

A close-up, shallow depth-of-field photograph of a row of mailboxes. The first mailbox in the foreground is dark-colored with a red flag sticking out of the top. The mailbox door has a small metal latch and the letters 'U.S.' are visible. The background shows more mailboxes and green foliage, all blurred.

businessAD

Mehr Wert für Marken

Mediadata Newsletter B2B

Q1-2026

The businessAD B2B newsletter reaches decision-makers in all sectors of the economy

Reach over 800,000 high-quality B2B addressees with our newsletters - targeted, efficient, regular, controlled.

Newsletter haben viele Vorteile:

- Cost efficiency
- speed
- precise & fast evaluation
- Low wastage
- High customer loyalty

In addition to the websites, businessAD also markets attractive newsletters from website operators.

Integrated forms of advertising are available here, but some newsletter address bases can also be booked exclusively as standalone mailings. Partial bookings are possible on request in the case of large bases.

The newsletters in the businessAD portfolio are characterized by high-quality content, target group quality and good opening rates.



Overview of newsletter advertising opportunities

Website	Banner	Image/Text Ad	Standalone Mailings*
about-drinks.com	x		
aerotelegraph.de	x	x	
aerzteblatt.de	x	x	x
aerztezeitung.de	x	x	x
aftermarket-update.de	x		x
airliners.de		x	
altenheim.net	x	x	x
altenpflege-online.net	x	x	x
architekturzeitung.com		x	x
bionity.com	x	x	
boerse.de			x
boden-wand-decke.de	x	x	x
btc-echo.de			x
business-wissen.de	x	x	
business-punk.com	x	x	
chemie.de	x	x	
compliance-manager.net	x		

* Standalone mailings only AE-compatible!

Overview of newsletter advertising opportunities

Website	Banner	Image/Text Ad	Standalone Mailings
der-bank-blog.de	x	x	x
deutsche-handwerks-zeitung.de	x	x	x
deutsche-startups.de	x	x	
elektroauto-news.net	x	x	
enbausa.de	x	x	
energie-fachberater.de	x		
eurotransport.de	x		
finanzwelt.de	x	x	x
firmenauto.de	x	x	
fleischerei.de	x	x	x
foerderland.de	x	x	x
gff-magazin.de	x	x	x
golem.de		x	
haeusliche-pflege.net	x	x	x
handwerk-magazin.de	x	x	x
haustec.de	x	x	
humanresourcesmanager.de	x		

* Standalone mailings only AE-compatible!

Overview of newsletter advertising opportunities

Website	Banner	Image/Text Ad	Standalone Mailings
impulse.de	x	x	
industry-of-things.de	x		
ingenieur.de	x	x	x
KOMJobs	x		
KOMszene	x		
landwirt.com		x	x
lebensmittel-praxis.de	x	x	
linux-magazin.de		only text	
lto.de	x		
de.marketscreener.com	x	x	x
marketing-boerse.de	x	x	x
marketsteel.de	x	x	x
oeffentlicher-dienst-news.de	x	x	
politik-kommunikation.de	x		
proplanta.de	x		
rationell-reinigen.de	x	x	x
rw-textilservice.de	x	x	x

* Standalone mailings only AE-compatible!

Overview of newsletter advertising opportunities

[illegible]

* Standalone mailings only AE-compatible!

Overview of newsletter advertising opportunities

[illegible]

* Standalone Mailings nur AE-fähig!

businessAD - Newsletter segments (1)

Agriculture – Aviation – Construction – Business Travel – Chemicals & Pharmaceuticals

Agriculture

landwirt.com
topagrar.de

Aviation

aerotelegraph.com
airliners.de
ingenieur.de
vdi-nachrichten.com

Construction

architekturzeitung.com
deutsche-handwerks-magazin.de
energie-fachberater.de
handwerk-magazin.de
haustec.de
hotelfachzeitung.com
ingenieur.de
marketsteel.de
springerprofessional.de
Technology Review
vdi-nachrichten.com

Business Travel

aerotelegraph.com
business-punk.com
airliners.de
humanresourcesmanager.de

Chemicals & Pharmaceuticals

bionity.com
chemie.de
ingenieur.de
technology Review
vdi-nachrichten.com

businessAD - Newsletter segments (2)

Corporate Finance – Digital Business – eMobility

Corporate Finance

compliance-manager.net
Finance-magazin.de
finanzwelt.de
foerderland.de
impulse.de
springerprofessional.de
versicherungsmagazin.de
versicherungswirtschaft-heute.de

eMobility

automobilwoche.de
elektroauto-news.net
golem.de
ingenieur.de
t3n.de
Technology Review
vdi-nachrichten.com

Digital Business

deutsche-startups.de
foerderland.de
golem.de
impulse.de
industry-of-things.de
marketing-boerse.de
oeffentlicher-dienst-news.de
t3n.de

businessAD - Newsletter segments (3)

Energy & Environment – Fleet

Energy & Environment

architekturzeitung.com
elektroauto-news.net
energie-fachberater.de
haustec.de
hotelfachzeitung.com
ingenieur.de
proplanta.de
springerprofessional.de
Technology Review
vdi-nachrichten.com

Fleet

aftermarket-update.de
business-wissen.de
deutsche-handwerks-zeitung.de
elektroauto-news.net
eurotransport.de
fahrzeug-karosserie.de
firmenauto.de
foerderland.de
handwerk-magazin.de
haustec.de
humanresourcesmanager.de
impulse.de
ingenieur.de
kfz-betrieb.vogel.de
springerprofessional.de
Technology Review
vdi-nachrichten.com

businessAD - Newsletter segments (4)

Freelancers - Large companies

Freelancers

aerzteblatt.de
aerztezeitung.de
architekturzeitung.com
energie-fachberater.de
finanzwelt.de
hotelfachzeitung.de
ingenieur.de
lto.de
marketing-boerse.de
springerprofessional.de
Technology Review
vdi-nachrichten.com
versicherungsmagazin.de
versicherungswirtschaft-heute.de

Large companies

aerotelegraph.com
aftermarket-update.de
airliners.de
bionity.com
business-wissen.de
chemie.de
elektroauto-news.net
eurotransport.de
fahrzeug-karosserie.de
firmenauto.de
foerderland.de
golem.de
humanresourcesmanager.de
impulse.de
industry-of-things.de
ingenieur.de
kfz-betrieb.vogel.de
kom.de
lebensmittelpraxis.de
marketsteel.de
springerprofessional.de
t3n.de
vdi-nachrichten.com
versicherungsmagazin.de
versicherungswirtschaft-heute.de
yumda.de

businessAD - Newsletter segments (5)

Founders – Skilled trades – Hotel and restaurant industry

Founders

business-wissen.de
deutsche-startups.de
foerderland.de
golem.de
impulse.de
startingup.de
startupvalley.news
t3n.de

Skilled trades

architekturzeitung.com
deutsche-handwerks-zeitung.de
energie-fachberater.de
fahrzeug-karosserie.de
handwerk-magazin.de
haustec.de
impulse.de
kfz-betrieb.vogel.de

Hotel & restaurant industry

about-drinks.com
hotelfachzeitung.com
lebensmittelpraxis.de
tageskarte.de
tophotel.de
yumda.de

businessAD - Newsletter segments (6)

Retail & eCommerce - Information Technology

Retail & eCommerce

about-drinks.com
business-wissen.de
deutsche-startups.de
foerderland.de
golem.de
impulse.de
kfz-betrieb.vogel.de
lebensmittelpraxis.de
marketing-boerse.de
startingup.de
startupvalley.news
t3n.de

Information Technology

automobilwoche.de
business-wissen.de
deutsche-startups.de
foerderland.de
golem.de
impulse.de
industry-of-things.de
ingenieur.de
it-administrator.de
linuxmagazin.de
springerprofessional.de
t3n.de
vdi-nachrichten.com
windowspro.de

businessAD - Newsletter segments (7)

Industry – Logistics – Medicine & Health

Logistics

aerotelegraph.com
aftermarket-update.de
airliners.de
automobil-industrie.vogel.de
business-wissen.de
elektroauto-news.net
eurotransport.de
fahrzeug-karosserie.de
firmenauto.de
impulse.de
ingenieur.de
kfz-betrieb.vogel.de
lebensmittelpraxis.de
Technology Review
vdi-nachrichten.com

Industry

about-drinks.com
aerotelegraph.com
aftermarket-update.de
airliners.de
automobil-industrie.vogel.de
bionity.com
business-wissen.de
chemie.de
eurotransport.de
industry-of-things.de
ingenieur.de
kfz-betrieb.vogel.de
marketsteel.de
springerprofessional.de
Technology Review
vdi-nachrichten.com
yumda.de

Medicine & Health

aerzteblatt.de
aerztezeitung.de
altenheim.net
altenpflege.net
bionity.com
chemie.de
haeusliche-pflege.net
Technology Review

businessAD - Newsletter segments (8)

SME – The segment for small and medium-sized enterprises

about-drinks.com
aerotelegraph.com
aftermarket-update.de
airliners.de
architekturzeitung.com
bionity.com
business-wissen.de
chemie.de
compliance-manager.net
deutsche-handwerks-zeitung.de
deutsche-startups.de
elektroauto-news.net
energie-fachberater.de
eurotransport.de
fahrzeug-karosserie.de
finanzwelt.de
firmenauto.de
foerderland.de
golem.de
handwerk-magazin.de
haustec.de
hotelfachzeitung.com
humanresourcesmanager.de

impulse.de
industry-of-things.de
ingenieur.de
it-administrator.de
kfz-betrieb.vogel.de
kom.de
landwirt.com
lebensmittelpraxis.de
linux-magazin.de
lto.de
marketing-boerse.de
marketsteel.de
oeffentlicher-dienst-news.de
proplanta.de
springerprofessional.de
startingup.de
startupvalley.news
tageskarte.io
Technology Review
topagrar.de
tophotel.de
t3n.de
vdi-nachrichten.com
versicherungsmagazin.de
versicherungswirtschaft-heute.de
yumda.de

businessAD - Newsletter segments (9)

Office management – Public sector – Human resources & training – Nursing care – Law & taxation

Office management

humanresourcesmanager.de
springerprofessional.de

Human resources & training

business-wissen.de
foerderland.de
golem.de
impulse.de
lto.de
humanresourcesmanager.de
Personalwirtschaft.de
springerprofessional.de
t3n.de

Law & taxation

foerderland.de
impulse.de
lto.de
springerprofessional.de
startingup.de

Public sector

oeffentlicher-dienst-news.de
politik-kommunikation.de
springerprofessional.de

Nursing care

altenheim.net
altenpflege-.net
haeusliche-pflege.net

businessAD - Newsletter segments (10)

Sales & Marketing – Tourism – Insurance Industry

Sales & Marketing

foerderland.de
golem.de
impulse.de
kom.de
marketing-boerse.de
springerprofessional.de
starting-up.de
startupvalley.news
t3n.de
versicherungsmagazin.de
versicherungswirtschaft-heute.de

Insurance Industry

finanzwelt.de
impulse.de
springerprofessional.de
versicherungsmagazin.de
versicherungswirtschaft-heute.de

Tourism

aerotelegraph.com
airliners.de
dmm.travel
tageskarte.io
tn-deutschland.com
tophotel.de

The hub for beverage industry news

Newsletter | about-drinks.com

aboutdrinks®

The weekly newsletter contains all the important industry news and current job vacancies.

Key Facts*:

Recipients: 6.400

Frequency: weekly, Wednesday

Advertising opportunities:

Banner 870€ / fix

Technical specifications

Banner Ad

- Grafik: 360 x 188 px
- Data weight: max. 60 kb

** incl. spaces



* January 2026

Delivery of advertising material for newsletter activation no later than 5 working days before dispatch

[Zurück zur Übersicht](#)

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businessAD

The leading online magazine for air travel, aviation and tourism in the DACH region

Newsletter | aerotelegraph.com



Daily summary of the latest headlines from all areas of the aviation industry

Key Facts Newsletter *:

Recipients: -1

Frequency: every working day

Advertising opportunities:

One week (5 placements)

Image/Text Ad: 1.190 €

Medium Rectangle: 990 €

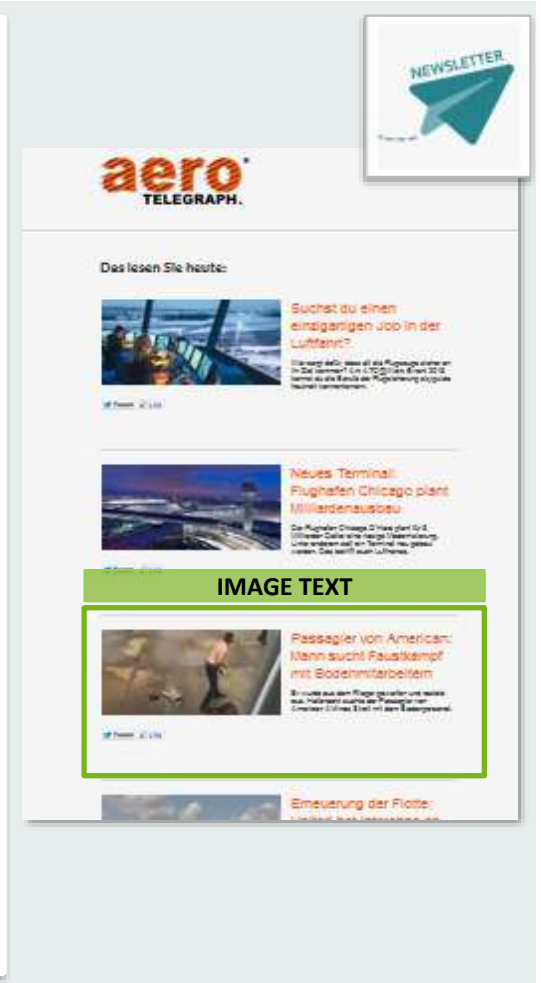
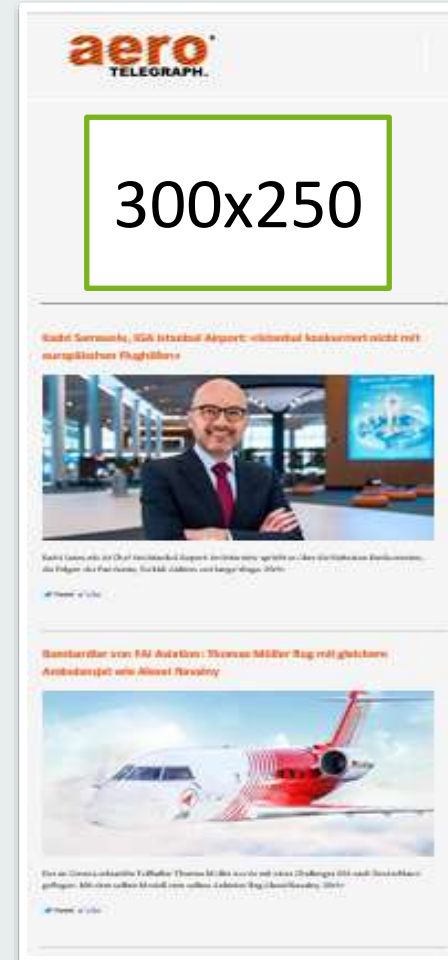
Technical specifications

Image/Text Ad

- Image: high resolution
- The image is scaled down by the publisher
- Text: max. 600 characters (incl. heading and spaces)

Banner Ad

- Medium Rectangle: 300x250 px
- Data weight: max. 50 kb



* January 2026

Delivery of advertising material for newsletter activation no later than 5 working days before dispatch

The official organ of the medical profession

Newsletter | aerzteblatt.de | Specialist newsletter

Deutsches
Ärzteblatt

With the newsletter service from **Deutsches Ärzteblatt**, you can stay up to date on the latest news from the fields of politics, medicine, the medical profession, universities, and abroad, as well as news from the Deutsches Ärzteblatt website.

Key Facts Newsletter *:

Recipient: ca. * 63.300

Frequency: Mo. – Fr.

Advertising opportunities:

Medium Rectangle 75€ TAP

Image/text display 75€ TAP

* 24,500 validated doctors
As of December 2025

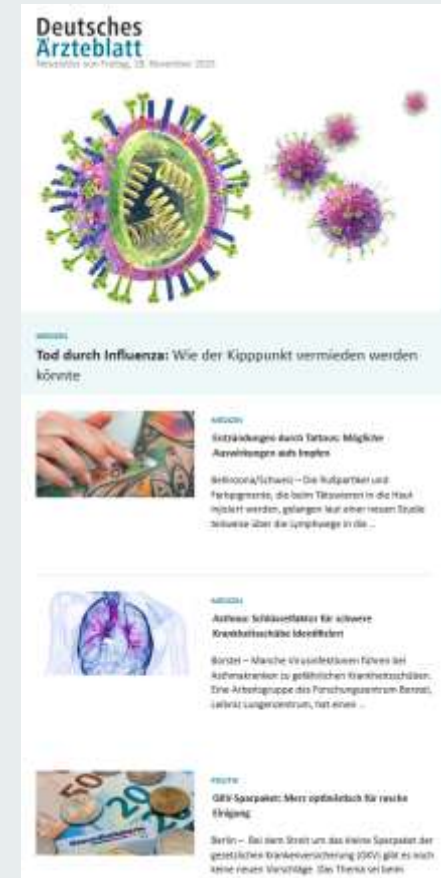
Interdisciplinary newsletter

Banner

- Medium Rectangle: 300 x 250 px
- Data weight : max. 99 kb

Image / Text Ad

- Graphic: 600 x 336px (Cross form type)
- Data weight : max. 99 kb
- Heading : max. 50 characters; 1 bis max. 2 lines
Text: max. 250 characters incl. spaces



The specialist newsletters of the **Deutsches Ärzteblatt** offer a condensed overview of current topics and publications from a selected specialist area.

Banner

- Medium Rectangle: 300 x 250 px
- file size: max. 99 kb

Image/text display

- Graphic: 600 x 336px (Cross form type)
- file size: max. 99 kb
- heading : max. 50 characters; 1 bis max. 2 lines
- Text: max. 250 characters incl. spaces

Newsletter	subscribers*	Frequency of publication	Price only AE-compatible
Monday Bulletin	50.000	Every Monday	3.400 €
Digital edition	27.500	Publication date of the D. Ärzteblattes (Print)	2.050 €
Dermatology	7.000	4th Thursday in M.	1.050 €
Diabetology	15.000	1st Saturday in M.	1.625 €
Gastroenterology	9.000	1st & 3rd Monday in the month	1.075 €
Gynaecology	7.500	3rd Wednesday in M.	1.050 €
Cardiology	21.000	2nd & 4th Wednesday of the month	1.975 €
Neurology	27.000	1st & 3rd Tuesday of the month	2.425 €
Oncology	19.000	Every Saturday	1.825 €
Paediatrics	6.000	2nd & 4th Saturday in the month	1.050 €
Respiratory medicine	15.500	1st & 3rd Thursday of the month	1.563 €
Rheumatology	4.300	2nd & 4th Thursday of the month	1.050 €
Urology	15.000	2nd & 4th Tuesday of the month	1.525 €

As of December 2025. The number of subscribers refers to the number of people interested in health (without HWG certification)

The official organ of the medical profession

STANDALONE-Newsletter | aerzteblatt.de

The standalone newsletter allows you to reach medical specialists precisely and exclusively. Customised content is sent to the desired target group.

Frequency: Friday or Sunday

Fields of expertise	Subscribers*	Prices
API**	26.000	10.500 €
AINS***	4.800	4.000 €
Dermatology	4.600	4.000 €
Diabetology	11.000	6.900 €
Gastroenterology	6.900	5.500 €
Gynaecology	4.700	4.000 €
Cardiology	15.500	6.900 €
Neurology	15.500	6.900 €
Oncology	11.000	7.500 €
Ophthalmology	1.900	2.500 €
Paediatrics	6.500	5.500 €
Respiratory medicine	12.400	6.900 €
Psychiatry	6.000	5.000 €
Rheumatology	4.300	3.500 €
Urology	7.600	6.000 €

*As of November 2025
**General practitioners, family doctors, internists
***AINS – Anesthesiology, intensive care medicine, emergency medicine, pain therapy

Data delivery for standalone newsletters

1. File format and structure

- Provision of content in a ZIP folder
- HTML file in responsive layout with a maximum width of 620 pixels
- All images and files used must be included in the ZIP folder

2. Subject line

- Maximum length: 50 characters (recommendation: 20-40 characters for optimal display)

3. Styles and scripts

- JavaScript and style specifications must be fully embedded in the HTML file
- Standard styles must be used inline to avoid compatibility issues
- External reloading of CSS files or JavaScript is not permitted.

4. Restrictions

- iFrames may not be used
- No control of frequency caps, specific browsers, operating systems, bandwidths or times of day via redirect.

5. Linking

- Clickable URLs must already be marked as functional links in the HTML template and be redirect-capable.

6. Legal requirements

- An imprint or a link to the imprint is mandatory.

Note: Test the final HTML file for compatibility with common email clients and different display sizes before delivery.

Please deliver the data at
least 7 working days before
the shipping date.

The Sunday reading provides interesting and useful information for your daily work.

Key Facts "Career and Everyday Life" *:

Recipient: 26.600
Frequency of publication: Sundays

Advertising opportunities:

Medium Rectangle On request
Image/text display On request
Top ranking On request

Technical specifications

Banner

- Medium Rectangle: 300 x 250 px
- Data weight: max. 50 kb

Image/text display

- Graphic: 390 x 246 px
(Display of the image 130 x 82 px)
- Data weight: max. 50 kb
- Heading max. 60 characters**
- Continuous text approx. 350 characters incl. CTA**
- A total of max. 6 lines
- Up to three links possible

** incl. spaces



The specialist newsletters published by Ärzte Zeitung provide a concise overview of current topics and publications from a selected field.

Advertising opportunities:

Banner Medium Rectangle	Upon request
Image/text display	Upon request
Top ranking	Upon request
Exclusive special newsletter	Upon request
StandAlone Newsletter	Upon request

Specialist Newsletter	*Subscribers	Frequency of publication	Price
Ärzte Zeitung dermatology	9.094	Every 3th Tuesday	Upon request
Ärzte Zeitung diabetology	10.000	Every second Thursday	Upon request
Ärzte Zeitung gastroenterology	7.076	Every second Thursday	Upon request
Ärzte Zeitung women's health	1.915	Monthly appointment on request	Upon request
Ärzte Zeitung cardiology	10.317	Every second Wednesday	Upon request
Ärzte Zeitung neurology psychiatry	10.337	Every second Monday	Upon request
Ärzte Zeitung oncology	8.128	weekly, Wednesday	Upon request
Ärzte Zeitung ophthalmology	4.013	Every 5th Friday	Upon request
Ärzte Zeitung child health	11.141	Every second Friday	Upon request
Ärzte Zeitung respiratory medicine	12.134	Every second Friday	Upon request
Ärzte Zeitung Rheumatologie	7.449	Every second Tuesday	Upon request

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

*Stand: Juni 2024

*Further newsletters available on request

Technical specifications Newsletter

Exclusive special newsletter

Editorial content based on topics specified by customers
Prepared newsletter with 2-3 exclusive advertising spaces and customer logo, as well as mentioned by name in the newsletter.

Date of dispatch and topic in consultation with the editorial team

Specifications

Banner

- Medium Rectangle: 300 x 250 px
- Data weight: max. 50 kb

Image/text display

- Graphic: 390 x 246 px
(Display of the image 130 x 82 px)
- Data weight: max. 50 kb
- Heading max. 60 characters**
- Continuous text approx. 350 characters incl. CTA**
- A total of max. 6 lines
- Up to three links possible

TOP ranking

The top placement at the top of the newsletter guarantees contact with the newsletter reader.

Regular dispatch day

Specifications

- Graphic: 620 x 90 px
- Statisches Formatgif, jpg, png
- Dateigewicht: max. 50 kb
- eine Ziel-URL möglich

Technical specifications StandAlone Newsletter

StandAlone Newsletter

The contents of this purely promotional newsletter will be delivered in full by the customer.

Shipping day: Tuesdays

The following content is required:

- HTML file (width of your content on a desktop device 628px)
- Images used
- Subject (max. 60 characters including spaces)
 - > Subject begins with "Extra:" because it is an extra newsletter
 - > Please choose a subject that does not require a colon
 - > Our recommendation: No product name in the subject line.
- Pre-header (approx. 40-60 characters including spaces).
- Text (approx. 2,500 characters including spaces).

Colours and fonts:

- Background colour : body background-color: #DDDDDD
- Header: #00285a

- Background in the content area: light blue : #e6eefa
- Header, Learn more: #0064fe
- Button: #006699
- Fonts: Arial, Helvetica, sans-serif
- Serif font / Headlines: Georgia, serif

Introductory text / Editorial

- Editorial follows directly after the personal address to the recipient.
- Possible formatting: paragraphs, bold, italics, links, superscript, subscript

Additional information

- Style specifications must be integrated directly into the HTML file as inline styles.
- External CSS files cannot be reloaded
- iFrames are not permitted
- Clickable URLs must be defined as links in the template and must be redirect-capable throughout(no restrictions with regard to frequency caps, browsers, operating systems,bandwidths or times of day).
- Referrers must ensure forwarding by the mail service provider.
- A complete legal notice is mandatory.

The portal with the latest updates for the automotive trade and parts trade

Newsletter | aftermarket-update.de

The Aftermarket Update newsletter specialises in aftermarket news and news on the subject of automotive after-sales. Latest news about car parts, spare parts, workshop, car workshop, car operation, car service, car repair.

Key Facts :

Total Recipients:	ca. 1.300
Frequency NL:	Tuesday
Frequency SAM:	On request (Thu.)

Advertising opportunities:

One month (4 Placements - Banner)

Banner:	600€
Standalone Mailing:	1.500€

* Updated: January 2026

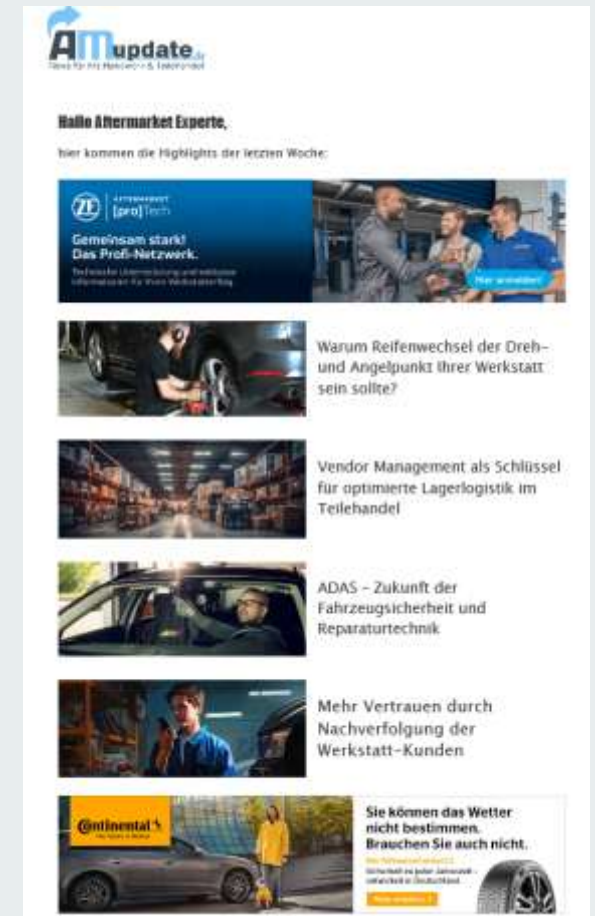
Technical Specifications

Banner

- Graphic: 860x200 px
- Target-URL

Standalone Mailing

- Image: Header + max. 2 further Images
- Text: max. 1 DIN-A4, Word file with the finished SAM
- Subject line
- Target-URL



Delivery of advertising material for newsletter activation no later than 5 working days before dispatch

The leading German aviation portal

Newsletter | airliners.de

Up-to-date summary of the latest headlines from all areas of the aviation industry.

Key Facts News Newsletter *:

Recipients: 4.996
Frequency: working days

Key Facts Occupation & Career*:

Recipients: 11.000
Frequency: weekly, Wed.

Advertising opportunities:

Image/Text Ad 1.290 €/ fix for

News Newsletter 5 Dispatches

Career Newsletter 4 Dispatches

* January 2026

Delivery of advertising material at the latest 5 working days before dispatch

Technical Specifications

Image / Text Ad

- Graphic: 90 x 90 px
- Data weight: 20 kb
- Headline max. 65 characters**
- Continuous text max. 200 characters**

** inkl. Leerzeichen



The newsletter of the journal **Altenheim** is published every Tuesday and Thursday and is aimed at the management of inpatient care facilities.

Key Facts :

Recipients: 7.800
Frequency: Thursday

Advertising opportunities:

(1) Image / Text	Pos1:	1.635 € / fix
(2) Image / Text	Pos2:	1.520 € / fix
(3) Banner	Pos 1:	1.635 € / fix
(4) Banner	Pos 2:	1.520 € / fix

Technical Specifications

(1) Image Text Ad

- Graphic: 600 x 400 px, (max. 40 KB), JPG, PNG, GIF
- Text: Headline: max. 34 characters*
- Continuous text 250 to max. 400 characters*
- Call-to-Action: freely selectable
- Target-URL

(2) Banner

- Graphic: 600 x 220 px, (max. 40 KB), JPG, PNG file, GIF
- No animated graphic formats
- Target-URL

*incl. Space



* Last updated: January 2026

Delivery of advertising material at the latest 5 working days before dispatch

Solutions for the management of residential care facilities

Standalone Mailing | altenheim.net

Do you want to place your new product or innovative service on the market? Would you like to set a specific theme? And you want to have the target group exclusively for you? Then get a special edition of the newsletter Altenheim under the strong brand of the Vincentz Network just for your topic and your communication.

The special newsletter reaches the decision-makers in the management of inpatient care for the elderly a maximum of twice a month.

Take control yourself and place your topic, including links, directly where it hits your target group without much wastage!

Optional creation by the publisher on the basis of your supplied materials is possible. Please contact us.

Key data

Performance und Pricing

The standalone reaches a maximum of twice a month. the decision-makers in the management of inpatient care for the elderly:

- SAT Altenheim.net
- Shipping dates according to agreement
- Drafting for approval by the publisher
- Final report on open rate and clicks

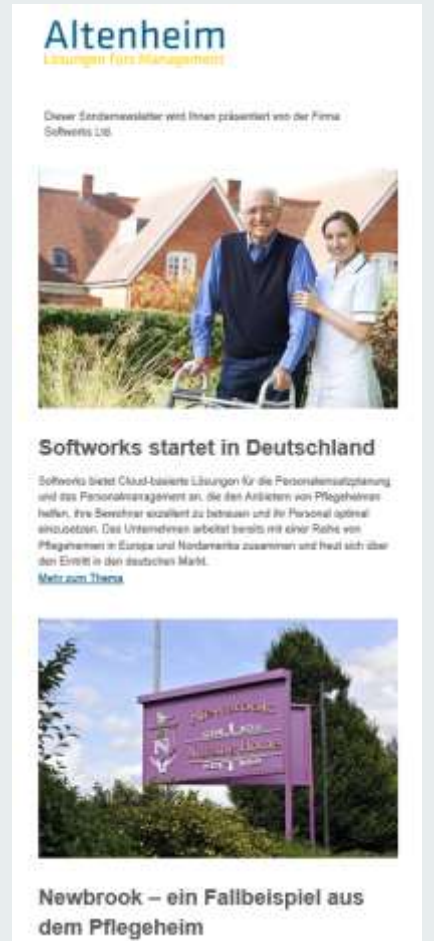
EUR 5.720€*

Delivery

up to 5 text teasers and images

per Teaser:

- max. 400–500 characters incl. spaces
- Headline (max. 65 characters incl. spaces)
- max. 1 image (ratio 3:2)
- Link incl. button text



The newsletter of the journal Geriatric Care is published every Tuesday and Thursday and is aimed at the management of inpatient care facilities.

Key Facts :

Total Recipients: 44.600
Frequency: Tue. / Thur.

Advertising opportunities:

(1)	Image / Text	Pos1:	1.685 € / fix
(2)	Image / Text	Pos2:	1.565 € / fix
(3)	Banner	Pos 1:	1.685 € / fix
(4)	Banner	Pos 2:	1.565 € / fix

Technical Specifications

(1) Image Text Ad

- **Graphic:** 600 x 400 px, (max. 40 KB), JPG, PNG, GIF
- **Text:** Headline: max. 34 characters*
- Continuous text 250 to max. 400 characters*
- Call-to-Action: freely selectable
- Target-URL

(2) Banner

- **Graphic:** 600 x 220 px, (max. 40 KB), JPG, PNG file, GIF
- No animated graphic formats
- Target-URL

*incl. spaces



* Last updated: January 2026

The specialist portal for nursing professionals

Standalone Mailing | altenpflege-online.net

Do you want to place your new product or innovative service on the market? Would you like to set a specific theme? And you want to have the target group exclusively for you? Then get a special edition of the Elderly Care newsletter under the strong brand of the Vincentz Network just for your topic and communication.

Take control yourself and place your topic, including links, directly where it hits your target group without much wastage!

Optional creation by the publisher on the basis of your supplied materials is possible. Please contact us.

Key data

Performance and Pricing

The standalone reaches nursing services and registered nurses

- SAM Altenpflege.net
- Shipping dates according to agreement
- Drafting for approval by the publisher
- Final report on open rate and clicks

EUR 5.720*

Delivery

up to 5 text teasers and images

per Teaser:

- max. 400–500 characters incl. spaces
- Headline (max. 65 characters incl. spaces)
- max. 1 image (ratio 3:2)
- Link incl. button text



*only AE possible!
Status: January 2026

AZ – the online medium for the architecture industry

Newsletter | architekturzeitung.com

ARCHITEKTUR
ZEITUNG

The newsletter of the AZ/Architekturzeitung informs about current architectural events and international projects in the field of architecture and interior design, urban development and landscape planning. In addition, readers in Germany, Austria and Switzerland will be introduced to the latest products and innovations.

95 percent of the subscribers to the newsletter are architects and engineers. In addition, there are other 5 percent are specialist planners or those interested in architecture.

Key Facts*

Recipients: * 10.000
Frequency: on request (on Tuesdays)

Advertising opportunities:

Image/ Text Ad: 1.165 € / fix
Standalone Mailing: 3.415 € / fix

* January 2026

Prices are AE-enabled and cannot be discounted.

Delivery of advertising material at the latest 5 working days before dispatch when the newsletter is placed; for standalone mailing at least 10 working days before dispatch

Technical Specifications

Image/Text Ad

- Image: Delivery in landscape format and high resolution (1,000 px) is scaled down by the publisher
- JPG or PNG file (non-animated)
- Text: max. 500 characters*
- Target-URL

Standalone Mailing

- Image: Delivery in landscape format and high resolution (1,000 px) is scaled down by the publisher
- JPG or PNG file (non-animated)
- Text: max. 2,000 characters*, Word file with the finished SAM
- Target-URL

*incl. spaces



The leading international industry portal for life sciences, biotechnology and pharmaceuticals.

Newsletter | Bionity.com



The bionity.com newsletter offers the latest industry news from business and research, product highlights and innovations, white papers and webinars, as well as companies – specifically compiled for anyone who wants to stay up to date with the latest developments in biotechnology, pharmaceuticals and life sciences.

Key Facts News Newsletter *:

Recipient : 9.000

Frequency: twice weekly / Tuesdays and Thursdays

Advertising opportunities :

Banner 711€

- Presentation in the editorial section of the newsletter
- Link to your website or PDF file

Premium advertising box newsletter 441€

- Presentation in the editorial section of the newsletter
- Link to your website or PDF file

Technical specifications

Banner

- Graphic: Image as GIF 600x200 pixels without animation
- Dataweight: max. 50 kB
- Heading max. characters** on request
- Continuous text max. characters** on request

Premium advertising box newsletter

- Image/graphic : 300x225 px
- Heading : 100 characters**
- Text length : 400 characters**
- CTA Button: 25 characters**

** inkl. Leerzeichen



BOERSE.DE NEWS – Currently in the spotlight

Standalone Mailing | boerse.de

Do you want to place your new derivative or innovative service on the market? Would you like to set a specific theme? And you want to have the target group exclusively for you? Then get a special edition of Germany's largest stock market newsletter for your newsletter.

Take control yourself and place your topic, including links, directly where it hits your target group without much wastage!

Price: 7.900€ gross (only AE-capable)

Key data

- Recipients
- Shipping dates according to agreement
- Draft for approval by publisher
- Final Report

Specifications:

- Width 640px, height variable
- Please submit as an HTML template
- Data weight: max. 70 kb



[Beispiel-Link](#)

Btc-echo.de is Germany's leading portal for crypto media.

Newsletter | btc-echo.de

The newsletters from btc-echo.de provide information on the most important updates on Bitcoin, blockchain and crypto, daily and weekly.

Currently, a standalone newsletter can be used.

Key Facts*

Frequency of publication: max. 2 x month

Standalone Mailing: 3.900 € / fix

Recipient: 16.000

Newsletter - Standalone

Vorlaufzeit:	3 Werktage
Umfang:	max. 800 Wörter
	max. 3 Backlinks
	max. 3 Bilder (mind. 1280 x 720 px./ 16:9)

Bitcoin Mining für alle
Bitcoin für unter 70.000 US-Dollar. So wirst du Mitgestalter einer Mining-Anlage!



Revolution im Bitcoin Mining: Bis vor kurzem war Mining fast ausschließlich großen Technologiekonzernen mit ansehnem Kapital vorbehalten. Hohe Einstiegssummen, wenig Einflussmöglichkeiten und mangelnde Transparenz machten es für Privatanlegerinnen und Privatanleger nahezu unmöglich, selbst profitabel mitzumachen. Green Mining DAO ändert das nun mit einem zukunftsweisenden Modell:

Mit dem aktuellen Projekt [Green Mining DAO](#) hast du flexible Beteiligungsmöglichkeiten, um [tokenisierte](#) Anteile einer modernen Mining-Anlage in Paraguay zu erwerben und damit zum [Mitgestalter](#) zu werden.

Als Anteilseigner erhältst du deine Gewinnanteile quartalsweise direkt in Form von Bitcoin auf deine eigene Wallet. ¹ Im ersten Quartal 2025 werden 0,57 Bitcoin an die Investoren ausgeschüttet werden, für das zweite Quartal waren es bereits 0,85 Bitcoin. ² [Langfristig](#) strebt das Projekt eine jährliche Rendite von bis zu 20 Prozent an. ³

[Mehr Informationen erhalten](#)

Deine Vorteile auf einen Blick:

- Echte Mitgliedschaft in einem profitabel betriebenen Rechenzentrum
- Quartalsweise Ausschüttung der Bitcoin-Erlöse
- 100 Prozent nachhaltige Energieversorgung
- [Tokenisierte](#) Wertpapiere einer Schweizer AG ([publisis](#), [Stimmrecht](#))
- Volle Transparenz durch Reports, Dashboards und Generalversammlungen

Der Standort wird zu 100 Prozent mit erneuerbarer Wasserkraft betrieben, was nicht nur nachhaltig ist, sondern auch die Betriebskosten niedrig hält. Aktuell produziert das Unternehmen Bitcoin für ca. 70.000 US-Dollar und damit deutlich unter dem Preis an Börsen. In Zukunft sollen durch innovative Abwärmennutzung für die Trocknung von Lebensmitteln die BTC-Produktionskosten noch weiter gesenkt werden.

Green-Mining™

[Mitgliedschaft](#)

Green Mining DAO

- Direkte Beteiligung durch tokenisierte Anteile
- Passives Einkommen durch vordefinierte Stückzahlen
- Nachhaltigkeit durch 100% Wasserkraft
- Hohe Transparenz und Kontrolle
- Starke Community mit mehr als 100 Investoren

Publikanzwertung

4.98

35 Bewertungen

[Zur Bewertung](#)

[Zur Anzeige](#)

Was Green Mining DAO von anderen Anbietern unterscheidet

Bei vielen Cloud-Mining- oder [Hobby](#)-Mining-Anbietern sind hohe Gebühren oder fehlende Transparenz die Rendite. Bei Green Mining DAO ist das anders. Du wirst echter Mitgestalter der Anlage, nicht Kunde. Das Unternehmen hält seine Investor-Community mit monatlichen Updates zur Anlage transparent auf dem Laufenden und reinvestiert regelmäßig in deren langfristige Wertsteigerung.

The Flooring Magazine for Crafts and Trade

Newsletter | boden-wand-decke.de

Up-to-date news from industry and business

Key Facts bwd report:

Recipients: 14.000
Frequency: biweekly

Advertising opportunities:

Banner Full Ad	On request
Banner Billboard Ad	On request
Image/Text-Ad	On request
Exklusive Sponsoring	On request
Stand Alone Mailing	On request

Key data

Banner

Full Ad

- Graphic: 468 px wide x max. 60 px high
- Data weight: max. 40 KB
- Target-URL

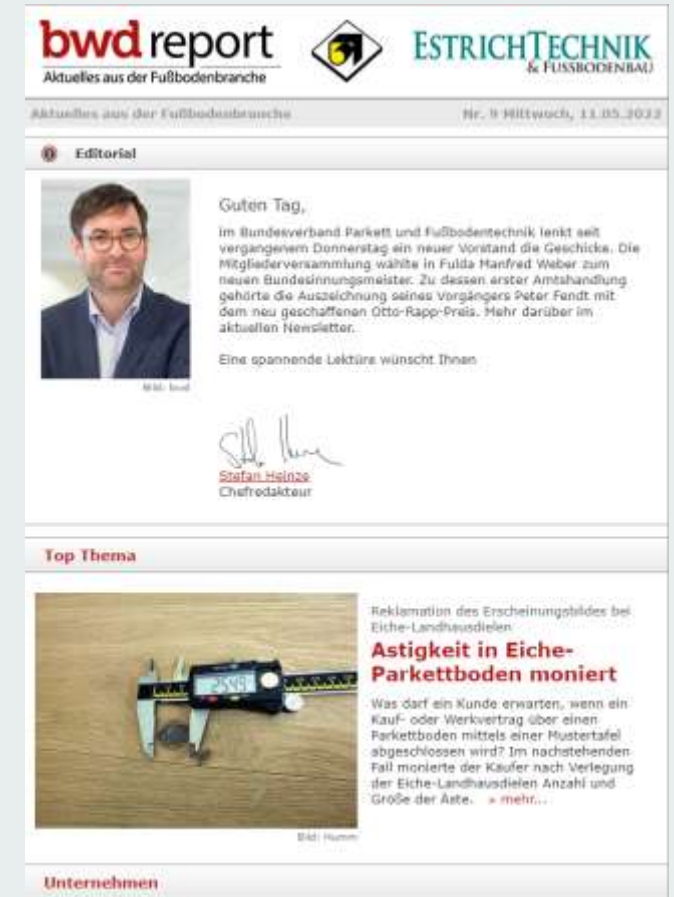
Billboard Ad

- Graphic: 600 px wide x max. 240 px high
- Data weight: max. 40 KB
- Target-URL

Image-Text-Ad

- Headline: max. 50 characters **
- Continuous text: max. 350 characters **
- Image: 600 px wide x 403 px high, file weight: max. 40 KB (with image source)
- Link: URL linked to the image ad
- File format: JPG, PNG, GIF

** incl. spaces



* January 2026

Delivery of advertising material at the latest 5 working days before dispatch

The weekly editorial newsletter includes the latest technical articles and advice texts from experts and editors. In addition, regular opinions and a column on the topics of leadership, marketing, personal branding and social media.

Key Facts *:

Recipients: 41.800
Frequency: weekly, Thurs.

Advertising opportunities:

Banner 3.490 €/ fix
Image/ Text Ad 3.490 €/ fix

Key data

Banner

- 560 x 250 px
- Target-URL

Image / Text Ad

- Graphic: 140 x 140 px
- Headline: max. 50 characters*
- Text: max. 300 characters*
- CTA: max. 40 characters*
- Target-URL

* incl. spaces



* January 2026

Delivery of advertising material at the latest 5 working days before dispatch

Business-Punk.com – Where the pioneers of the future are at home

Newsletter

The Business Punk newsletter delivers the latest insights on entrepreneurship, innovation and trends directly to the inbox of an engaged business community every week. With a high open rate and clear target group appeal, it offers brands a powerful platform to reach decision-makers, founders and future shapers – right where they are active.

Shipping:

Tuesday (Work Hard) | Friday (Play Hard)

TOP BANNER	€ 900
IMAGE/TEXT Combination	€ 1.250

Price per mailing, newsletter selectable

TECH SPECS

TOP BANNER

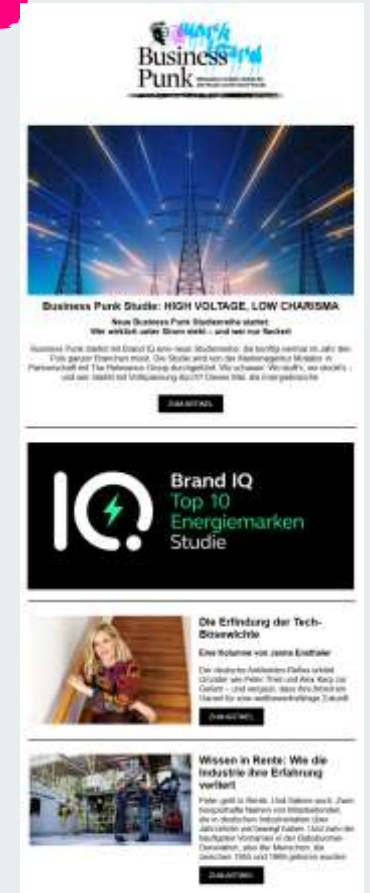
- Visual 728 x 90 px Desktop/ Tablet representation
- Accepted formats jpg | png | gif (not animated)
- Dataweight: max. 100 kb
- Target URL

IMAGE/TEXT Combination

- Visual 224 x 102 px
- Headline max. 50 characters* | Text max. 350 characters*
- Accepted formats jpg | png | gif (not animated)
Text with target URL as txt or docx

* incl. spaces

RECIPIENTS/SUBSCRIBERS: APPROX.
7,000LINKEDIN NEWSLETTER: 36,677
SUBSCRIBERSAVERAGE OPEN RATE: OVER 50%



The leading specialist portal for chemistry in the DACH region – from the laboratory to the process.

Newsletter | chemie.de



The **chemie.de** newsletter offers the latest industry news from business and research, product highlights and innovations, white papers and webinars, as well as companies – all presented in a compact format for anyone who wants to stay up to date with the latest developments in the chemical industry.

Key Facts News Newsletter *:

Recipient: 24.000
Frequency: twice weekly / Tuesdays and Thursdays

Advertising opportunities :

- Banner 1.975€
- Presentation in the editorial section of the newsletter
 - Link to your website or PDF file

Premium advertising box Newsletter 1.125€

- Presentation in the editorial section of the newsletter
- Link to your website or PDF file

Technical specifications

Newsletterbanner

- Graphic: Image as GIF 600x200 pixels without animation
- Dataweight: max. 50 kB
- Heading max. characters** on request
- Continuous text max. characters** on request

Premium advertising box Newsletter

- Image/graphic: 300x225 px
- Headline: 100 characters**
- Text length: 400 characters**
- CTA button: 25 characters**

** inkl. Leerzeichen



Status: January 2026

Werbemittel-Anlieferung bei Newsletter-Schaltung spätestens 5 Werktage vor Versand

[Zurück zur Übersicht](#)

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businessAD

compliance-manager – The portal dedicated to compliance

Newsletter | compliance-manager.net

The Compliance Press Review is a weekly newsletter that reflects compliance-related news from regional and national German-language publications. Topics include business, international affairs, politics, laws and court rulings, as well as other background information.

Key Facts Compliance Presseschau*:

Recipient: 18.125

Frequency of publication: fortnightly, Wed.

Advertising opportunities:

Banner 1: 400 € Fix

Banner 2: 600 € Fix

Banner 3: 800 € Fix

Technical specifications

Banner

■ Option 1:

Format: 660 x 150 px

Dataweight: max. 30 kb

■ Option 2:

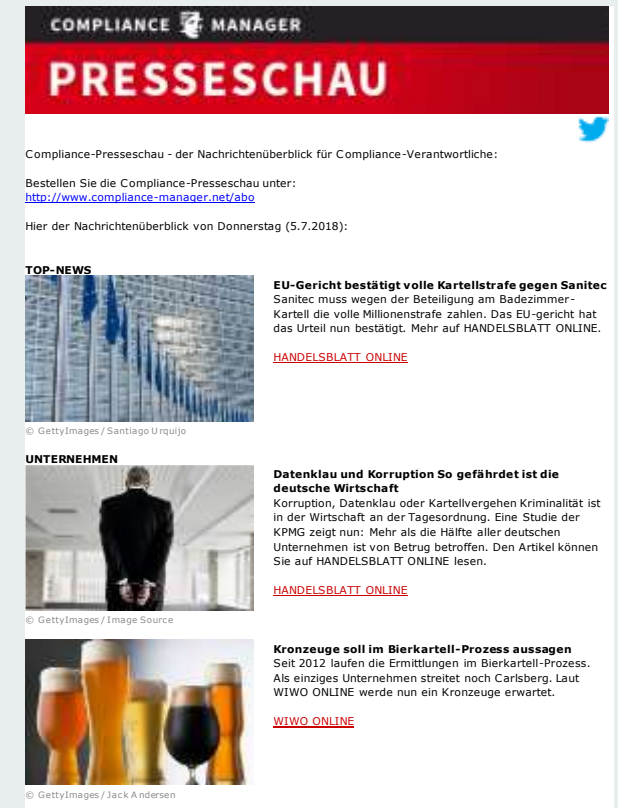
Format: 660 x 300 px

Dataweight : max. 30 kb

■ Option 3

Format: 660 x 450 px

Dataweight : max. 30 kb



* Status: January 2026

The recognised online trade magazine for the financial sector

Newsletter | der-bank-blog.de

Every day, the newsletter provides expert information on the most important topics relating to banks and financial service providers.

Key Facts*:

Recipient:	9,000 per shipment (Mon.–Fri.) 1.400 x sundays
Frequency of publication:	5 per trading day (Mon. – Fri.) 1 x sundays
Standalone:	10.000 recipient (Available on request)

Advertising options and prices (AE-compatible only):

Banner:	1.500€ per KW (6 circuits) 5.100€ per month
Image/text:	1.500€ per KW (6 circuits) 5.100€ per month
Standalone:	On request

Technical specifications

Banner

- Format Banner: 600 x 150 px
- Dataweight: max. 30 kb

Image/text display

- Reference and link to your content
- Maximum 250 characters (including spaces)
- Image size: 180x100px (please deliver in 1,080x600 px)

Standalone

- Upon request

** including spaces



Die Online Plattform der größten Handwerks Zeitung in Deutschland

Newsletter | deutsche-handwerks-zeitung.de

DHZ Deutsche
Handwerks
Zeitung

HOLZMANN MEDIEN

Tagesaktuell aus der Industrie und Wirtschaft

Key Facts Technik:

Empfänger: 84.415*

Erscheinungsweise: täglich, Mo. – Fr.

Werbemöglichkeiten:

Banner Full Ad	Auf Anfrage
Banner Billboard Ad	Auf Anfrage
Bild/Text-Anzeige	Auf Anfrage
Exklusiv Sponsoring	Auf Anfrage

Technische Spezifikationen

Banner

Full Ad

- Grafik: 468 px breit x max. 60 px hoch
- Dateigewicht: max. 40 KB
- Ziel-URL

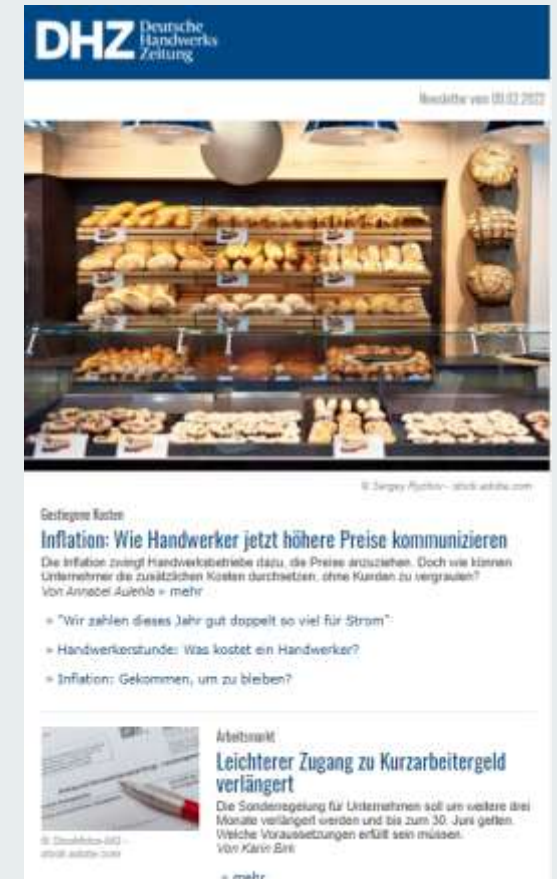
Billboard Ad

- Grafik: 600 px breit x max. 240 px hoch
- Dateigewicht: max. 40 KB
- Ziel-URL

Bild-Text-Anzeige

- Überschrift: max. 50 Zeichen **
- Fließtext: max. 350 Zeichen **
- Bild: 600 px breit x 403 px hoch, Dateigewicht: max. 40 KB (mit Bildquelle)
- Link: URL auf die Bildanzeige verlinkt
- Dateiformat: JPG, PNG, GIF

** inkl. Leerzeichen



Status: January 2026

Werbemittel-Anlieferung bei Newsletter-Schaltung spätestens 5 Werktage vor Versand

[Zurück zur Übersicht](#)

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businessAD

Das führende Portal für die digitale Start-up Szene

Newsletter | deutsche-startups.de

Der deutsche-startups.de Newsletter informiert bösrentäglich über Neuigkeiten aus der deutschen Internet- und Gründerszene.

Key Facts *:

Empfänger gesamt: ca. 5.700
Erscheinungsweise: bösrentäglich

Werbemöglichkeiten:

Bild / Text Anzeige: 930 €
Medium Rectangle: 830 €

Technische Spezifikationen

Bild/Text Anzeige

- Bild / Textanzeige
- Grafik: 300 x 300 px, statisch (max .40 kb)
- Format: jpg/png
- Überschrift max. 55 Zeichen**

Medium Rectangle

- Grafik: 300 x 250 px, statisch (max .40 kb)
- Format: jpg/png

** inkl. Leerzeichen



Der wöchentlich erscheinende Newsletter informiert über aktuelle Themen im Bereich der eMobilität.

Key Facts *:

Empfänger: ca. 14.900
Erscheinungsweise: wöchentlich
Mo., Mi. & Fr.

Werbemöglichkeiten:

Banner 1.550 €
Bild/Text Anzeige 1.550 €
Video 1.550 €

Technische Spezifikationen

Banner

- Grafik: 1.200 x 800 px
- Dateigewicht: 150 kb

Bild/Text Anzeige

- Grafik: 1.200 x 800 px
- Dateigewicht: 150 kb
- Text: 3 Zeilen, insgesamt 350 Zeichen inkl. Link**

Video

- Einbettung über YouTube-URL
- Verlinkung zur Ziel-URL im Video möglich.

** inkl. Leerzeichen



The portal for energy-efficient renovation

Newsletter | energie-fachberater.de

In addition to the latest information, the focus is on expert knowledge: energy consultants, subsidy experts and specialists in a wide range of topics provide specific tips on renovation practices, legal requirements, subsidies and financing.

Key Facts:

Subscribers : 11.000

Shipping interval : weekly, Tue

Advertising opportunities:

Fullsizebanner: 800 €

Status: January 2026

Technical specifications

Banner

- Fullsizebanner: 468 x 60 px
- Dataweight max. 80 Kb

** inkl. Leerzeichen



The portal for the commercial vehicle industry

Newsletter | eurotransport.de

eurotransport.de

Logistics & Management

Shipping days: Tuesdays and Thursdays

Recipient: 970*

Long-distance lorry driver

Shipping days: Saturday

Recipient: 3.500*

Advertising opportunities:

Fullsize-Banner	2.030 € Position 1
	1.990 € Position 2 & 3
Image-text display	2.030 €

*As of January 2026

Technical specifications

Fullsize-Banner

580 x 95 pixels; static, not animated, JPG, 72 dpi,
file size max. 60 KB

Image/text display

Graphic: 3.000 x 2.000 px, 72 dpi
Dataweight: 60 kb
Header: Max. 27 characters*
Headline: Max. 45 characters*
Text: Max. 120 characters*

*including spaces



The specialist portal for financial intermediaries and brokers

Newsletter | finanzwelt.de

finanzwelt

The newsletter provides readers with the most important news, interviews and background reports from all sections. Product innovations, market studies, personnel information and much more.

Key Facts Daily*:

Recipient: 18.125

Frequency: weekly, Tue & Thu

Key Facts Standalone Mailing*:

Recipient: 18.125

Frequency: weekly, Mon., Wed., Fri.

Advertising opportunities:

Banner (1x) 795 € fix

Medium Rectangle(1 x) 895 € fix

Image + text display(1 x) 995 € fix

Standalone Mailing (1x) 2.950 € fix*

*AE-compatible only!

Technical specifications

Banner

- Banner: 600x100 px
Dataweight: max. 50 kb
- Medium Rectangle: 300x250 px
- File format: jpg or gif (not animated)

Image + text display

- Image: 290 x 190 px, Dataweight: max. 50 kb
- Text: max. 450 characters**
- Headline: max. 50 characters**

Standalone Mailing

- Max. 600 px width, variable height
- Dataweight: max. 50 kb
- Text: Content in Word document up to 2,000 characters

** including spaces



*Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch; for standalone mailings no later than 10 working days before dispatch.

[Zurück zur Übersicht](#)

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businessAD

The portal for vehicle fleets and mobility

Newsletter | firmenauto.de

The newsletter **firmenauto** provides weekly information from the fleet market.

Key Facts:

Shipping date: Thursday

Abonnenten: 970 *

Advertising opportunities:

Fullsize-Banner 1.010 € Pos. 1

900 € ab Pos. 2

Image/Text 1.010 €

*Status: January 2026

Technical specifications

Fullsize-Banner

580 x 95 pixels; static, not animated,
JPG, 72 dpi, file size max. 60 KB

Image/text display

Graphic: 3,000 x 2,000 px, 72 dpi, no
portrait formats.

Headline: max. 27 characters*

Text: max. 120 characters*

* including spaces



Advertising material delivery for newsletter placement no later than 10 days before dispatch

Daily updates from industry and business

Key facts about the butcher's shop today:

Recipient: 1.868 *

Frequency of publication: fortnightly

Advertising opportunities:

Banner Full Ad	On request
Banner Billboard Ad	On request
Image/text display	On request
Exklusiv Sponsoring	On request
Stand Alone Mailing	On request

Technical specifications

Banner

Full Ad

- Graphic: 468 px wide x max. 60 px high
- Dataweight: max. 40 KB
- Target URL

Billboard Ad

- Graphics: 600 px wide x max. 240 px high
- Dataweight: max. 40 KB
- Target URL

Image-text display

- Headline: max. 50 characters **
- Body text: max. 350 characters **
- Image: 600 px wide x 403 px high, file size: max. 40 KB (with image source)
- Link: URL linked to the image display
- File format: JPG, PNG, GIF

** including spaces



*Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The information and news portal for founders and entrepreneurs.

Newsletter | foerderland.de



The newsletter contains important information for innovative founders and entrepreneurs. The aims of the newsletter are to convey a spirit of entrepreneurship and motivation for innovative and growth-oriented business ideas.

Key Facts foerderland*:

Recipient: ca. 7.830
Frequency of publication: weekly, Tue

Advertising opportunities:

Banner 2.290 €/ fix
Image/text display 2.290 €/ fix
Standalone Mailing 4.190 €/ fix

Technical specifications

Banner

- Graphic: 600 x 250 px
- Daaweight: max. 50 kb

Image/text display

- Graphics: 180 x 120 px
- Dataweight: max. 50 kb
- Headline max. 65 characters**
- Body text max. 300 characters**
- Target URL 1 line, max. 40 characters

Standalone Mailing

- Graphic: max. 575 px width, variable height
- Dataweight: max. 50 kb
- Text: Maximum 2,000 characters** in Word file

** including spaces



Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch; for standalone mailings no later than 10 working days before dispatch.

The practical magazine for production and assembly

Newsletter | gff-magazin.de

Daily updates from industry and business

Key Facts GFF Report:

Recipient:	2.450 *
Frequency of publication:	biweekly
Banner Full Ad	On request
Banner Billboard Ad	On request
Bild/Text-Anzeige	On request
Exklusiv Sponsoring	On request
Stand Alone Mailing	On request

Key Facts GFF Thema:

Recipient:	2.450 *
Frequency of publication:	four times a year
Banner Full Ad	On request
Banner Billboard Ad	On request
Bild/Text-Anzeige	On request
Exklusiv Sponsoring	On request

Technical specifications

Banner

Full Ad

- Graphic: 468 px wide x max. 60 px high
- Dataweight: max. 40 KB
- Target URL

Billboard Ad

- Graphic: 600 px wide x max. 240 px high
- Dataweight: max. 40 KB
- Target-URL

Image-text display

- Headline: max. 50 characters **
- Body text: max. 350 characters **
- Image: 600 px wide x 403 px high, file size: max. 40 KB (with image source)
- Link: URL linked to the image display
- File format: JPG, PNG, GIF

** inkl. Leerzeichen



*Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

[Zurück zur Übersicht](#)

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businessAD

As a trade magazine with clearly defined focal points, the Golem editorial team sends out a daily newsletter on weekdays, offering subscribers an overview of selected top news stories from the editorial team.

Key Facts *:

Total recipients:	33.000
Frequency of publication:	every working day (Mon-Fri)

Advertising opportunities:

Image/text display*:	3.000 € / fix
Exclusive sponsorship:	5.900 €

Key Facts Chefs von Devs*:

Total recipients:	4.300
Frequency of publication:	fortnightly, Thursday

Advertising opportunities:

Image/text display*:	on request
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*Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Image/text display

All you can read

- Graphic: 140x140 px, static (max. 40 kb)
- Headline max. 60 characters**
- Body text max. 480 characters**
- Target URL

Chefs vom Dev

- Graphic: 180x180 px, static (max. 40 kb)
- Headline: max. 38 characters**
- Body text: max. 355 characters plus button (CTA approx. 15-20 characters) or max. 470 characters with link in the text**
- Target URL

** including spaces



The specialist portal for the management of outpatient nursing and elderly care

Newsletter | haeusliche-pflege.net

Häusliche Pflege
PFLEGEDIENSTE BESSER MANAGEN.



The newsletter of the trade journal **Häusliche Pflege** (Home Care) is published every Tuesday and Thursday and is aimed at managers in outpatient care for the elderly and sick.

Key Facts :

Total recipients: 17.150

Frequency: Tue/Thu

Advertising opportunities:

(1)	Image / Text	Pos1:	1.400 € / fix
(2)	Image / Text	Pos2:	1.285 € / fix
(3)	Banner	Pos 1:	1.400 € / fix
(4)	Banner	Pos 2:	1.285 € / fix

Technical specifications

Image Text Display

- Graphic 600 x 400 px, (max. 40 KB), JPG-, PNG, GIF
- Text: Headline: max. 34 characters, body text 250 to max. 400 characters, call to action: freely selectable
- Target URL

Banner

- Graphic: 600 x 220 px, (max. 40 KB), JPG-, PNG-Datei, GIF
- No animated graphic formats
- Target URL



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

[Zurück zur Übersicht](#)

55

businessAD

The specialist portal for the management of outpatient nursing and elderly care

Standalone Mailing | haeusliche-pflege.net

Would you like to launch your new product or innovative service on the market? Would you like to highlight a specific topic? And would you like to have exclusive access to your target group? Then secure a special edition of the Altenpflege newsletter under the strong Vincentz Network brand, dedicated solely to your topic and your communication.

Take control and place your topic, including links, directly where it will reach your target group without significant wastage!

Optional creation by the publisher based on materials supplied by you is possible. Please contact us for more information.

Key data

Performance und Pricing

The standalone reaches decision-makers in the management of outpatient elderly care

- SAM Home Care (approx. 17,150 recipients)
- Shipping dates by agreement (Wednesdays)
- Draft creation for approval by publisher
- Final report on open rate and clicks

EUR 5.720*

Delivery

up to 5 text teasers and images

Per Teaser:

- max. 400
- 500 characters including spaces
- Headline (max. 65 characters including spaces)
- max. 1 image (ratio 3:2)– Link including button text

Häusliche Pflege
PFLEGEDIENSTE BESSER MANAGEN.



The business magazine for entrepreneurs in the skilled trades

Newsletter | handwerk-magazin.de

handwerk
magazin



Daily news from industry and business

Key Facts Steuern & Recht:

Recipient: 6.710*
Frequency: monthly, Thu

Advertising opportunities:

Banner Full Ad	On request
Banner Billboard Ad	On request
Image/text display	On request
Exklusiv Sponsoring	On request
Stand Alone Mailing	On request

Advertising opportunities:

Image/text display

- Price on request

Billboard Ad

- Price on request

Full Ad

- Price on request

Exklusiv Sponsoring

- Price on request

Stand Alone Mailing

- Price on request



*Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The business magazine for entrepreneurs in the skilled trades

Newsletter | handwerk-magazin.de

Daily updates from industry and business

Key Facts Special Entrepreneurial Tip:

Recipient:	14.000*
Frequency of publication:	weekly, Thu

Advertising opportunities:

Banner Full Ad	Upon request
Banner Billboard Ad	Upon request
Image/Text-Anzeige	On request
Exklusiv Sponsoring	Upon request
Stand Alone Mailing	Upon request

*Status: January 2026

Advertising opportunities:

Image/text display

- Price on request

Billboard Ad

- Price on request

Full Ad

- Price on request

Exklusiv Sponsoring

- Price on request

Stand Alone Mailing

- Price on request



Content marketing – score points with content!

Newsletter | handwerk-magazin.de

Technical specifications Newsletter

Image-text display:

- Headline: max. 50 characters **
- Body text: max. 350 characters **
- Image: 600 px wide x 403 px high, file size: max. 40 KB (with image source)
- Link: URL linked to the image display
- File format: JPG, PNG, GIF

Billboard:

- Graphic: 600 px wide x max. 240 px high
- File size: max. 40 KB
- Target URL

FullAd:

- Graphic: 468 px wide x max. 60 px high
- File size: max. 40 KB
- Target URL

Exclusive sponsorship: Exclusive sponsor of an entire newsletter with individual advertising

Stand-alone mailing: Your own, customised customer message in the look and feel of the newsletter

** including spaces

The decision-maker portal for specialist trades

Newsletter | haustec.de

Newsletter integration involves placing a text advertisement or display ad in the daily **haustec.de newsletter**.

Key Facts Haustechnik:

Recipient: 16.000
Frequency of publication: Mon. – Fri.

Advertising opportunities:

Fullbanner: 1.350€/ fix
Image /Text advertisement: 1.845€ / fix
Paket Image /Text advertisement: 8.675€/Week
(6 shipments for the price of 5)

* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

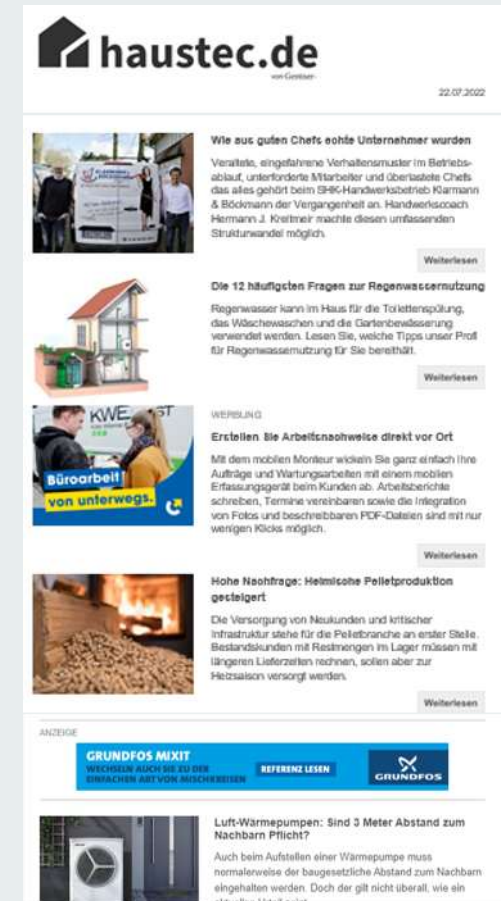
Technical specifications

Fullsizebanner

- Format: 468 x 60 px
- File size: max. 40 kb
- Target URL

Image / Text Display

- Graphic: 200 x 150 px
- File size: max. 40 kb
- Headline: max. 45 characters
- Total text (including headline): max. 350 characters (incl. spaces and URL)



The decision-maker portal for specialist trades

“Grüner Führpark” (Green Fleet) Newsletter | The newsletter on e-mobility

The new single-topic newsletter covering charging infrastructure, connectivity, e-mobility for commercial vehicles, transporters, vans and much more.

Key Facts Haustechnik:

Recipient: 24.000
Frequency of publication: 1x pro Monat

Advertising opportunities:

Image/text display: 1.735 €

Technical specifications

Image / Text Display

- Graphic: 440 x 330 px
- File size: max. 80 kb
- Headline: max. 45 characters
- Total text (including headline): max. 350 characters (including spaces and URL)



Monat	Datum
Januar	09.01.2025
Februar	06.02.2025
März	13.03.2025
April	10.04.2025
Mai	08.05.2025
Juni	12.06.2025
Juli	10.07.2025
August	07.08.2025
September	11.09.2025
Oktober	09.10.2025
November	13.11.2025
Dezember	11.12.2025

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The specialist portal for human resources managers

Newsletter | humanresourcesmanager.de | HR scene

The Personalszene newsletter provides information about interesting personnel changes and highlights topics related to human resources management in studies, guest articles and articles on labour law.

Key Facts *:

Total recipients: ca. 18.000

Frequency of publication: biweekly / Mon.

Advertising opportunities:

Banner 1: 890 €

Banner 2: 990 €

Banner 3: 1.190 €

Technical specifications

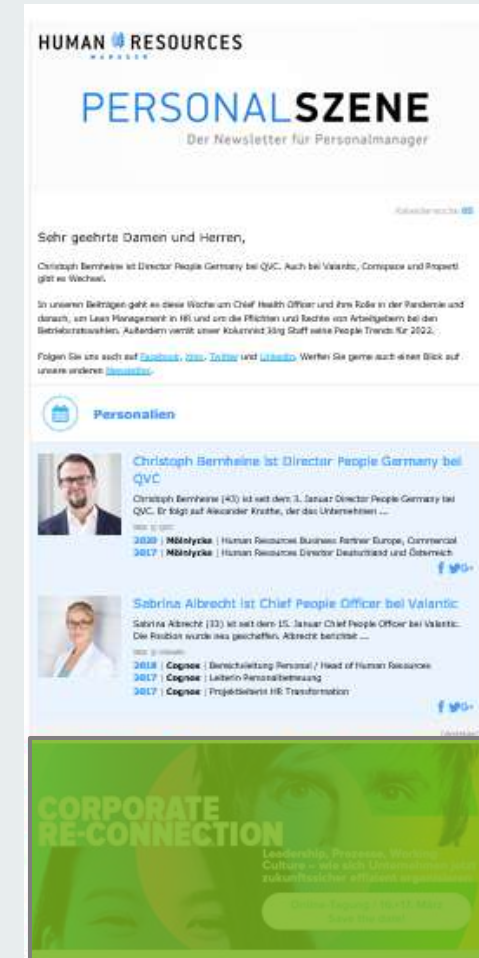
Banner advertising

Banner 1: Graphic: 660 x 150 px

Banner 2: Graphic: 660 x 300 px

Banner 3: Graphic: 660 x 450 px

- static (max. 40 kb)
- Format: jpg/png
- Target URL



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The specialist portal for human resources managers

Newsletter | humanresourcesmanager.de | HRM labour market

The HRM Labour Market newsletter informs HR experts about vacant top jobs in the field of HR management.

Key Facts *:

Total recipients: 17.000

Frequency of publication: biweekly / Wed.

Advertising opportunities:

Banner 1: 890 €

Banner 2: 990 €

Banner 3: 1.190 €

Technical specifications

Banner advertising

Banner 1: Graphic: 660 x 150 px

Banner 2: Graphic: 660 x 300 px

Banner 3: Graphic: 660 x 450 px

- Static (max. 40 kb)
- Format: jpg/png
- Target URL



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The specialist portal for human resources managers

Newsletter | humanresourcesmanager.de | HR press review

The HR Press Review newsletter provides daily updates on HR-related news from German-language and international media. The HR Press Review covers topics such as the labour market, collective bargaining policy, labour law and international issues, and also offers background information for HR managers.

Key Facts *:

Total recipients: 10.500
Frequency of publication: 2x week, Tue, Thu

Advertising opportunities:

Image / Text Display

2 circuits	490 €
3 circuits	690 €
5 circuits	990 €

* Status: January 202&

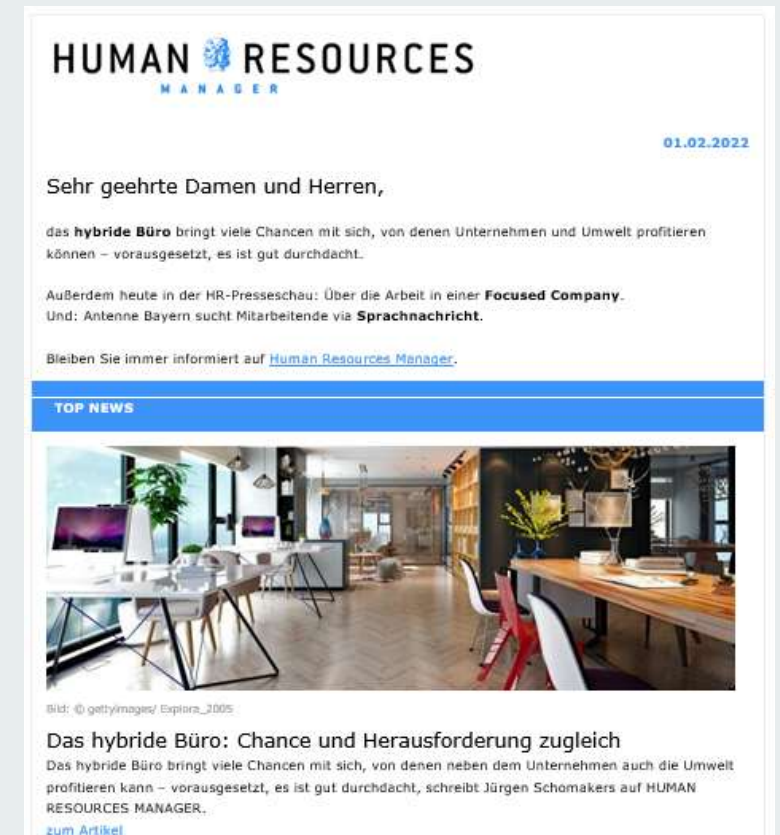
Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Image/text display

- Graphic: 200 x 200 px, static (max. 40 kb)
- Format: jpg/png
- 300 characters**
- Target URL

** inkl. Leerzeichen



News about small and medium-sized enterprises, entrepreneurship, background reports and tips for start-ups

Key Facts Entrepreneur News:

Recipient: 19.000
Frequency of publication: Mon- Fri

Advertising opportunities:

Banner Fullsize : 2.900 €
Image/text display: 2.900 €
Package price -> 5 shipments for **7,490€***

* must be accepted within two weeks
Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Banner

- Full-size graphic: 600 x 250 px
- File size: max. 100 kb
- Target URL

Image/text display

- Graphic: 250 x 250 px
- File size: max. 50 kb
- Text: max. 220 characters**
- Headline max. 45 characters**Short CTA
- Target URL

** incl. spaces



Newsletter coaching for confident leadership – for managers who take their most important task seriously

Key Facts Erfolgreich führen (Successful Leadership):

Recipient: 17.500
Frequency of publication: Tue

Advertising opportunities:

Banner Fullsize : 1.900 €

Package price (leadership)

-> 5 shipments for €7,490*

* must be accepted within ten weeks

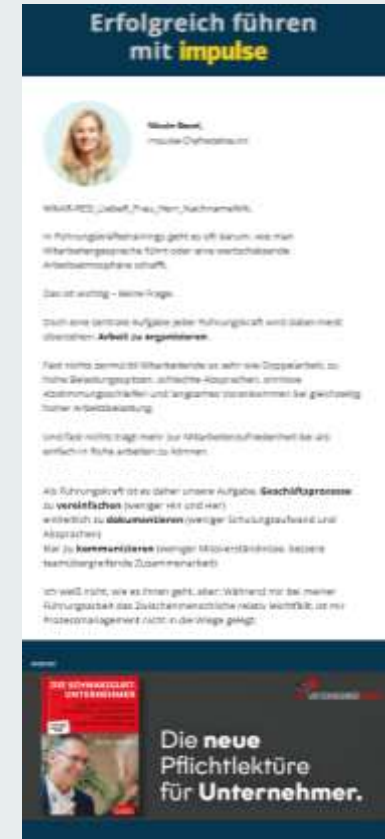
Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Banner

- Fullsize Graphic: 600 x 250 px
- File size: max. 100 kb
- Target URL



The newsletter with the best tips for crisp marketing texts

Key Facts Texting:

Recipient: 12.500
Frequency of publication: Do.

Advertising opportunities:

Banner Fullsize : 1.900€

Package price (textig)

-> 4 mailings for €5,900*

* must be accepted within eight weeks

Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Banner

- Full-size graphic: 600 x 250 px
- File size: max. 100 kb
- Target URL



Industry Of Things – The portal for Industry 4.0

Newsletter | industry-of-things.de



In its newsletter, the editorial team of the largest German-language IoT magazine provides information twice a week on the latest developments and applications of the Internet of Things.

Key Facts *:

Total recipients: 7443

Frequency: weekly, Tue & Thu

Advertising opportunities:

Banner-Billboard: 1.530€/placement

* Status: January 2026

Specifications

Billboard-Graphic

- Dimensions: 630x250px
- Formats: .GIF | .JPG | .PNG
- File size: max. 50KB
- Target URL
- **No HTML5, no animated GIFs**



Advertising material delivery for newsletter placement no later than 5 working days before dispatch

[Zurück zur Übersicht](#)

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businessAD

Daily news from industry and business

Key Facts technology :

Recipient:	6.670*
Frequency of publication:	weekly, Tue. & Thu.

Banner	900 €
Bild/Text-Anzeige	900 €

Key Facts Career:

Recipient:	-*
Frequency of publication:	1st & 3rd Thu. of month

Banner	1.390 €
Image/text display	1.390 €

Technical specifications

Banner

- Graphic: 560 px wide x max. 400 px high
- File size: max. 300 KB
- Target URL

Image-text display

- Headline: max. 80 characters **
- Body text: max. 240 characters **
- Image: 280 px wide x 140 px high
- File size: max. 200 KB (with image source)
- Link: URL linked to the image display
- File format: JPG
- Target URL

Preview copies are not available.

** including spaces



* Status: January 2026
Newsletter advertisements are not eligible for further discounts beyond the standard AE rate.
Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Newsletter Banner package B & B Basic

4 dispatch dates in the technology newsletter

Recipient: 26.670*

Price: 2.900 €

4 dispatch dates in the career newsletter

Recipient: 40.000 *

Price: 4.450 €

Newsletter Banner package B & B XL

(Shipping 8x Technology, 1x Career)

Recipient: 90.390

Price: 6.100 €

Multihub Combi newsletter package (ca. 37,000 recipients)

Technology Newsletter + vdi nachrichten Compact

Frequency: on request

Banner/image-text display 5.100 €

Newsletter advertisements are not eligible for further discounts beyond the standard AE rate.

Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Banner

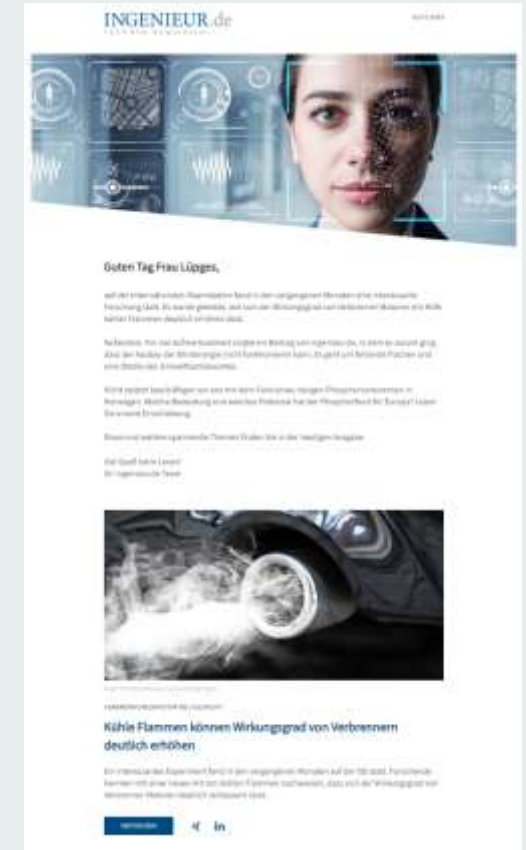
- Graphic: 560 px wide x max. 400 px high
- File size: max. 300 KB

Image-text display

- Headline: max. 80 characters **
- Body text: max. 240 characters **
- Image: 280 px wide x 140 px high
- File size: max. 200 KB (with image source)
- Link: URL linked to the image display
- File format: JPG

Preview copies are not available.

** incl. spaces



Stand Alone Newsletter

Exclusive, personalised mailing in the technology newsletter. The mailing date is agreed individually; mailing on Tuesday/Thursday is not possible, as this is when the regular ingenieur.de technology newsletter is published.

Key Facts Standalone Mailing

Recipient: 6.660*

Frequency of publication: Mon., Wed., Fri.

Preis: 4.200 €

* Status: January 2026

Newsletter advertisements are not eligible for further discounts beyond the standard AE rate.

Advertising material delivery for newsletter placement no later than 10 working days before dispatch

Technical specifications Standalone

Email - Subject: max. 60 characters

Opening credits/intro

- Guideline: Deliver with 560x280px; file format: JPG
- Headline: max. 80 characters**
- Preamble: max. 1,000 characters**
- Target URL

Continuous text (3–5 texts are possible)

per Text:

- Subheading: max. 80 characters **
- Body text: max. 250 characters **
- Image: deliver at 400x200 px, file format: JPG
- File size: max. 200 KB (with image source)
- Target URL

Deliver as an open Word document. Links and the use of image material must be marked accordingly. The overall layout must be recognisable.

** including spaces



The specialist portal for human resources managers

Newsletter | kom.de KOMszene



The KOMszene newsletter provides weekly updates on interesting personnel changes and highlights topics related to human resources management in studies, guest articles and articles on labour law.

Key Facts *:

Total recipients: 23.000
Frequency of publication: biweekly / Thu..

Advertising opportunities:

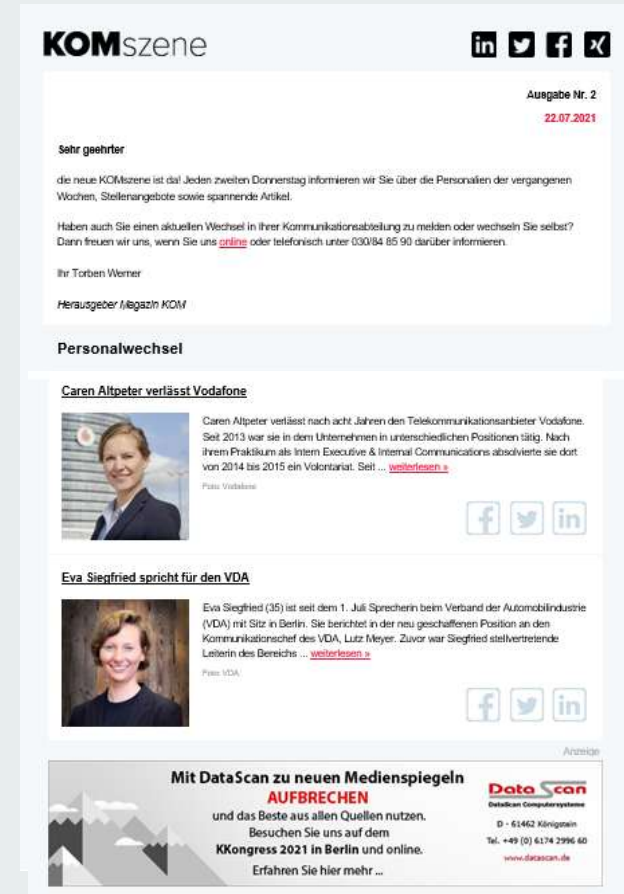
Banner 1: 690 €
Banner 2: 890 €
Banner 3: 1.190 €

Technical specifications

Banner advertising

Banner 1: Graphic: 660 x 150 px
Banner 2: Graphic: 660 x 300 px
Banner 3: Graphic: 660 x 450 px,

- static (max. 40 kb)
- Format: jpg/png
- Target URL



*Status: January 20266

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The agricultural portal for agricultural machinery and tractors

Newsletter | landwirt.com

Newsletter advertising for your target group

Key Facts :

Total distribution DE: 45,047 Ø ÖR 25-30%
Other distributor sizes (A, CH) available on request

Frequency: weekly, Mon.

Advertising options (fixed, AE-compatible only):

Image/text display: €48 EUR/TAP
Standalone Mailing: €117 EUR/TAP

A publisher **surcharge of 20%** is applied for shipping to special target groups.

Total recipients (DACH) by topic:

ACKERBAU	37.317	Grünland	56.733
Rind	46.112	Schwein	8.819
Forst	55.177		

specifications

Image/text display

- Image: 300x300px
- Text: 500 characters**

Standalone Mailing

- Header image: 670x422px
- (Additional illustrations)
- Text (no length requirement)
- Target URL

** including spaces

Image/text display



Standalone



The trade magazine for the food retail and nutrition industry

Newsletter | lebensmittelpraxis.de

The newsletter provides the latest news from the food and near-food industry, as well as information on industry events.

Key Facts *:

Recipient: 8.000
Frequency: weekdays, Mon. – Fri.

Advertising opportunities:

Fullsize Banner	990 €/ Woche
Medium Rectangle	990 €/ Woche
Image / Text Display	990 €/ Woche

The price for one week is €990 plus VAT, for two weeks without a change of motif €1.505 plus VAT, and is only AE-compatible.

* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Banner

- Full size: 468 x 60 px
- Medium rectangle: 300 x 250 px
- File size: 40 kb

Image/text display

- Graphic: 160 x 99 px
- File size: 20 kb
- Headline max. 30 characters**
- Body text max. 130 characters**
- Target URL max. 30 characters**

** incl. spaces



Neupositionierung: Globus Holding gibt sich neuen Namen



Weg vom SB-Warenhaus, hin zur produzierenden Markthalle: Um diese Neupositionierung zukünftig erlebbar zu machen, lässt Globus ein neues Ladendesign entwickeln. Außerdem firmiert die Globus SB-Warenhaus Holding GmbH & Co KG ab dem Jahreswechsel unter Globus Markthallen Holding GmbH GmbH & Co KG.

[Mehr lesen](#)



The German special interest portal for Linux and open source software

Newsletter | linux-magazin.de



The Linux Magazine newsletter provides daily information about new technologies and trends, business cases and strategies.

Key Facts*:

Recipient: 5.500

Frequency of publication: every working day

Advertising opportunities:

Text display:

5 Aussendungen 698€/ fix*

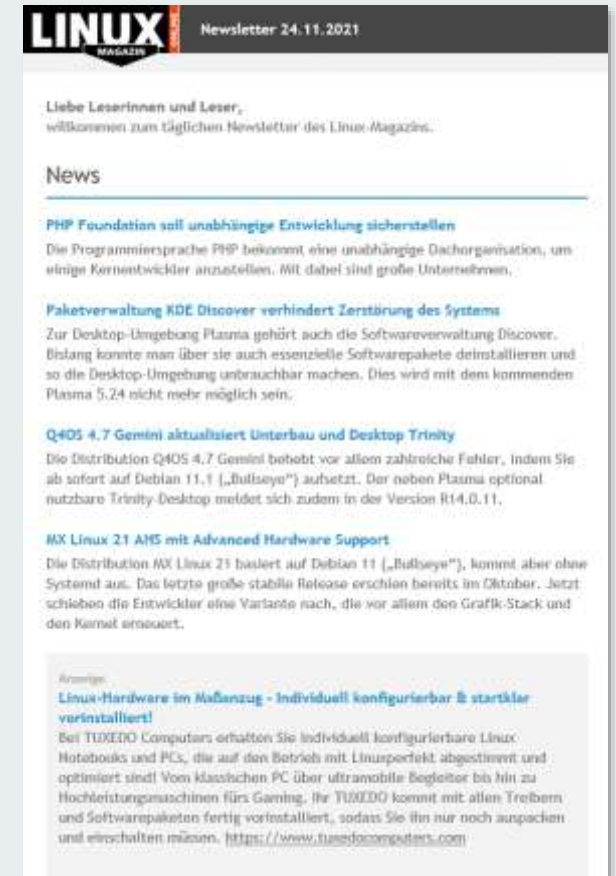
* As of January 2026; prices are not AE-compatible

Technical specifications

Text display

- Max. 400 characters including headline & link**
- Target URL

** including spaces



The online legal magazine with the widest reach

Daily Newsletter | lto.de



The daily newsletter keeps lawyers up to date on the most important legal and industry news, background information and analyses on current legal topics, the latest case law and legislation, current event information, and much more.

Key Facts*:

Recipients: 41.000

Frequency of publication: Mon. – Fri.
(except public holidays)

Advertising opportunities:

Superbanner 2.495 € / fix
(Weekly ranking)

* Status: January 2026

Technical specifications

Banner

Option 1:

- Billboard (970 x 250 px)
- JPG, PNG or GIF
- Maximum file size 500 kb

Option 2:

- Superbanner (650 x 80 px)
- JPG, PNG or GIF
- Maximum file size 500 kb

** including spaces



Marketscreener.com – The german version of France's leading independent stock market website

Newsletter | Weekly Market Update



Every day, the newsletter provides expert information on the most important topics relating to banks and financial service providers.

Key Facts Weekly Market Update*:

Recipient: 53.000

Frequency: Saturday

Standalone Mailing

Recipient: 18.000

Frequency: By arrangement

Advertising opportunities and prices:

Banner: 1.990 € (AE-compatible only)

Image/text: 1.990 € (AE-compatible only)

Standalone: 2.340 € (AE-compatible only)

* Status: January 2026

Technical specifications

Banner

- Banner format: 645 x 150 px
- File size: max. 30 kb

Image/text display

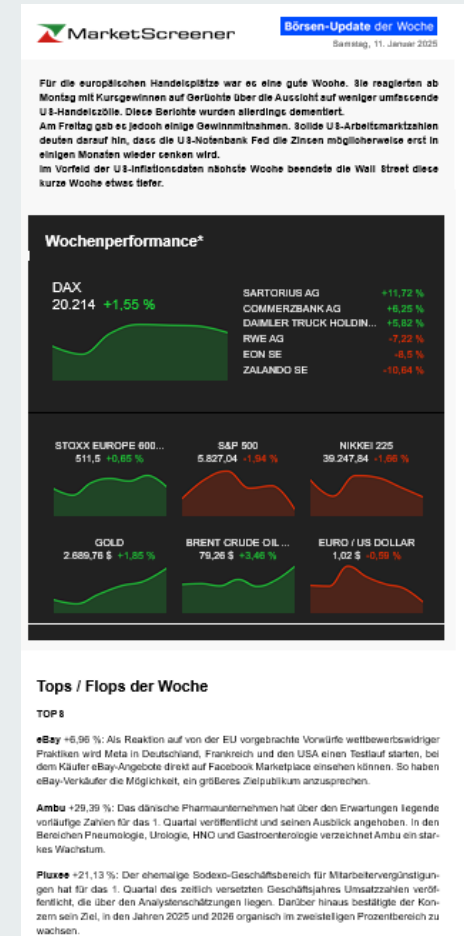
- Maximum 250 characters (including spaces)
- Image size: 150x150 px

Standalone

- Text:
 - Email subject line: max. 70 characters**
 - Content: max. 2,500 characters **
- Images:
 - Header image + max. 2 additional images
 - Size: 645 px width, variable height
 - File format: JPG; file size: max. 50 kb

Deliver as an open Word document. Links and the use of image material must be marked accordingly. The overall layout must be recognisable. Attach images separately.

** including spaces and special characters



The **Morning Briefing** newsletter provides readers with a daily overview of the most important marketing and digital news.

Key Facts *:

Total recipients: 20.000

Frequency: daily

Advertising opportunities:

Banner ad at top: €2,000 per week

Native ad (text ad): €580 per mailing

Banner ad at bottom: €1,500 per week

Technical specifications

1 Banner ad above:

- Graphic: 450 x 100 px, static (max .40 kb)
- Format: jpg/png

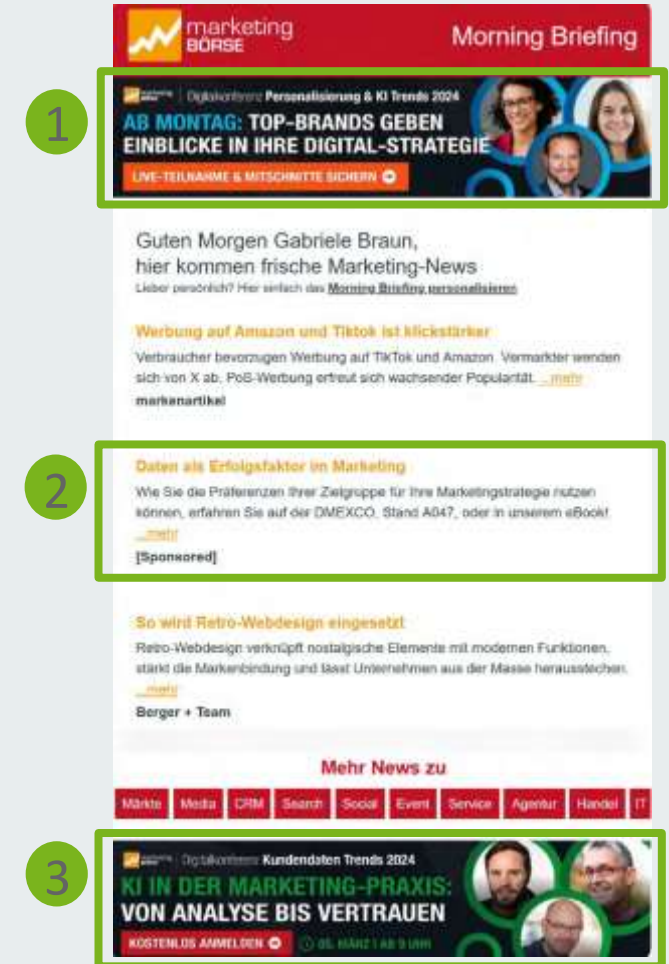
2 Native AD (Text display):

- Headline: max. 50 characters
- Text: max. 140 characters

3 Banner ad below:

- Graphic: 450 x 100 px, static (max. 40 kb)
- Format: jpg/png

** including spaces



* Status: February 2026

The weekly newsletter features the most popular articles of the week from marketing-boerse.de.

Key Facts *:

Total recipients: 8.000
Frequency of publication: weekly, Fri.

Advertising opportunities:

Native Ad (Bild/Text): 580 € per shipment
Content Ad (Bild/Text): 580 € per shipment
Banner Ad: 580 € per shipment

Technical specifications

Native AD (Image/text display):

- Headline: max. 50 characters
- Text: max. 140 characters
- Graphic: 220 x 120 px

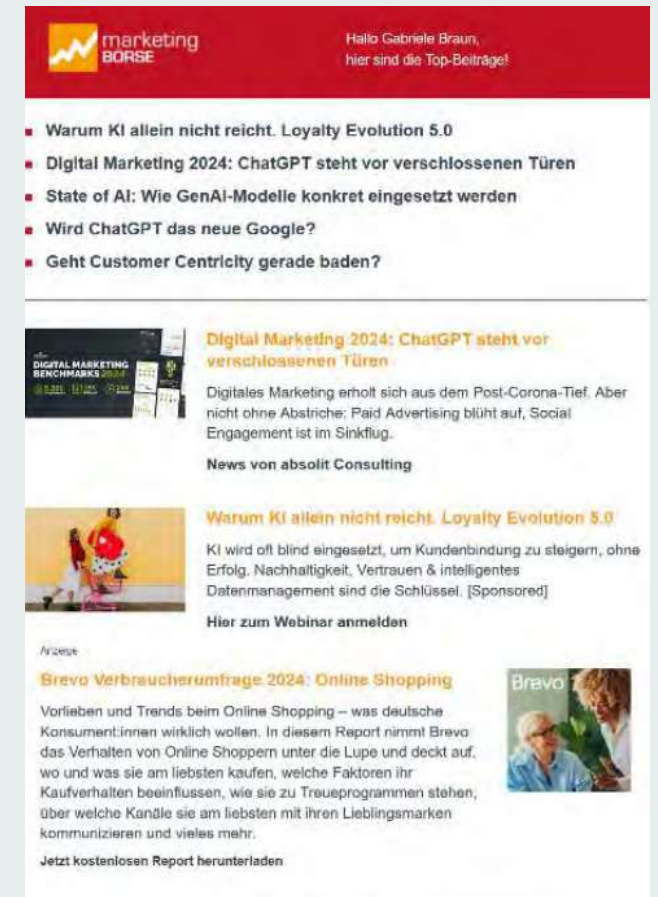
Content AD (Image/text display):

- Headline: max. 50 characters
- Text: max. 400 characters
- Graphic: 120 x 120 px

Banner AD:

- Graphic: 450 x 100 px, static (max. 40 kb)
- Format: jpg/png

** incl. spaces



The monthly newsletter presents all the latest relevant content from the podcast, news and specialist articles from the marketing exchange.

Key Facts *:

Total recipients: 8.000

Frequency: weekly, Fri.

Advertising opportunities:

Native Ad (Image/Text): 580 € per shipment

Content Ad (Image/Text): 580 € per shipment

Banner Ad: 580 € per shipment

Technical specifications

Native AD (image/text display):

- Headline: max. 50 characters
- Text: max. 140 characters
- Graphic: 220 x 120 px

Content AD (image/text advertisement):

- Headline: max. 50 characters
- Text: max. 400 characters
- Graphic: 120 x 120 px

Banner AD:

- Graphic: 450 x 100 px, static (max. 40 kb)
- Format: jpg/png

** incl. spaces



Marketing exchange Standalone newsletter for lead generation.

Key Facts *:

Total recipients: 10,000
Frequency: by arrangement, Tue.
Target group: Managing directors, marketing managers

Advertising opportunities:

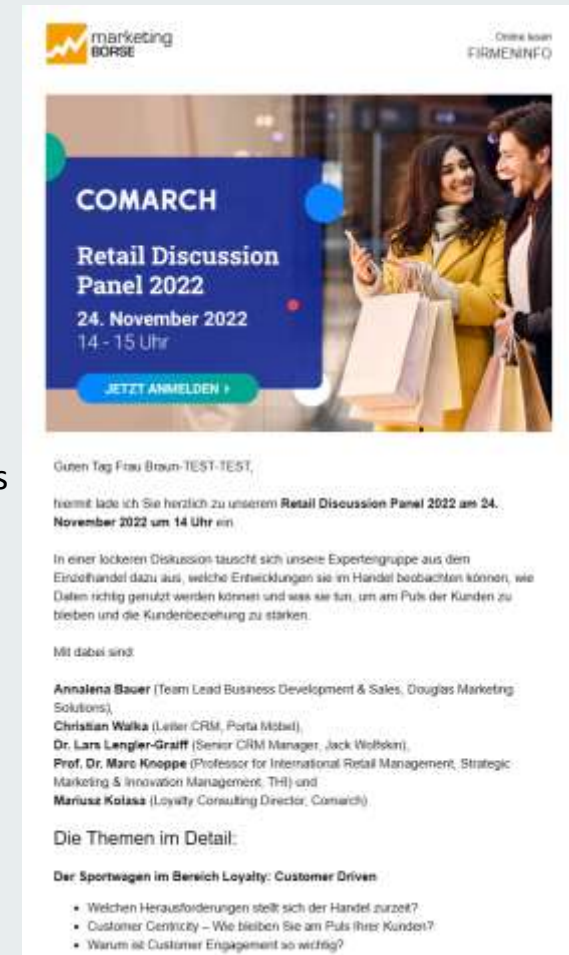
Promotion of white papers,
webinars, events: €3,800
Promotion of products: €5,000
per mailing

Technical specifications

Standalone:

- Subject: max. 70 characters
- Pre-header: 100 characters
- Graphic: 630 x 420 px, static (max. 40 kb)
- Format: jpg/png
- Headline: max. 70 characters
- Body text: max. 2,000 characters (including spaces and special characters)
- CTA text: max. 30 characters
- 2-3 links to the landing page
- Delivery as a Word file

** incl. spaces



The leading B2B communication and information platform for the steel industry

Newsletter | marketsteel.de

The marketsteel newsletter provides weekly information from the steel and metal industry.

Key Facts:

Shipping day: Mondays

Subscribers: 8,000 *

Advertising opportunities:

Fullsize-Banner 660 €/ fix

Image/Text 510 €/ fix

Standalone Mailing 3.500 €

Technical specifications

Banner

- 725x90 px
- File size: 50 KB

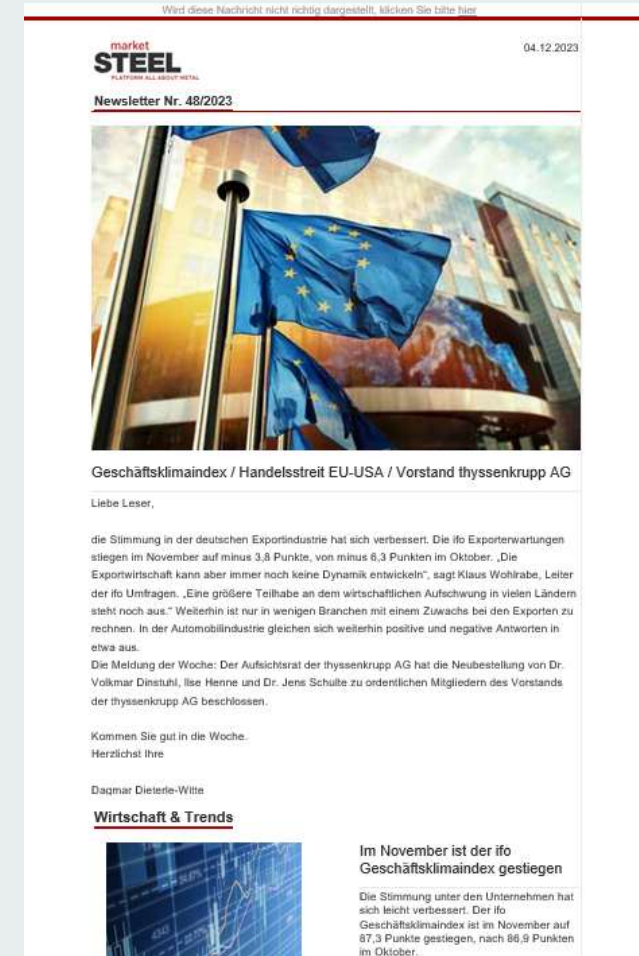
Image/text display

- Image: 240x160 px (jpg)
- Text length (headline + text)
max. 240* characters

Standalone Mailing

On request

* incl. spaces



* Status: January 2026

The newsletter from oeffentlicher-dienst-news.de reaches more than 150,000 public sector employees every month. The average open rate is 65%. Readers include employees, civil servants, soldiers and judges, as well as decision-makers and HR managers in public authorities, ministries, local authorities and public companies, politicians, journalists and academics.

Frequency of publication:

up to 4 mailings per month

Subscribers: 150.000

Advertising opportunities:

Image text:

Newsletter intro (top) €7,000 / fix

Image text POS 2 (middle) €5,000 / fix

Image text POS 3 (bottom) €3,000 / fix

Banners:

Top banner (top) €7,000 / fix

Banner POS 2 (middle) €5,000 / fix

Banner POS 3 (bottom) €3,000 / fix

Technical specifications

Banner

- Full-size graphic: 600 x 300 px
- Target URL

Image/text display

- Graphic: 600x300 px
- Text: max. 400 characters**
- Headline max. 80 characters**
- Target URL

** incl. spaces

Finanzen & Versicherungen

Anzeige

[Kredite für Beschäftigte im öffentlichen Dienst](#)



Die Zinsen sind weiterhin historisch niedrig - nutzen Sie den Kreditrechner und vergleichen lukrative Angebote auch für Beschäftigte im öffentlichen Dienst.

[Zum Kreditrechner...](#)

 **Vermögen aufbauen mit ETF: Mit einem Sparplan in DAX investieren**

ETF sind börsengehandelte Indexfonds, die etwa den DAX oder den MSCI World abbilden. ETF sind sehr populär etwa als Sparplan, weil Anleger ihr Geld breit über viele Aktienanteile verteilen können. Zudem sind ETF häufig günstiger als Fonds, die aktiv verwaltet werden. Ein Überblick.

[Mehr zu ETF...](#)

→ **Newsletter-Intro**

Anzeige als erste Mailung im Newsletter und Call to Action-Button



→ **Newsletter Classic**

Text mit Foto und Überschrift, Link zum Produkt

Platzierung im Newsbereich des Newsletters



The personnel/HR distribution list of **oeffentlicher-dienst-news.de** reaches around 8,000 personnel/HR decision-makers in the public sector every month, including mayors with a great deal of decision-making freedom.

Frequency of publication: Auf Anfrage

Subscribers: 8.000

Advertising opportunities:

Newsletter-Intro: 3.500€ / fix

Top-Banner: 3.500€ / fix

Technical specifications

Banner

- Full-size graphic: 600 x 300 px
- Target URL

Image/text display

- Graphic: 600x300 px
- Text: max. 400 characters**
- Headline max. 80 characters**
- Target URL

** incl. spaces

Finanzen & Versicherungen

Anzeige

Kredite für Beschäftigte im öffentlichen Dienst



Die Zinsen sind weiterhin historisch niedrig - nutzen Sie den Kreditrechner und vergleichen lukrative Angebote auch für Beschäftigte im öffentlichen Dienst.

[Zum Kreditrechner...](#)



Vermögen aufbauen mit ETF: Mit einem Sparplan in DAX investieren

ETF sind börsengehandelte Indexfonds, die etwa den DAX oder den MSCI World abbilden. ETF sind sehr populär etwa als Sparplan, weil Anleger ihr Geld breit über viele Aktientitel verteilen können. Zudem sind ETF häufig günstiger als Fonds, die aktiv verwaltet werden. Ein Überblick.

[Mehr zu ETF...](#)

Germany's specialist portal for political communication

Newsletter | politik-kommunikation.de

politik &
kommunikation

The politikszene newsletter provides weekly updates on personnel changes in the political arena, whether in politics itself, in public affairs or in the political media. politikszene presents the most important dates and a preview of events, birthdays of the week and jobs.

Key Facts political scene*:

Recipient: 18.000
Frequency: weekly, Tue.

Advertising opportunities:

Banner 1: 690 €
Banner 2: 890 €
Banner 3: 1.190 €

* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Banner

■ Option 1:
Format: 660 x 150 px
File size: max. 30 kb

■ Option 2:
Format: 660 x 300 px
File size: max. 30 kb

■ Option 3:
Format: 660 x 450 px
File size: max. 30 kb



Germany's specialist portal for political communication

Newsletter arbeitsmarkt. | politik-kommunikation.de

politik &
kommunikation

The p&k Labour Market newsletter provides fortnightly updates on vacant top jobs in the field of public affairs and communications management. The mailing list includes decision-makers from politics, business and society.

Key Facts p&k Arbeitsmarkt (labour market):

Recipient: 10.000
Frequency: Thursday

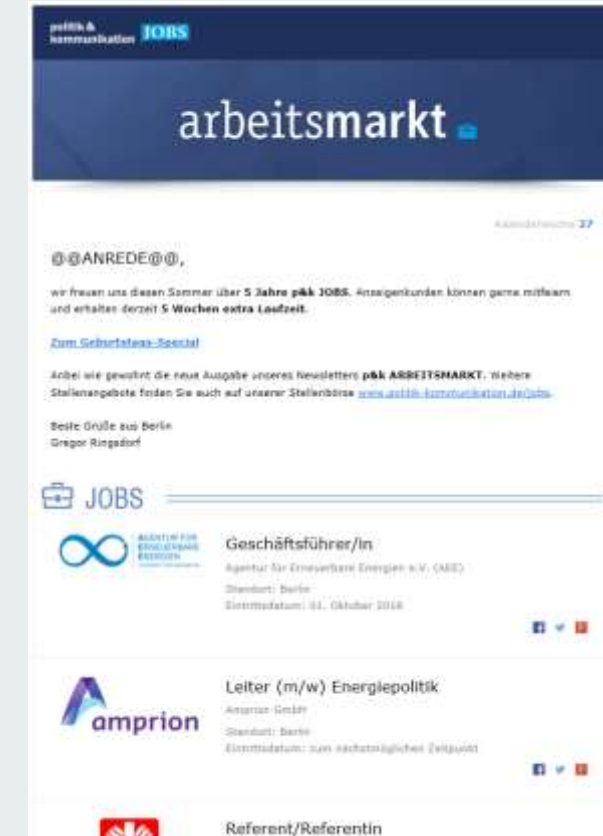
Advertising opportunities:

Banner 1: 690 € Fix
Banner 2: 890 € Fix
Banner 3: 1.190 € Fix

Technical specifications

Banner

- Option 1:
Format: 660 x 150 px
File size: max. 30 kb
- Option 2:
Format: 660 x 330 px
File size: max. 30 kb
- Option 3:
Format: 660 x 450 px
File size: max. 30 kb



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The Information Centre for Agriculture

Newsletter | proplanta.de



The proplanta newsletters contain the latest headlines of the day, agricultural market information and analyses, the latest cash prices on the product exchanges, editorial articles, news, market analysis, proplanta news, etc.

Key Facts*:

Recipient: 15.900
Frequency: daily Mon. – Sun.

Advertising opportunities:

Banner:
7 mailings 3.000€**/ fix per week

* As of January 2026, **AE-compatible only; no reporting possible

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Banner

- Format: 1000 x 250 px
- File size: max. 65 kb
- Target URL



The trade magazine for the building cleaning industry

Newsletter | rationell-reinigen.de

rationell
reinigen
GEBÄUDEDIENSTE

HOLZMANN • MEDIEN

Daily updates from industry and business

Key facts about efficient cleaning:

Recipient: 5.080*
Frequency: weekly

Werbemöglichkeiten:

Banner Full Ad	Upon request
Banner Billboard Ad	Upon request
Image/text display	Upon request
Exklusive Sponsoring	Upon request
Stand Alone Mailing	Upon request

Technical specifications

Banner

Full Ad

- Graphic: 468 px wide x max. 60 px high
- File size: max. 40 KB
- Target URL

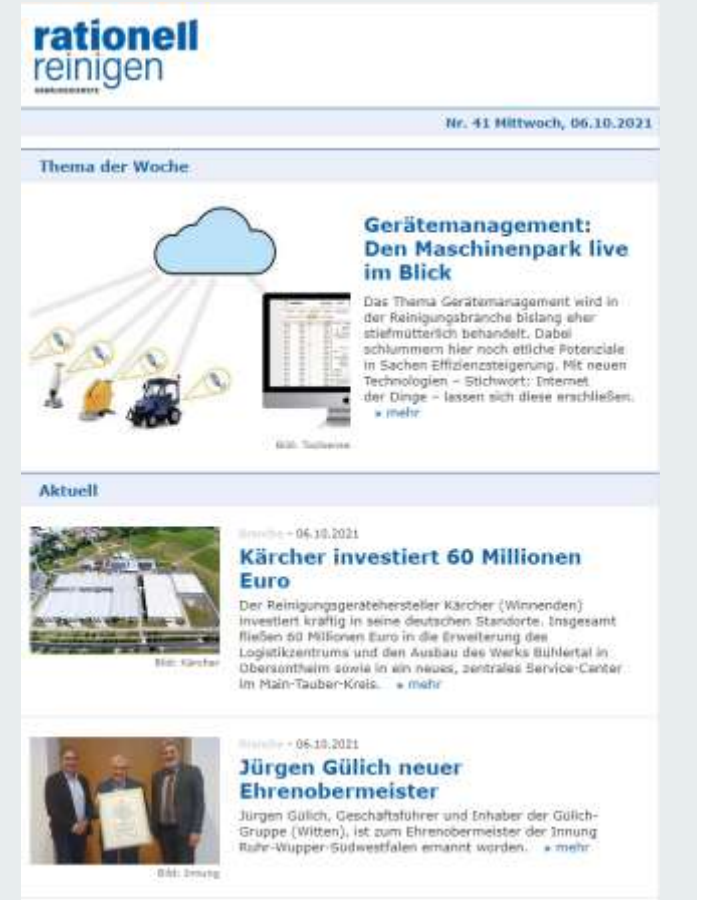
Billboard Ad

- Graphic: 600 px wide x max. 240 px high
- File size: max. 40 KB
- Target URL

Image-text display

- Headline: max. 50 characters **
- Body text: max. 350 characters **
- Image: 600 px wide x 403 px high, file size: max. 40 KB (with image source)
- Link: URL linked to the image display
- File format: JPG, PNG, GIF

** including spaces



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

[Zurück zur Übersicht](#)

88

businessAD

The trade magazine for the textile care industry

Newsletter | rw-textilservice.de

R+W Textilservice



Daily updates from industry and business

Key facts about R+W Textilservice today:

Recipient: 1.416 *
Frequency: biweekly

Advertising opportunities:

Banner Full Ad	Upon request
Banner Billboard Ad	Upon request
Bild/Text-Anzeige	Upon request
Exklusiv Sponsoring	Upon request
Stand Alone Mailing	Upon request

Technical specifications

Banner

Full Ad

- Graphic: 468 px wide x max. 60 px high
- File size: max. 40 KB
- Target URL

Billboard Ad

- Graphic: 600 px wide x max. 240 px high
- File size: max. 40 KB
- Target URL

Image-text display

- Headline: max. 50 characters **
- Body text: max. 350 characters **
- Image: 600 px wide x 403 px high, file size: max. 40 KB (with image source)
- Link: URL linked to the image display
- File format: JPG, PNG, GIF

** including spaces



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

[Zurück zur Übersicht](#)

89

businessAD

The knowledge portal for everything related to office management

Newsletter | sekretaria.de

Newsletter for the top topics and news in the field of office management:

Key Facts Standalone Mailing*:

Recipient: 12.000
Shipping: upon request

Advertising opportunities:

Banner 1.850€/fix
Image/text display 1.850€/fix
Standalone Mailing 2.900€/fix

*Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Banner

- Graphic: 600 x 250px
- File size: max. 50 kb

Image/text display

- Graphic: 300x 300 px
- File size: max. 20 kb
- Headline max. 65 characters**
- Body text max. 300 characters**
- Target URL 1 line, max. 40 characters**

Standalone Mailing

- Max. width 500 px, height variable
- File size: max. 50 kb

** including spaces



The trade magazine for HVAC contractors

Newsletter | si-shk.de



Daily news from industry and business

Key Facts SI Report:

Recipient: 10.980 *
Frequency: weekly, Mon. and Thu.

Advertising opportunities:

Banner Full Ad	Upon request
Banner Billboard Ad	Upon request
Bild/Text-Anzeige	Upon request
Exklusiv Sponsoring	Upon request
Stand Alone Mailing	Upon request

Technical specifications

Banner

Full Ad

- Graphic: 468 px wide x max. 60 px high
- File size: max. 40 KB
- Target URL

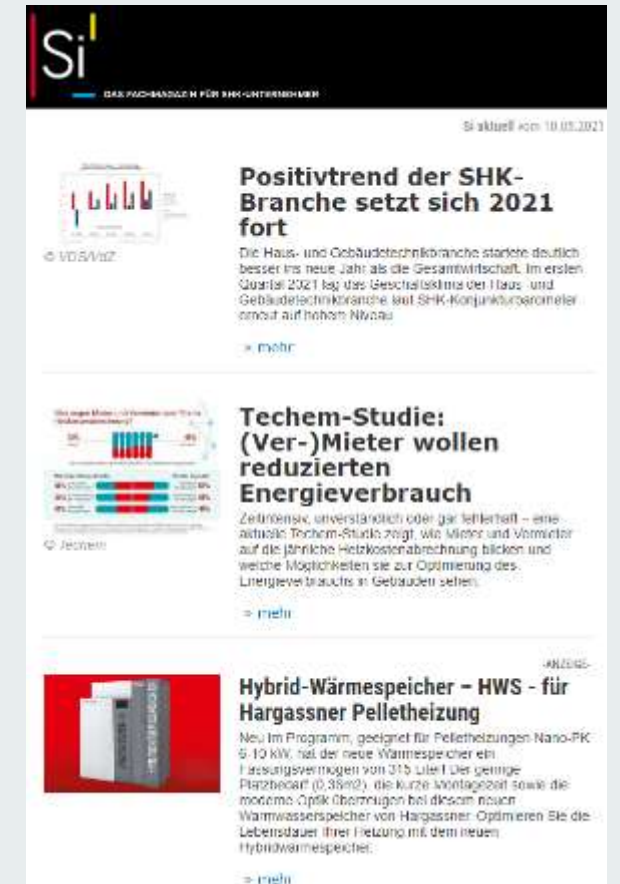
Billboard Ad

- Graphic: 600 px wide x max. 240 px high
- File size: max. 40 KB
- Target URL

Image-text display

- Headline: max. 50 characters **
- Body text: max. 350 characters **
- Image: 600 px wide x 403 px high, file size: max. 40 KB (with image source)
- Link: URL linked to the image display
- File format: JPG, PNG, GIF

** including spaces



*Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

[Zurück zur Übersicht](#)

91

businessAD

The trade magazine for indoor comfort and building envelopes

Newsletter | sicht-sonnenschutz.com



Daily news from industry and business

Key Facts sicht+sonnenschutz aktuell:

Recipient:	14.100*
Frequency:	monthly, Wed.
Banner Full Ad	Upon request
Banner Billboard Ad	Upon request
Bild/Text-Anzeige	Upon request
Exklusiv Sponsoring	Upon request
Stand Alone Mailing	Upon request

Key Facts sicht+sonnenschutz aktuell Thema:

Recipient:	14.100*
Frequency:	twice a year
Banner Full Ad	Upon request
Banner Billboard Ad	Upon request
Bild/Text-Anzeige	Upon request
Exklusiv Sponsoring	Upon request

Technical specifications

Banner

Full Ad

- Graphic: 468 px wide x max. 60 px high
- File size: max. 40 KB
- Target URL

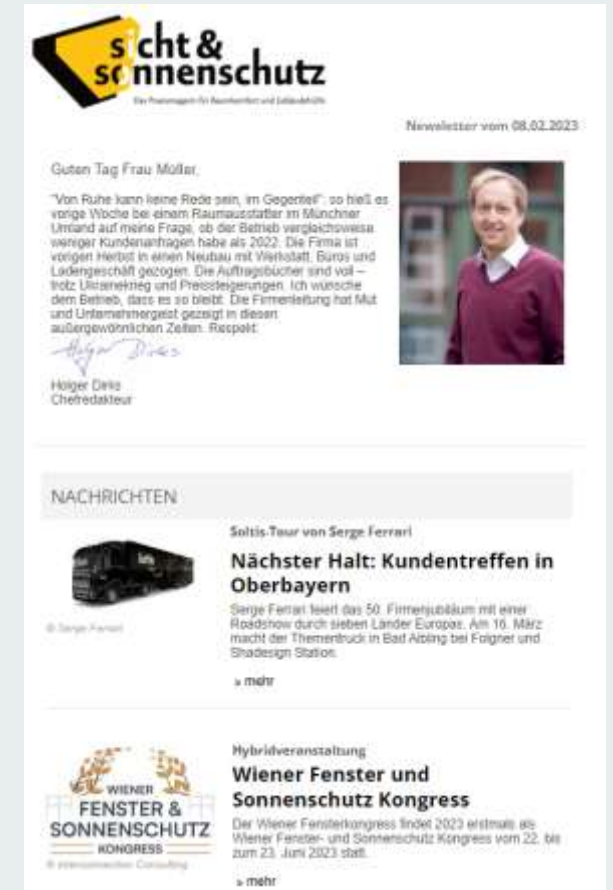
Billboard Ad

- Graphic: 600 px wide x max. 240 px high
- File size: max. 40 KB
- Target URL

Image-text display

- Headline: max. 50 characters **
- Body text: max. 350 characters **
- Image: 600 px wide x 403 px high, file size: max. 40 KB (with image source)
- Link: URL linked to the image display
- File format: JPG, PNG, GIF

** including spaces



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

[Zurück zur Übersicht](#)

92

businessAD

The newsletters report weekly on the most important and latest topics from various specialist areas.

Key Facts Automobil und Motorentechnik*:

Total recipients: 22.000 (UK 11.050)
Frequency of publication : DE: Twice weekly, Tue & Fri.
UK: fortnightly,
Thu. (even calendar weeks)

Advertising opportunities:

Fullsize	1.925 € / fix (990 €* ²)
Medium Rectangle	1.925 € / fix (990 €* ²)
Premium Banner	2.145 € / fix (1.270 €* ²)
Image/text display (small)	1.540 € / fix (820 €* ²)
Image/text display (large)	1.925 € / fix (990 €* ²)

* Status January 2024

*² Price for the English-language newsletter

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

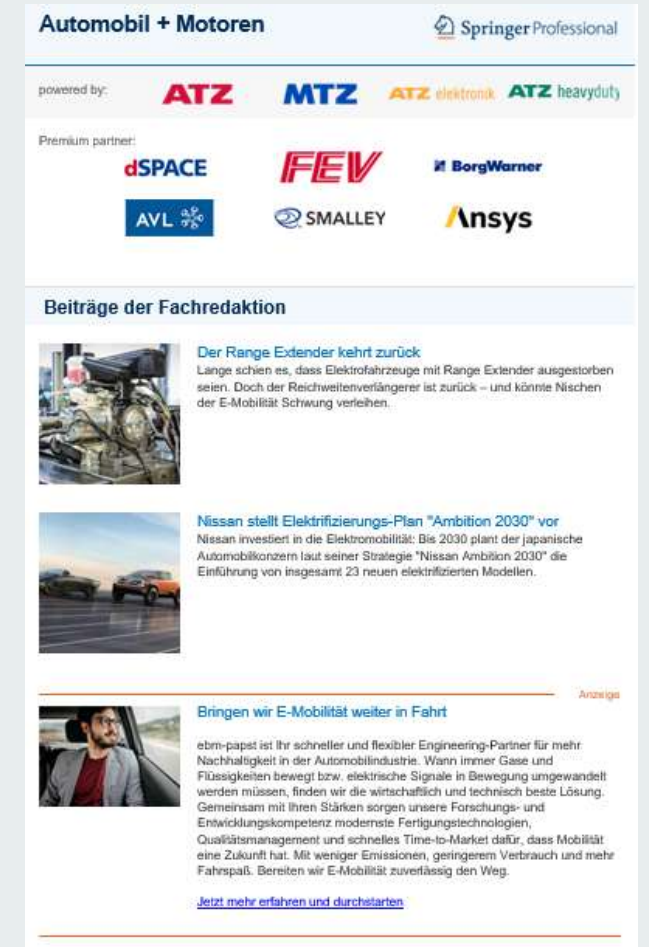
Banner

- Full size: 468 x 60 px
- Medium rectangle: 300 x 250 px
- Premium: 600 x 315 px
- File size: max. 45 kb

Image/text display

- Graphic: 140x100 px
- File size: max. 45 kb
- Short text: max. 300 characters*
- Long text: max. 650 characters*
- Headline: max. 60 characters*; 1 to max. 2 lines

* including spaces



Automobil + Motoren Springer Professional

powered by: **ATZ** **MTZ** **ATZ elektronik** **ATZ heavyduty**

Premium partner: **dSPACE** **FEV** **BorgWarner**
AVL **SMALLEY** **Ansys**

Beiträge der Fachredaktion

Der Range Extender kehrt zurück
Lange schien es, dass Elektrofahrzeuge mit Range Extender ausgestorben seien. Doch der Reichweitenverlängerer ist zurück – und könnte Nischen der E-Mobilität Schwung verleihen.

Nissan stellt Elektrifizierungs-Plan "Ambition 2030" vor
Nissan investiert in die Elektromobilität: Bis 2030 plant der japanische Automobilkonzern laut seiner Strategie "Nissan Ambition 2030" die Einführung von insgesamt 23 neuen elektrifizierten Modellen.

Bringen wir E-Mobilität weiter in Fahrt
ebm-papst ist Ihr schneller und flexibler Engineering-Partner für mehr Nachhaltigkeit in der Automobilindustrie. Wann immer Gase und Flüssigkeiten bewegt bzw. elektrische Signale in Bewegung umgewandelt werden müssen, finden wir die wirtschaftlich und technisch beste Lösung. Gemeinsam mit Ihren Stärken sorgen unsere Forschungs- und Entwicklungskompetenz, modernste Fertigungstechnologien, Qualitätsmanagement und schnelles Time-to-Market dafür, dass Mobilität eine Zukunft hat. Mit weniger Emissionen, geringerem Verbrauch und mehr Fahrspaß. Bereiten wir E-Mobilität zuverlässig den Weg.
[Jetzt mehr erfahren und durchstarten](#)

The newsletters report weekly on the most important and latest topics from various specialist areas.

Key Facts Banking*:

Total recipients: 8.390
Frequency of publication: fortnightly, Tue.
(even CW)

Advertising opportunities:

Fullsize	825 € / fix
Medium Rectangle	825 € / fix
Premium Banner	935 € / fix
Image/text display (small)	715 € / fix
Image/text display (large)	825 € / fix

* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

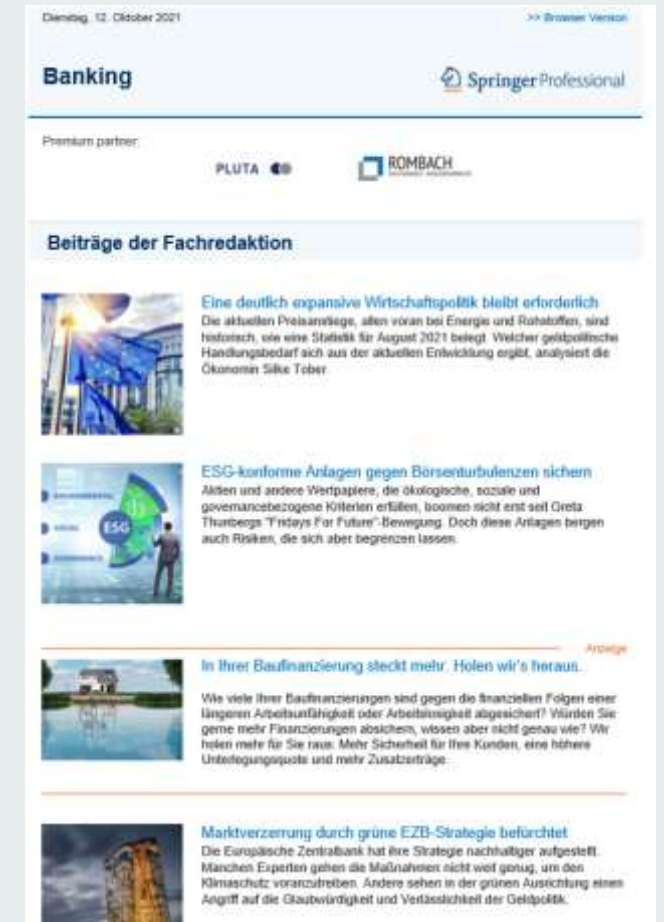
Banner

- Full size: 468 x 60 px
- Medium rectangle: 300 x 250 px
- Premium: 600 x 315 px
- File size: max. 45 kb

Image/text display

- Graphic: 140x100 px
- File size: max. 45 kb
- Short text: max. 300 characters*
- Long text: max. 650 characters*
- Headline: max. 60 characters*; 1 to max. 2 lines

* including spaces



The newsletters report weekly on the most important and latest topics from various specialist areas.

Key Facts Business IT + Informatik*:

Total recipients: 10.380
Frequency of publication: monthly,
3rd Thu of month

Advertising opportunities:

Fullsize	770 € / fix
Medium Rectangle	770 € / fix
Premium Banner	800 € / fix
Image/text display (small)	660 € / fix
Image/text display (large)	770 € / fix

Technical specifications

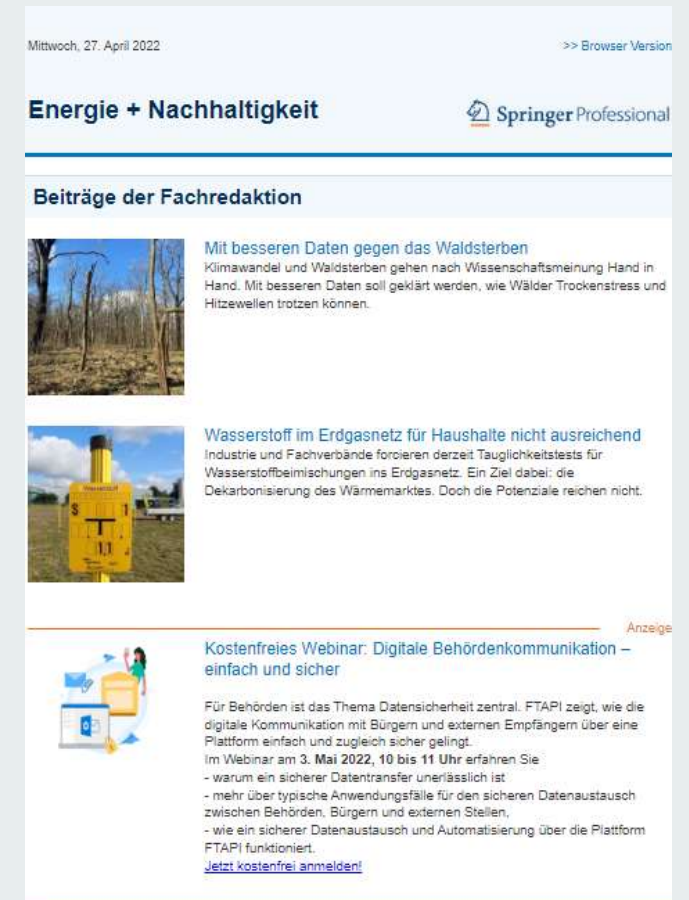
Banner

- Full size: 468 x 60 px
- Medium rectangle: 300 x 250 px
- Premium: 600 x 315 px
- File size: max. 45 kb

Image/text display

- Graphic: 140x100 px
- File size: max. 45 kb
- Short text: max. 300 characters*
- Long text: max. 650 characters*
- Headline: max. 60 characters*; 1 to max. 2 lines

* including spaces



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The newsletters report weekly on the most important and latest topics from various specialist areas.

Key Facts Energie*:

Total recipients: 9.780
Frequency of publication: monthly, 1st Wed of even CWs

Key Facts Nachhaltigkeit*:

Total recipients: 9.780
Frequency of publication: fortnightly, Wed., odd CW

Advertising opportunities:

Fullsize	770€ / fix
Medium Rectangle	770€ / fix
Premium Banner	800€ / fix
Image/text display (small)	660 € / fix
Image/text display (large)	770 € / fix

* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Banner

- Full size: 468 x 60 px
- Medium rectangle: 300 x 250 px
- Premium: 600 x 315 px
- File size: max. 45 kb

Image/text display

- Graphic: 140x100 px
- File size: max. 45 kb
- Short text: max. 300 characters*
- Long text: max. 650 characters*
- Headline: max. 60 characters*; 1 to max. 2 lines

* including spaces



The newsletters report weekly on the most important and latest topics from various specialist areas.

Key Facts Finance + Controlling*:

Total recipients: 8.060

Frequency: fortnightly, Tue. (odd CWs)

Advertising opportunities:

Fullsize 825 € / fix

Medium Rectangle 825 € / fix

Premium Banner 935 € / fix

Image/text display (small) 715 € / fix

Image/text display (large) 825 € / fix

Technical specifications

Banner

- Full size: 468 x 60 px
- Medium rectangle: 300 x 250 px
- Premium: 600 x 315 px
- File size: max. 45 kb

Image/text display

- Graphic: 140x100 px
- File size: max. 45 kb
- Short text: max. 300 characters*
- Long text: max. 650 characters*
- Headline: max. 60 characters*; 1 to max. 2 lines

* including spaces

Finance + Controlling



Premium partner:



Beiträge der Fachredaktion



Qualifizierte Finanzfachkräfte sind äußerst begehrt
Um ihre berufliche Zukunft müssen sich Finance-Experten derzeit kaum sorgen. Vor allem für Compliance Manager, Finanzanalysten und Risikomanager gibt es zahlreiche Jobangebote. Viele davon kommen aus der IT-Branche.



Künstliche Intelligenz revolutioniert nachhaltiges Finanzwesen
Sustainable Finance boomt. Anleger wollen ihr Geld in nachhaltige Finanzprodukte investieren und benötigen eine entsprechende Beratung. Künstliche Intelligenz hilft Anbietern, ESG-Daten besser zu analysieren und ihre Portfolios und Services daran ausrichten.



Digitale Tools für Ihre Liquiditätssicherung für 2022

Wie wird sich die Liquiditätssituation beispielsweise in sechs Monaten entwickeln? Viele Geschäftsführer:innen beschäftigen sich gerade zu Jahresende mit der Liquidität ihres Unternehmens. Mit digitalen Lösungen gelingt auch in unsicheren Zeiten die Finanzplanung automatisch und tagesaktuell.

* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The newsletters report weekly on the most important and latest topics from various specialist areas.

Key facts mechanical engineering:

Total recipients: 8.600
Frequency: twice a week, 1st & 3rd Thu of month

Advertising opportunities:

Fullsize	880 € / fix
Medium Rectangle	880 € / fix
Premium Banner	1.100 € / fix
Image/text display (small)	715 € / fix
Image/text display (large)	880 € / fix

Technical specifications

Banner

- Full size: 468 x 60 px
- Medium rectangle: 300 x 250 px
- Premium: 600 x 315 px
- File size: max. 45 kb

Image/text display

- Graphic: 140x100 px
- File size: max. 45 kb
- Short text: max. 300 characters*
- Long text: max. 650 characters*
- Headline: max. 60 characters*; 1 to max. 2 lines

* including spaces

Maschinenbau + Werkstoffe



Premium partner:


Beiträge der Fachredaktion



Industrie 4.0-Forschung steht vor neuen Aufgaben
Nach zehn Jahren Industrie 4.0-Forschung zieht eine Acatech-Expertengruppe Bilanz. Weitere Forschungsbedarfe sehen die Autoren in den Feldern Implementierung, KI-Integration und Klimaneutraler Produktion.



Metamaterialien drängen in die Anwendung
Ob 6G-Terahertz-Mobilfunk oder Lärm- und Schwingungsminderung im Leichtbau: Wie von Zauberhand ermöglichen Metamaterialien mit ihren fantastischen physikalischen Eigenschaften völlig neuartige technische Lösungen.



Sie haben die chassis.tech plus 2021 verpasst?
Sie möchten trotz Corona-Krise über die aktuellen Fachthemen informiert bleiben?
12. Internationales Münchner Fahrwerk-Symposium: chassis.tech plus 2021 – Vortragsvideos und -papers
Vorträge aus dem Plenum und den 4 Fachsektionen chassis.tech / steering.tech / brake.tech / tire.wheel.tech
Aufzeichnungen der virtuellen Veranstaltung vom 29. und 30. Juni 2021.
Sie entscheiden wann, wo und wie oft Sie die einzelnen Vorträge ansehen.
[Jetzt Videos-on-Demand buchen und direkt profitieren!](#)

Anzeige

* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The newsletters report weekly on the most important and latest topics from various specialist areas.

Key Facts Public administration*:

Total recipients: 3.160

Frequency: fortnightly, Wed (even CWs)

Advertising opportunities:

Fullsize 550 € / fix

Medium Rectangle 550 € / fix

Premium Banner 660 € / fix

Image/text display (small) 424 € / fix

Image/text display (large) 550 € / fix

Technical specifications

Banner

- Full size: 468 x 60 px
- Medium rectangle: 300 x 250 px
- Premium: 600 x 315 px
- File size: max. 45 kb

Image/text display

- Graphic: 140x100 px
- File size: max. 45 kb
- Short text: max. 300 characters*
- Long text: max. 650 characters*
- Headline: max. 60 characters*; 1 to max. 2 lines

* including spaces



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The newsletters report weekly on the most important and latest topics from various specialist areas.

Key Facts Management + Leadership*:

Total recipients: 14.520
Frequency of publication: fortnightly, Wed.
(even CWs)

Advertising opportunities:

Fullsize	880 € / fix
Medium Rectangle	880 € / fix
Premium Banner	1.100 € / fix
Image/text display (small)	770 € / fix
Image/text display (large)	880 € / fix

Technical specifications

Banner

- Full size: 468 x 60 px
- Medium rectangle: 300 x 250 px
- Premium: 600 x 315 px
- File size: max. 45 kb

Image/text display

- Graphic: 140x100 px
- File size: max. 45 kb
- Short text: max. 300 characters*
- Long text: max. 650 characters*
- Headline: max. 60 characters*; 1 to max. 2 lines

* including spaces



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The newsletters report weekly on the most important and latest topics from various specialist areas.

Key Facts Sales*:

Total recipients:	12.650
Frequency of publication:	fortnightly, Thu (odd CW)

Advertising opportunities:

Fullsize	1.265 € / fix
Medium Rectangle	1.150 € / fix
Premium Banner	1.375 € / fix
Image/text display (small)	1.045 € / fix
Image/text display (large)	1.265 € / fix

Technical specifications

Banner

- Full size: 468 x 60 px
- Medium rectangle: 300 x 250 px
- Premium: 600 x 315 px
- File size: max. 45 kb

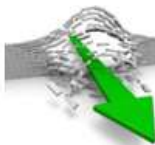
Image/text display

- Graphic: 140x100 px
- File size: max. 45 kb
- Short text: max. 300 characters*
- Long text: max. 650 characters*
- Headline: max. 60 characters*; 1 to max. 2 lines

* including spaces

Vertrieb

Beiträge der Fachredaktion



Sales-Enablement-Strategien setzen sich durch
Die Nutzungsrate von Sales-Enablement-Strategien im Vertrieb hat zugenommen, wie eine Studie zeigt. Welche Herausforderungen den Vertrieb jetzt am meisten beschäftigen.



Das Beuteraster im hybriden Vertrieb finden
Das Online-Kommunizieren mit unseren Zielkunden hat auch Vorteile. Das haben viele Unternehmen in den zurückliegenden Monaten erkannt. Deshalb arbeiten sie daran, die ursprüngliche Notlösung im Vertrieb in ein neues Normal zu überführen. Ein Zielkundenraster gehört dazu, meint Gastautor Peter Schreiber.



Kollaboratives Angebotsmanagement mit CPQ umsetzen
Schnelle und klare Absprachen treffen, gemeinsam mit Kunden das jeweilige Angebot bearbeiten und mithilfe von effizienten Workflows die Kundenanforderungen ins Zentrum einer jeden Konfiguration rücken – genau dabei unterstützt die CPQ-Lösung CAS Configurator Merlin mit dem neuen Modul M.Hub.

M.Hub macht den Weg frei zu einer zentral gesteuerten kollaborativen Zusammenarbeit:

- Dokumentation nebenläufiger aber entscheidender Abstimmungen
- Klare und schnelle Kommunikation durch Vernetzung aller Stakeholder
- Transparente Angebots- und Anfragenübersicht

* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Springer Professional Knowledge Newsletter

Exclusive standalone newsletter | springerprofessional.de

The Industry Monitor is Springer Professional's standalone newsletter, enabling direct targeting of all subscribers to the respective specialist newsletters. Created and designed by the publisher, with an introductory text marked "powered by" and your company logo in Springer Professional's corporate design.

The Industry Monitor can be booked for the following specialist areas; dates by arrangement, outside the mailing days of the respective specialist newsletter.

SPECIALISED AREA	EMPF	PRICE
AUTOMOBILE + ENGINES	ca. 13.000	7.500 €
MECH ENGINEERING + MAT.	ca. 8.000	4.900 €
BUSINESS IT + COMP. SCIENCE	ca. 13.000	4.200 €
MANAGEMENT + LEADERSHIP	ca. 13.000	5.990 €

* Status: January 2026

Advertising material delivery for newsletter placement no later than 14 working days before dispatch

SPECIFICATIONS

TEXT DELIVERY

- Short, snappy headline(s)
- Variable body text, max. 1,600 characters*
- Optional: CTA BUTTON for external landing page

PICTURES

- File formats: JPG, GIF, PNG, non-animated
- Variable size
- Logo file for "powered by" header
- Source reference for stock photos, if applicable

LEAD TIME AND CREATION

- Complete data delivery at least 14 working days before publication date; approval by customer

* including spaces



Starting Up – The start-up magazine for start-ups and young entrepreneurs

starting^{up}

Newsletter | starting-up.de

The Starting Up newsletter is published every 14 days and contains interesting topics and inspiration for founders and aspiring entrepreneurs.

Key Facts Newsletter *:

Recipient: 9.500
Frequency: Wed., even CW

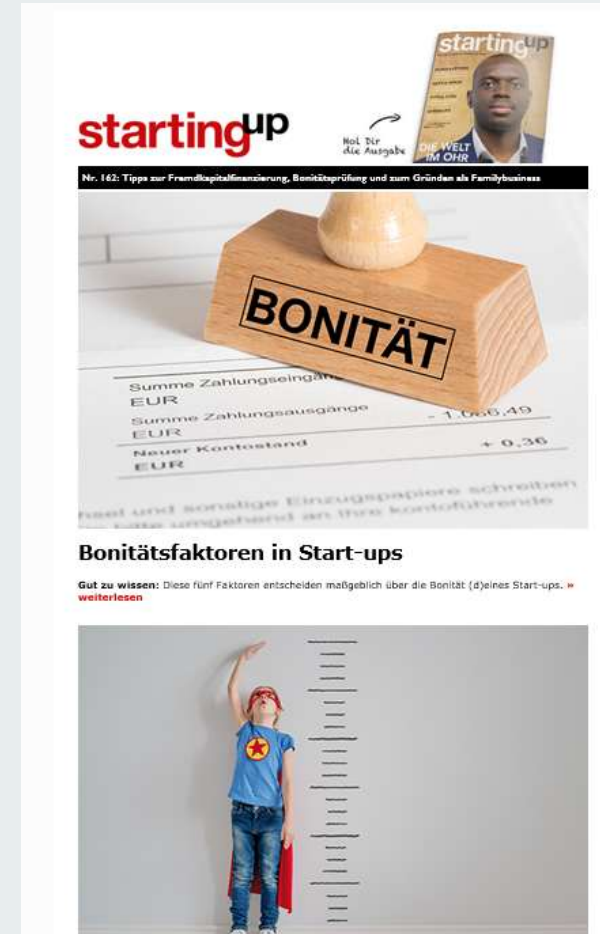
Advertising opportunities:

MR (300 x 250 px)	TAP 150€
Big Rectangle (600 x 410 px)	TAP 130€
banner format (728 x 90 px)	TAP 110€

Technical specifications

Banner

- MR 300x250 px
- Big Rectangle 600x410 px
- Banner format 728x90 px
- GIF, JPEG and PNG files
- File size: 40 kb
- Target URL



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The information portal about the international start-up scene

Newsletter | startupvalley.news

The StartupValley newsletter reports on the most important news tickers for the start-up and founder scene.

Key Facts *:

Total recipients: 10.000
Frequency: Sundays

Advertising opportunities:

Image/text display: 499 €
Top-Banner: 699 €
Banner: 349 €

Key Facts Standalone Mailing:

Recipient: 5.400
Frequency: upon request

Standalone Mailing: 1.499 €

Technical specifications

Image/text display

- Image: 800x400 px
- Text: 200 words

Top-Banner

- 800x250 px

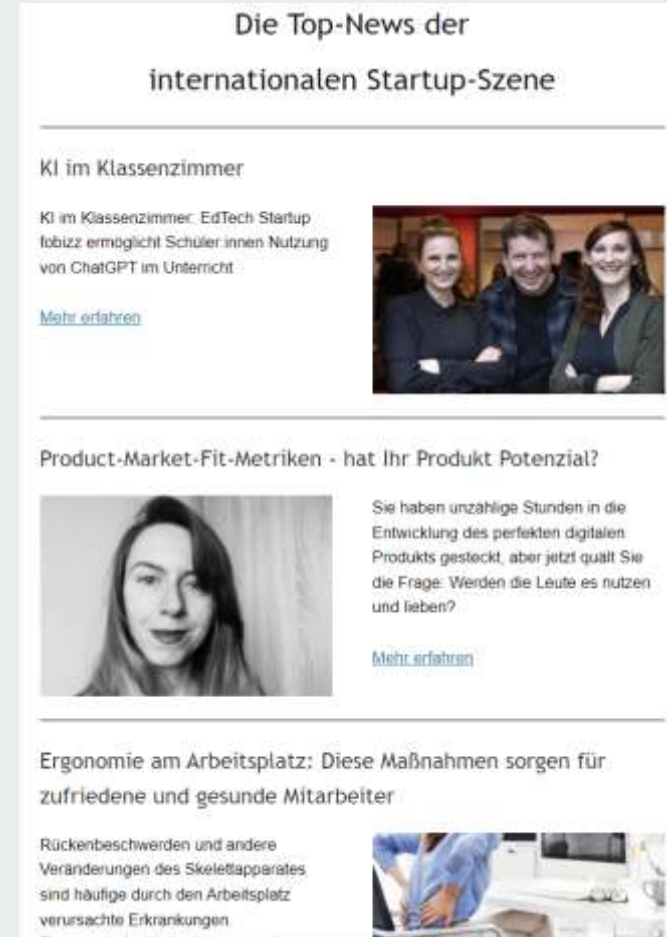
Banner

- 728x90 px

Standalone Mailing

- Image: 2-3 images possible
- Text: max. 500 characters
- Max. 2-3 links/target URL

** including spaces



All you can read Newsletter

AYCR Newsletter | t3n

As a trade magazine with clearly defined focal points, the t3n editorial team sends out a biweekly newsletter that provides subscribers with an overview of selected top news stories from the editorial team.

Key Facts *:

Total recipients: 56.145
Frequency of publication: weekly, Tue & Fri

Advertising opportunities:

(1) Newsletter-Intro: 12.990 € / fix
(2) Image/text display: 7.490 € / fix

Technical specifications All you can read

(1) Newsletter-Intro

The eye-catching editorial with a prominently placed image, plenty of space for detailed teaser text and a large call-to-action button.

- **Graphic:** 1180 x 600 px, high resolution, JPG, PNG file, HTML; Please note: Parts of the image will be displayed significantly smaller than the original file, so **please do not add any text**.
- **Text:** Headline: max. 80 characters**, body text 250 to max. 500 characters**, call to action: short sentence.
- Content must be informative/add value and/or link to further content. **No (!) pure product/brand advertising.**

(2) Image/text display

- **Graphic:** 566 x 318 px, (max. 40 KB), JPG, PNG file, HTML; Please note: Parts of the image will be displayed significantly smaller than the original file, so **please do not add any text**.
- **Text:** Headline max. 80 characters**, **body text + CTA** max. 300 characters**



General information :

- No formal address
- Personal "you" address or neutral "one"
- Content should be informative/add value. No pure product/brand advertising
- Bullet points or numbered lists cannot be displayed in the newsletter, only continuous text.
- Target URL: **Tracking links are only possible with the use of UTM parameters**

** including spaces

*Upon delivery of the images, it is guaranteed that the copyright is available

*Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Reach specific audiences with t3n's newsletters, segmented by topic! t3n's newsletters are segmented by topic, allowing you to reach your target audience with tailored content.

Key Facts *:

Total recipients:	Upon request
Frequency:	weekly, Wed.

Advertising opportunities:

(1) Newsletter-Intro:	2.990 € / fix
(2) Image / Text Display:	2.490 € / fix

The **following topics are available** for newsletters: software & development, start-ups & economy, careers & management, marketing, e-commerce, new finance, hardware & gadgets, digital transformation, UX & design, and gaming.

Technical specifications All you can read

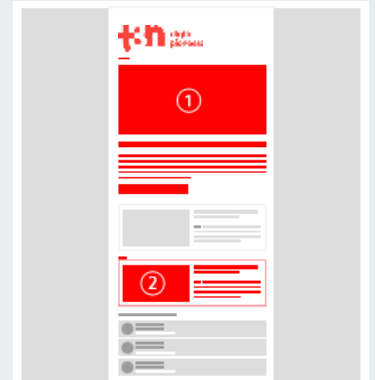
(1) Newsletter-Intro

The eye-catching editorial with a prominently placed image, plenty of space for detailed teaser text and a large call-to-action button.

- **Graphic:** 1180 x 600 px, high resolution, JPG, PNG file, HTML; Please note: Parts of the image will be displayed significantly smaller than the original file, so **please do not add any text**.
- **Text:** Headline: max. 80 characters**, body text 250 to max. 500 characters**, call to action: short sentence.
- Content must be informative/add value and/or link to further content. **No (!) pure product/brand advertising.**

(2) Bild/Text Anzeige

- **Graphic*:** 560 x 285 px, (max. 250 KB), JPG or PNG file. Please note: The image will be displayed in sections that are significantly smaller than the original file, so **please do not include any text or company logos**.
- Text: Headline max. 80 characters**, **body text + CTA** max. 335 characters**



General information :

- No formal address
- Personal "you" address or neutral "one"
- Content should be informative/add value. No pure product/brand advertising
- Bullet points or numbered lists cannot be displayed in the newsletter, only continuous text.
- Target URL: **Tracking links are only possible with the use of UTM parameters**

** including spaces

* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

*Upon delivery of the images, it is guaranteed that the copyright is available.

The information portal for decision-makers in the hotel and catering industry

Tageskarte

Newsletter | tageskarte.io

The Tageskarte newsletter allows you to reach decision-makers in the hotel and catering industry.

Key Facts:

Recipients: ca. 13.800

Frequency: Mo. – Sa.

Advertising opportunities:

Medium Rectangle: 699 €

Bild / Text Anzeige: 699 €

Package 6x mailings: **2.490 €**

Package 24x mailings: 5.999 €

Technical specifications

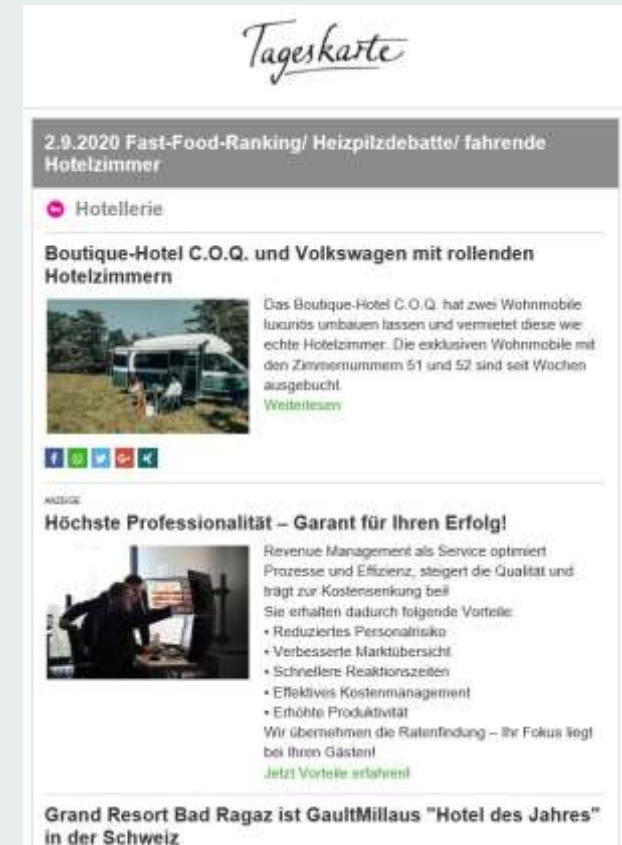
Banner

- Graphic: 300 x 250 px; PNG or JPEG
- File size: 80 kb

Image/text display

- Graphic: 737 x 492 px; PNG or JPEG
- File size: 80 kb
- 400 characters including headline**

** including spaces



Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

[Zurück zur Übersicht](#) 107

businessAD

Every Friday morning, TR editor-in-chief Luca Caracciolo summarises and categorises the most important tech and science topics of the week. What is really important? And how should events be assessed? In easily understandable and clearly structured texts, Caracciolo presents the topics in such a way that they can be quickly grasped and read.

Key Facts *:

Total recipients: 11.500
Frequency: every Friday

Advertising opportunities:

Image/text or banner: 3.490€
for 2 circuits

*Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Banner

- Graphic 600 x 150 px, static
- File size max. 50 kb
- Target URL

Image/text display

- Graphic 180 x 60 px, static
- Headline: max. 90 characters including spaces
- Text: max. 120 characters including spaces
- Link: max. 60 characters including spaces
- File size max. 50 kb
- Target URL



The weekly newsletter contains all the important news from the industry and current job vacancies.

Key Facts*:

Recipients: 10.500
Frequency: Tue, Wed, Fri

Advertising opportunities:

(1) Top Banner**	1.500€ / week
(2,3) Full Banner Middle Slot	850€ / week
(4) Floor Banner	700€ / week
(5) text display	650€/ week
(6) *Text display+	1.700€

** Includes an additional placement on the website

*As of January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

Technical specifications

Banner (1) Top / (2,3) Middle / (4) Floor

- Graphic: 570 x 110 px as .jpg, .png, .gif
- File size: max. 60 kb

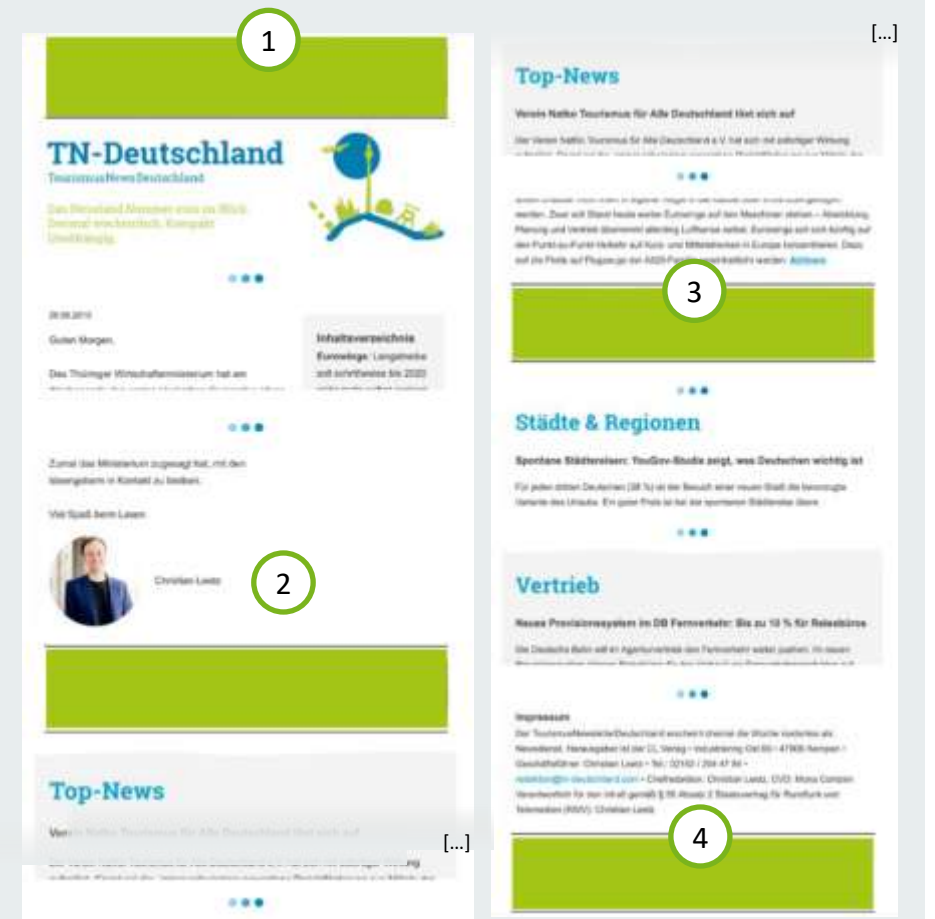
Text display

- Central placement in the newsletter
- 500 characters max. incl. spaces
- External target URL

Text display+ (advertorial teaser)

- Central placement in the newsletter
- 500 characters incl. spaces
- Link to the full article on TN (4 weeks as a special feature on the website)

** **Complete delivery** of advertising material no later than 5 working days before the first publication date.



The topagrar newsletters provide regular updates with the latest news from the agricultural business and politics.

VERSAND	THEMA	BESCHREIBUNG DER INHALTE	VERTEILER	Unique ÖR	BILD/TEXT ²	BANNER ³
MON, TUE	News	The latest news overview for politics and agribusiness	49000	33%	975 €	805 €
TUE	Farming	Current price, stock exchange and market information on wheat, grain, fertiliser and rapeseed markets	20000	32%	740 €	625 €
TUE, biweekly	Perspectives	Newsletter für die Zukunftsthemen in Landwirtschaft und Ernährung	2500	40%	325 €	275 €
WED	Plant protection	Empfehlungen (Versand nur in der Vegetationsperiode Mrz-Okt)	20000	31%	740 €	625 €
WED	Beef + milk	Preise, Prognosen, Branchen-News	20000	28%	685 €	540 €
WED	Pork	Preise, Prognosen, Branchen-News	18000	29%	685 €	540 €
1st FRI per month	Energy	Nachrichtenüberblick zu Wind-, Solarenergie, Photovoltaik, Biogas u.v.m.	31000	28%	655 €	545 €
every fortnight	SUS	Reportagen und Informationen zur Schweinehaltung	26000	29%	750 €	655 €
As required	Breaking news	Mit einer Eilmeldung informiert die Redaktion kurzfristig zu Themen von höchster Aktualität	49000	35%	1.185 €	1.185 €

Pole position as the first advertisement in the respective mailing: +165 €

** including spaces



²Image / text display

- Graphic: 354x265 px
- File size: max. 50 kb
- Headline: max. 40 characters**
- Text: max. 230 characters**
- Link: max. 30 characters**

³Banner options

- Large Banner: 615x250 px
- File size: max. 50kb
- or
- MR: 300x250 px
- File size: max. 40kb

Daily news from the hotel industry

Key Facts:

Recipients: 7.800*
Frequency: daily, Mon. – Fri. and Sun.

Advertising opportunities:

Banner Full Ad	Upon request
Banner Billboard Ad	Upon request
Image/text display	Upon request
Exklusive Sponsoring	Upon request

Technical specifications

Banner

Full Ad

- Graphic: 468 px wide x max. 60 px high
- File size: max. 40 KB
- Target URL

Billboard Ad

- Graphic: 600 px wide x max. 240 px high
- File size: max. 40 KB
- Target URL

Image-text display

- Headline: max. 50 characters **
- Body text: max. 350 characters **
- Image: 600 px wide x 403 px high, file size: max. 40 KB (with image source)
- Link: URL linked to the image display
- File format: JPG, PNG, GIF

** including spaces



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The trade magazine for the hotel industry

Newsletter | tophotel.de



Daily news from the hotel industry

Key Facts:

Recipients: 7.800*
Frequency: upon request

Advertising opportunities:

Stand Alone Mailing Upon request

Technical specifications

Stand Alone Mailing

- Teaser image: 600 x 400 pixels
- File formats: gif, jpg, png – no animated graphics
- File size: 40 kB Text: max. 1,500 characters
- Further information: no third-party tags/redirects
no tracking pixels, click commands can be integrated

** including spaces



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

[Zurück zur Übersicht](#) 112

businessAD

Daily news from the hotel industry

Key Facts:	
Recipients:	1.800*
Frequency:	weekly, Wed.

Advertising opportunities:	
Banner Full Ad	On request
Banner Billboard Ad	On request
Image/text display	On request
Exklusive Sponsoring	On request
Stand Alone Mailing	On request

Technical specifications

Banner

Full Ad

- Graphic: 468 px wide x max. 60 px high
- File size: max. 40 KB
- Target URL

Billboard Ad

- Graphic: 600 px wide x max. 240 px high
- File size: max. 40 KB
- Target URL

Image-text display

- Headline: max. 50 characters **
- Body text: max. 350 characters **
- Image: 600 px wide x 403 px high, file size: max. 40 KB (with image source)
- Link: URL linked to the image display
- File format: JPG, PNG, GIF

** including spaces



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

The news portal for engineers

Newsletter | vdi-nachrichten.com

VDI nachrichten

Daily updates from industry and business

Key facts vdi news Compact:

Recipients: 40.000*
Frequency: weekly, Tue.

Banner 3.600 €

Image/text display 3.600 €

Multihub Combi Newsletter Package (35,000 recipients)

Ingenieur.de Technology Newsletter + vdi news Compact

Frequency: upon request

Banner/image-text display 4.300 €

Technical specifications

Banner

- Graphic: 560 px wide x max. 400 px high
- File size: max. 300 kb

Image-text display

- Image: 280x140 px
- File size: max. 200 KB (with image source)
- Headline: max. 80 characters **
- Body text: max. 240 characters **
- Link: URL linked to image, text, continue button, social button
- File format: JPG

Preview copies are not available.

** including spaces



Newsletter advertisements are not eligible for further discounts beyond the standard AE rate.

* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

[Zurück zur Übersicht](#) 114

businessAD

Versicherungsmagazin.de – the leading online platform for the insurance industry

Newsletter | versicherungsmagazin.de

versicherungsmagazin

The newsletter from **Versicherungsmagazin** offers extensive insights into current topics relating to the insurance industry. In addition to the latest information, it also focuses on trends, tips and events for financial services providers.

Recipients: 33.000[†]
Frequency: 4x week
Shipping date: Mon, Tue, Thu, Fri
Shipping method: HTML

Advertising opportunities:

Image/text display (default) **650 €****
Image/text display XL **750 €****
Fullsize Banner **750 €****
Medium Rectangle **750 €****

Technical specifications

Image/text display

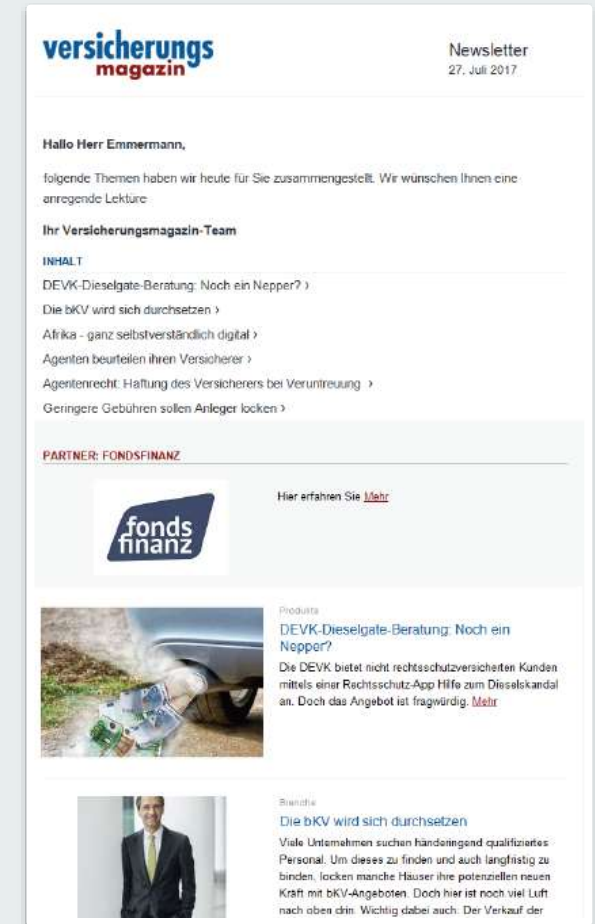
- Graphic: 263 x 186 px/300 characters**
- (standard); 650 characters**
- (XL display) File formats: JPG, GIF files (static)
- File size: up to 45 kb
- Target URL

Banner placements/graphic specifications

- Full-size banner: 468x60 px
- Medium rectangle: 300x250 px
- File formats: JPG, GIF files (static)
- File size: up to 60 kb
- Target URL

** including spaces and heading

Advertising material delivery for newsletter placement no later than 5 working days before dispatch



The daily news report from the insurance industry

Newsletter | versicherungswirtschaft-heute.de

The newsletter, also known as the daily report, provides readers with the latest news and key figures from the industry every day.

Key Facts daily:

Newsletter recipients: 12.600
Frequency: every trading day

Recipients Standalone Mailing: Auf Anfrage!
Frequency: Auf Anfrage!

Advertising opportunities:

Text display: 1.190€
Standalone Mailing: On request!

Technical specifications

Text display

- With a maximum of 550 characters (8 lines)
- Can be placed in different positions.
- The higher the position, the more effective it is.

Standalone Mailing

- Content in Word document up to 2,000 characters including spaces
- Subject line for email dispatch
- URL for linking
- Images, graphics, logo as .jpg or .gif (not animated), resolution 300 dpi; we will adjust the image data for you to the final format
- Data delivery five working days before dispatch



* As of January 2026; no previews available for text advertisements

Advertising material delivery for newsletter placement no later than 5 working days before dispatch; for standalone mailings no later than 10 working days before dispatch.

The specialist portal for Windows, virtualisation and cloud computing for profession WindowsPro

Newsletter | windowspro.de

The newsletter provides daily updates on the latest topics and news from the specialist portal.

Key Facts :

Recipients: 6.080 *

Frequency: daily, Tue–Sat

Image/text display 800 €

Technical specifications

Banner

- Graphic: 200 px wide x max. 140 px high
- File size: max. 300 kb

Image-text display

- Headline: max. 75 characters **
- Body text: max. 200 characters **
- File size: max. 200 KB (with image source)
- Link: in the text
- File format: JPG

** including spaces



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

[Zurück zur Übersicht](#) 117

businessAD

The leading specialist portal for the food and beverage industry.

Newsletter | yumda.com

The yumda.com newsletter offers the latest industry news from business and research, product highlights and innovations, white papers and webinars, as well as companies – perfect for anyone who wants to stay up to date in the food and beverage industry.

Key Facts news Newsletter *:

Recipients:	7.500
Frequency:	twice a week, Tue and Thu

Types of advertising:

Banner	1.975€ / fix
■ Presentation in the editorial section of the newsletter ■ Link to your website or PDF file	

Premium advertising box Newsletter	1.125€ / fix
■ Presentation in the editorial section of the newsletter ■ Link to your website or PDF file	

Technical specifications

Newsletterbanner

- Graphic: Image as GIF 600x200 pixels without animation
- File size: max. 50 kBHeadline max. characters**
- Continuous text max. characters**

Premium Werbebox Newsletter

- Image/graphic: 300x225 px
- Headline: 100 characters**
- Text length: 400 characters**
- CTA button: 25 characters**

** including spaces



* Status: January 2026

Advertising material delivery for newsletter placement no later than 5 working days before dispatch

A close-up, shallow depth-of-field photograph of a row of mailboxes. The first mailbox in the foreground is dark-colored with a red flag sticking out of the top. The mailbox door is slightly ajar, revealing a metal clasp mechanism. The background shows more mailboxes receding into the distance, with some foliage visible on the right side.

businessAD

Mehr Wert für Marken

Mediadata Newsletter B2C

Q1-2026

Übersicht Newsletter B2C Werbemöglichkeiten

Webseite	Banner	Display image/text	Standalone Mailings
aktion-pro-eigenheim.de	x		
mystipendium.de			x
schuelerpilot.de			x
sonnenseite.com	x		

Das Portal für alles rund ums Eigenheim

Newsletter | aktion-pro-eigenheim.de

Mit aktion-pro-eigenheim.de kommen Sie als Bauherr auf die sichere Seite. Die Seite steht für Sicherheit von der Finanzierung bis zum Ende der Gewährleistung.

Key Facts*:

Empfänger:	2.900
Erscheinungsweise:	monatlich, Do.
Banner:	400€

Technische Spezifikationen

Banner

- Grafik: 468 x 60 px
- Dateigewicht: max. 60 kb



** inkl. Leerzeichen

Newsletter

Abonnenten:	650.000
Öffnungsrate:	54%
Klickrate:	32%
Preis	12.000 €

Sie suchen nicht nur „Studenten“? Sondern Studenten, der Wirtschaftswissenschaften, im 6. Semester des Bachelors, mit einem Notendurchschnitt von mindestens 2,0?

Kein Problem!

Der Newsletter kann mit Ihren Inhalten versendet werden, oder wird redaktionell von mystipendium als Empfehlung an den einzelnen Empfänger verfasst:

„Hallo Sabrina, wir haben für dich ein Unternehmen gefunden, dass du kennenlernen solltest, weil...

...Wir drücken Dir die Daumen – Deine Chancen stehen ausgezeichnet!

Dein myStipendium.de-Team“

* Status: January 2026



Die Stecknadel im Heuhaufen

Filtern Sie die Abonnenten nach:

- Noten im Studium (z.B. besser als 1,9)
- Noten im Abi
- Aktuelles Semester
- Studiengang (z.B. nur Ingenieure)
- Angestrebter Abschluss
- Geschlecht
- Alter
- etc

Das Berufswahlportal für Schüler

Stand Alone Newsletter | schuelerpilot.de

Stand Alone Newsletter

Abonnenten: 45.085*

Der Newsletter kann mit Ihren Inhalten versendet werden, oder wird redaktionell von schuelerpilot.de als Empfehlung an den einzelnen Empfänger verfasst.

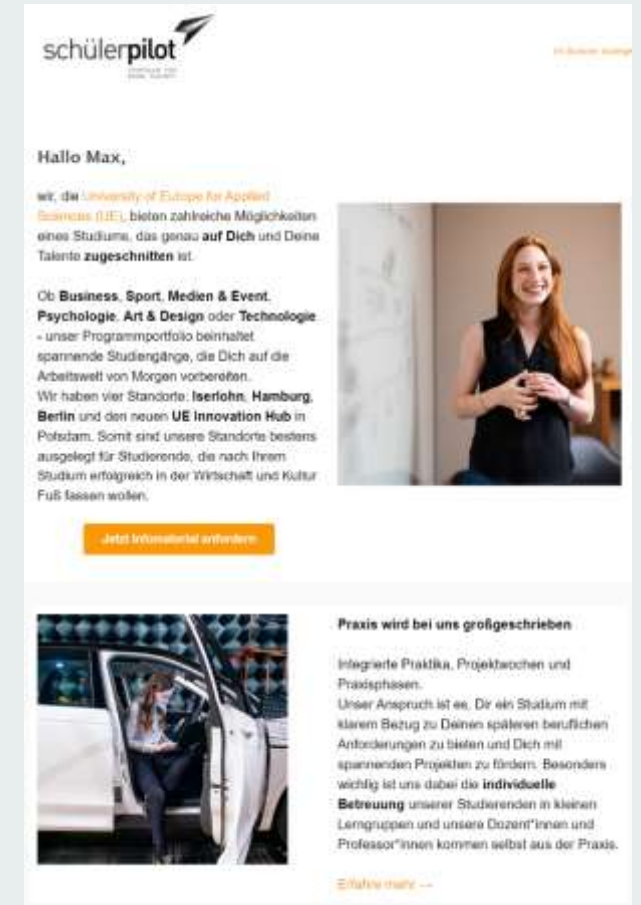
Preis: 3.900 €

* Status: January 2026

Technische Spezifikationen

Stand Alone Mailing

Spezifikationen: Auf Anfrage



Das umweltpolitische Informationsportal: aktuell, kritisch und unabhängig

Newsletter | SONNENSEITE | sonnenseite.com



Ergänzend zum Portal, bietet sonnenseite.com den passenden Newsletter für die Top-Themen und Aktuelle Meldungen im Bereich Umwelt

Key Facts*:

Abonnenten: 5.800

Versandintervall: wöchentlich, Samstag

! Buchung nur im Monatspaket möglich:

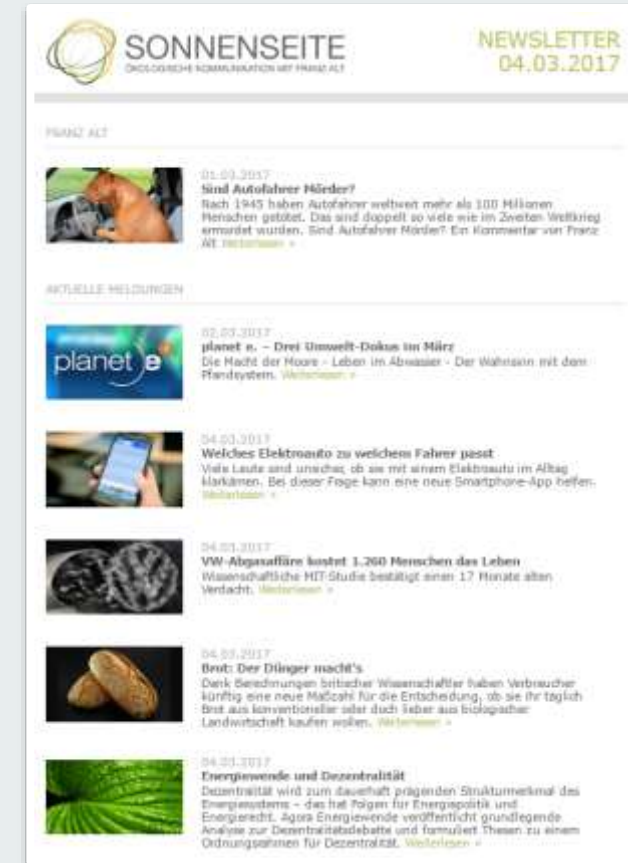
4 Aussendungen

Preis 7.500 € / fix

Technische Spezifikationen

Banner

- 728 x 90 px





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