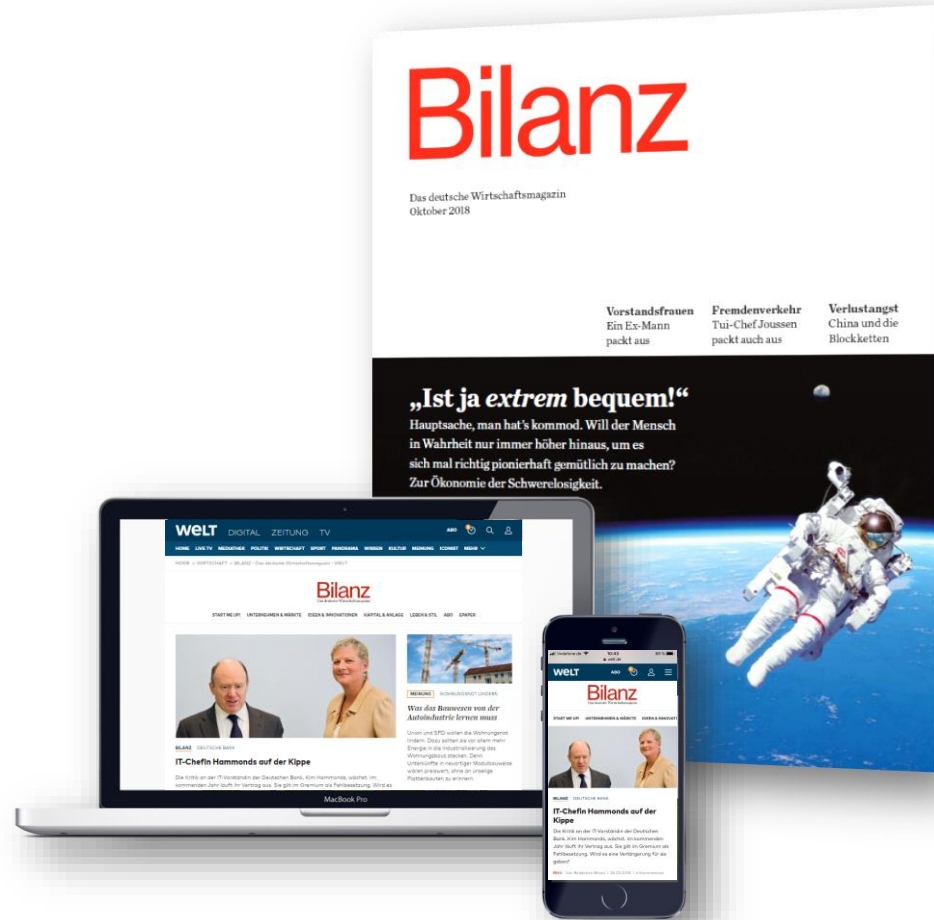


Bilanz – Media data

2019

Valid from 01/01/2019



Bilanz

The concept

BILANZ stands for

- ◆ high-quality business journalism and intelligent entertainment in a magazine format every month
- ◆ critical, investigative, sophisticated, cheeky, egocentric and (if necessary) ironic contents
- ◆ readership with high consumption strength and purchasing power
- ◆ BILANZ is published 10 times per year at newsstands and in WELT Print Werktag incl. compact (subscription circulation)



Bilanz

Performance data

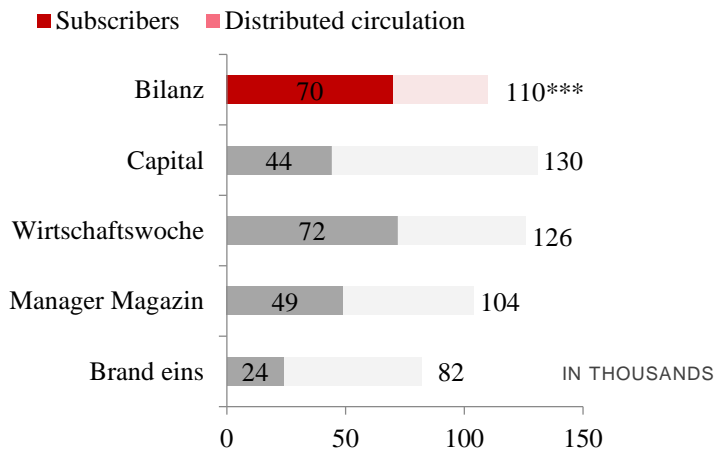


Bilanz

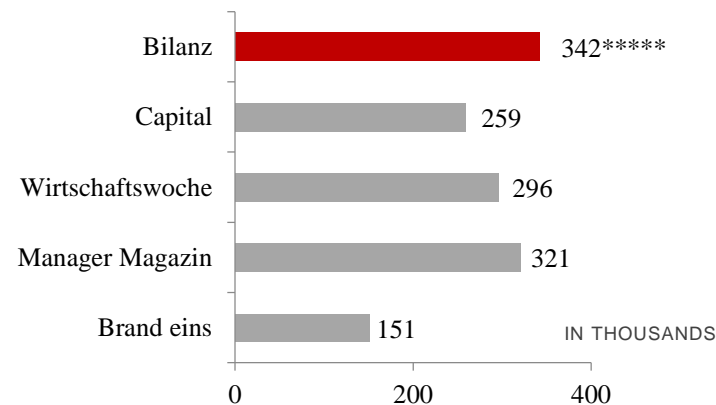
Das deutsche Wirtschaftsmagazin
März 2018



Subscribers* and distributed circulation**



Decision maker****



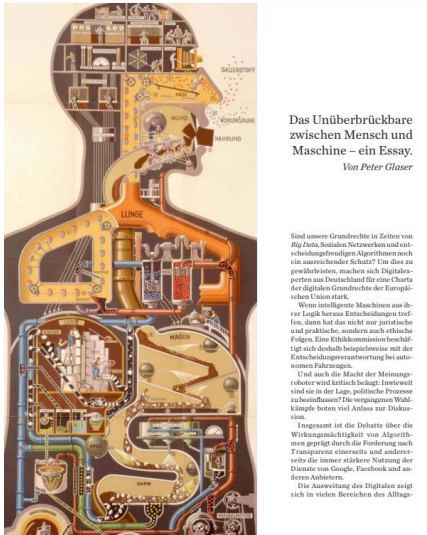
5 years intelligent economy journalism

Anniversary party in may



- ◆ We celebrate 5 years Bilanz – with exciting insights and background stories!
- ◆ Coming soon in may, 10/05/2019

Bilanz and artificial intelligence



With the topic of AI and „German AI Award“, Bilanz continues its journalistic commitment in the field of artificial intelligence.

Starting in December 2018, the topic of AI will be a new editorial focus in all print editions and will continuously be part of the BILANZ and of WELT.de.

The impulse for this is the German AI Award in September 2019. „United Artist“ is the embracing theme for all the different aspects that gather around the award-winning ceremony.

AI-Agenda (extract):

- AI in the key sectors of mechanical engineering, finance, and automotive industry
- Programmers as artists of the 21st century
- AI as a military tool of the future
-

2019
in every
issues!

2019

Terms

Issue	Publication date	deadline	Ad materials	Print Special
Bilanz #2	15/02/2019	18/01/2019	01/02/2019	
Bilanz #3	08/03/2019	08/02/2019	22/02/2019	Style I
Bilanz #4	05/04/2019	08/03/2019	22/03/2019	Watches I
Bilanz #5	10/05/2019	12/04/2019	26/04/2019	Manufactory / anniversary issue
Bilanz #6	07.06.2019	10.05.2019	24.05.2019	AI
Bilanz #7	05.07.2019	07.06.2019	21.06.2019	Start me up!
Bilanz #9	13.09.2019	16.08.2019	30.08.2019	1.000 richest
Bilanz #10	04.10.2019	06.09.2019	20.09.2019	Style II / Germany most admired companies
Bilanz #11	Sa.,02.11.19	04.10.2019	18.10.2019	Watches II
Bilanz #12	06.12.2019	08.11.2019	22.11.2019	Luxury



*early ad deadline for premium placements (1 week)

2019

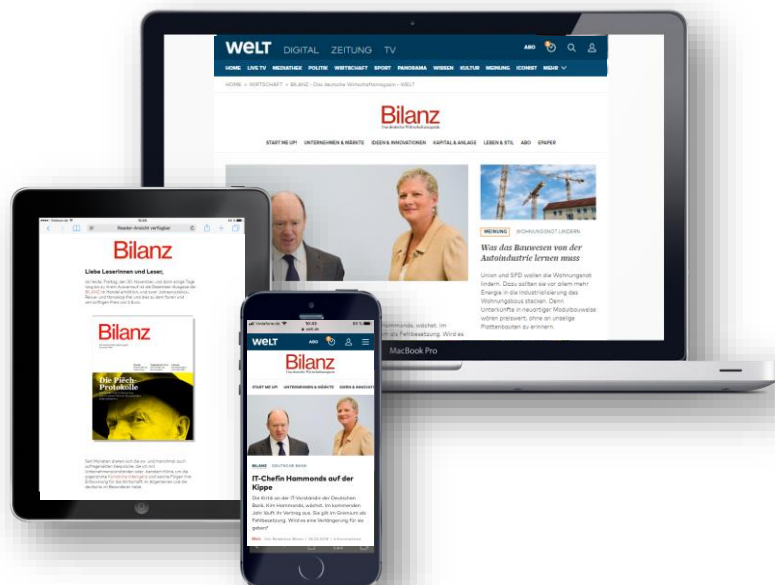
Formats and costs

Size	formats	costs (gross)
Size in page sections	Bright × High	EUR
2/1 page	430 mm × 265 mm	39.700,-
1/1 page	215 mm × 265 mm	23.500,-
1/2 page (portrait / cross)	108 mm × 265 mm / 215 × 128 mm	14.300,-
1/3 page (portrait)	72 mm × 265 mm	10.800,-
Premium placements		
Opening Spread	Inside front cover (IFC) + Page 3	47.000,-
Against Editorial	Left page next to editorial	26.800,-
Facing Table of Content 1 (FTC I)	Left page next to content I	25.800,-
Facing Table of Content 2 (FTC II)	Left page next to content II	25.000,-
Cover pages	Outside back cover (OBC)	30.400,-
	Inside back cover (IBC)	25.000,-
	Inside front cover (IFC)	26.800,-
Inside pages	1st double page	41.000,-
	1st right page	26.800,-
	2nd right page	25.000,-

Bilanz Rate Card, No. 6, valid as of 01/01/2019. The respectively valid Rate Card at the time of publication, including the General Terms and Conditions and the Additional Terms and Conditions of the respective title of Media Impact in their respectively current versions, apply to the execution of the order. (Available at: www.media-impact.de/agn). The listed rates are eligible for volume discounts and commitment discounts, minus 15% agency commission and excl. VAT.

Bilanz.de

The digital business competence



- ◆ embedded into the WELT.de news portal
- ◆ stands for well-founded and intelligent financial and business journalism
- ◆ Integration KI-Price and Start Me Up: Channel with permanent, relevant coverage about artificial intelligence an Start Ups / founder
- ◆ Regular newsletter about the upcoming issue: „Mail from the Editor-In-Chief“
- ◆ Facts: Unique User 20 m.*

*AGOF daily digital facts; Basis: digital WNK 16+ (59,14 Mio.), single month November, 12/03/2018)

2019

Technische Daten

Magazine Format	215 mm wide x 265 mm high
Type Area	189 mm wide x 230 mm high
Printing Process	Cover: sheet offset; Contents: web offset
Paper	Cover: 200 g/qm photo print, glossy Contents: 80 g/qm SCA Graphosilk
Resolution	300 dpi
Trim	5 mm around bleed formats outside, 3mm on inside margin in the middle
Binding	Spine gluing (6mm extra for double pages)
ICC Profile	Cover: ISO Coated v2 Contents: PSO LWC Improved 45L
Colours	Euro colours 4/4
Data Delivery	High-end PDF with format marks
Address for Print Materials	bilanz-druckunterlagen@axelspringer.de

media impact

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