01.26	12.01.2026
8	Fri	13.02.2026	28.01.26	19.01.2026
9	Fri	20.02.2026	03.02.26	23.01.2026
10	Fri	27.02.2026	10.02.26	30.01.2026
11	Fri	06.03.2026	18.02.26	09.02.2026
12	Fri	13.03.2026	25.02.26	16.02.2026
13	Fri	20.03.2026	04.03.26	23.02.2026
14	Fri	27.03.2026	11.03.26	02.03.2026
15	Thu	02.04.2026	17.03.26	06.03.2026
16	Fri	10.04.2026	23.03.26	13.03.2026
17	Fri	17.04.2026	30.03.26	20.03.2026
18	Fri	24.04.2026	08.04.26	30.03.2026
19	Thu	30.04.2026	14.04.26	03.04.2026
20	Fri	08.05.2026	22.04.26	13.04.2026
21	Fri	15.05.2026	27.04.26	17.04.2026
22	Fri	22.05.2026	05.05.26	24.04.2026
23	Fri	29.05.2026	13.05.26	04.05.2026
24	Fri	05.06.2026	19.05.26	08.05.2026
25	Fri	12.06.2026	27.05.26	18.05.2026
26	Fri	19.06.2026	03.06.26	25.05.2026
27	Fri	26.06.2026	10.06.26	01.06.2026

Special topics always up-to-date:
www.iqmedia.de/portfolio/wirtschaftswoche/

Premium placements - listed on page 4 - are subject to earlier booking & copy deadlines

Publication calendar 2026

Issue	Day	Publication date	Booking / copy deadline	Booking / copy deadline premium placements
28	Fri	03.07.2026	17.06.26	08.06.2026
29	Fri	10.07.2026	24.06.26	15.06.2026
30	Fri	17.07.2026	01.07.26	22.06.2026
31	Fri	24.07.2026	08.07.26	29.06.2026
32	Fri	31.07.2026	15.07.26	06.07.2026
33	Fri	07.08.2026	22.07.26	13.07.2026
34	Fri	14.08.2026	28.07.26	17.07.2026
35	Fri	21.08.2026	05.08.26	27.07.2026
36	Fri	28.08.2026	12.08.26	03.08.2026
37	Fri	04.09.2026	19.08.26	10.08.2026
38	Fri	11.09.2026	26.08.26	17.08.2026
39	Fri	18.09.2026	02.09.26	24.08.2026
40	Fri	25.09.2026	09.09.26	31.08.2026
41	Fri	02.10.2026	16.09.26	07.09.2026
42	Fri	09.10.2026	23.09.26	14.09.2026
43	Fri	16.10.2026	30.09.26	21.09.2026
44	Fri	23.10.2026	07.10.26	28.09.2026
45	Fri	30.10.2026	14.10.26	05.10.2026
46	Fri	06.11.2026	21.10.26	12.10.2026
47	Fri	13.11.2026	28.10.26	19.10.2026
48	Fri	20.11.2026	04.11.26	26.10.2026
49	Fri	27.11.2026	11.11.26	02.11.2026
50	Fri	04.12.2026	18.11.26	09.11.2026
51	Fri	11.12.2026	25.11.26	16.11.2026
52	Fri	18.12.2026	02.12.26	23.11.2026

Special topics always up-to-date:
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Loose inserts

Supplements are printed products loosely inserted in the magazine.

Insert possibilities:

Full domestic circulation, domestic postal circulation or split circulation runs on request. Inserts in split circulation runs subject to publication date being moved by the publisher.

Minimum circulation: 10,000 copies

Formats:

Minimum Width 105 mm, Height 148 mm

Maximum Width 190 mm, Height 260 mm

Paper weight:

2-page insert min. 115 g/m²

4-page insert min. 80 g/m²

Technical conditions:

Supplements are inserted by machine 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 must not be thicker than 1 mm.

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

Booking deadline: 4 weeks prior to the publication date.

Supplements are not discountable.

All formats in mm. All prices are gross prices.

Rates:

Per 1,000 copies	Full circulation incl. epaper	Subscription/ split circulation incl. epaper
Up to 25 g	136 €	139 €
Up to 30 g	138 €	149 €
Up to 35 g	145 €	158 €
Up to 40 g	154 €	168 €
Up to 50 g	162 €	177 €

Rates w/o epaper:

Per 1,000 copies	Full circulation	Subscription/ split circulation
Up to 25 g	173 €	211 €
Up to 30 g	182 €	223 €
Up to 35 g	191 €	234 €
Up to 40 g	204 €	247 €
Up to 50 g	211 €	258 €

Oversized inserts:

Per 1,000 copies	Full circulation	Split circulation
Up to 25 g	244 €	294 €
Up to 30 g	251 €	302 €
Up to 35 g	262 €	313 €
Up to 40 g	273 €	325 €
Up to 50 g	280 €	339 €

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

For epaper, only subscription circulation possible.

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 or split circulation upon request.

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 inserts must be trimmed with 4 mm head trim, 4 mm foot trim and 3 mm side trim + 10mm backfold folded. Eight-page and multi-page bound inserts must be glued to the bundle.

To avoid bursting when producing 4-page products, please pay attention to the following: The direction of the paper should be at a 90° angle to the fold. Text and image elements should be positioned at least 4 mm above and below, and at least 10 mm laterally from the trimmed final format allowing for possible trimming tolerances.

All formats in mm. Other formats on request.

Booking deadline: 6 weeks prior to the publication date.

1) Head lay
Bound-in inserts are not discountable.

Bound-in inserts are print products that are firmly bound-in to the magazine

Rates: per 1,000 copies

Volume	Full circulation w/o epaper	Subscription/ full circulation incl. epaper
4 pages	205 €	162 €
8 pages	225 €	180 €
12 pages	246 €	203 €
16 pages	265 €	219 €
20 pages	284 €	236 €
24 pages	302 €	255 €

Formats:	Width	Height
Untrimmed	213/223*	286**
Final trim format	213/223*	286**

Minimum format:	Width	Height
	110/120	286

* incl. 3 mm trim

** incl. 3 mm heading and foot trim

All formats in mm.

Paper weight:

4 pages	Minimum 100 g/m ²
8 pages	Maximum 70 g/m ²

Further volumes upon request.

Samples are required.

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.

Booking deadline: 4 weeks prior to the publication date.

Glued inserts are not discountable..

Glued inserts are stuck on to the basic ads (at least 1/1 page), so they can be easily removed and used.

Rates: per 1,000 copies

	Full circulation	Split circulation
Postcards	99 €	115 €
Product sample, booklets, envelopes.	115 €	130 €

Other formats on request.

Formats:	Width	Height
Minimum	55	85
Maximum	170	240

All formats in mm.

Technical requirements::

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

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

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:

Services by Handelsblatt Media Group
Kirsten Tettenborn
Toulouser Allee 27
40211 Düsseldorf
Phone 0211 887 - 26 66
Email K.Tettenborn@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:

Vogel Druck und Medienservice GmbH
Ansprechpartner: Herr Michael Schick
Leibnizstr. 5
97204 Höchberg

Further information: <https://www.vogel-druck.de/service/downloads/>

Technical data

Trim allowance:	plus 4 mm all around for full-bleed ads	
Printing process:	Offset printing	
File format:	We prefer PDF/X-1a, PDF/X-3 files	
Fonts / lines:	Minimum line weight 0.3 pt (Note: Acrobat and digital proofs display such lines thicker than actual)	
Bleed format*:	2-page spread	420 mm wide x 280 mm high
	Full page	210 mm wide x 280 mm high
	Half-page horizontal	210 mm wide x 138 mm high
	Third-page vertical	69 mm wide x 280 mm high
Type area format*:	2-page spread	396 mm wide x 236,5 mm high
	Full page	183 mm wide x 236,5 mm high
	Half-page horizontal	183 mm wide x 119 mm high
	Third-page vertical	57 mm wide x 236,5 mm high
Color profile:		
Cover:	ISOcoated_v2_300 (includes max. total ink coverage of 300%)	
Content:	ISO Coated v2, Fogra 39	
Screen frequency:	Cover: 200 lpi (AM, elliptical dot) Content: 175 lpi (AM, elliptical dot)	
Image resolution:	Color: min. 300 dpi, Grayscale: min. 300 dpi, Line art: min. 1200 dpi	
Paper quality:	Inner pages: 60 g/m ² double-enhanced LWC Cover: 150 g/m ² glossy art paper	
Print proofs:	One color-accurate proof required. The contact proof must be made 1:1 from the submitted file and include the Ugra/Fogra media wedge.	

*further formats on page 4 and 5 of this rate card

Ad upload:

Please send by email to
wiwo@anzeigeneingang.de

Postal address for print materials:

Mediengruppe Main Post GmbH & Co. KG
Digitale Vorstufe WiWo
Berner Straße 2
97084 Würzburg

Contact:

Peter Grieb
Phone +49 9316001 686
Email wiwo@anzeigeneingang.de