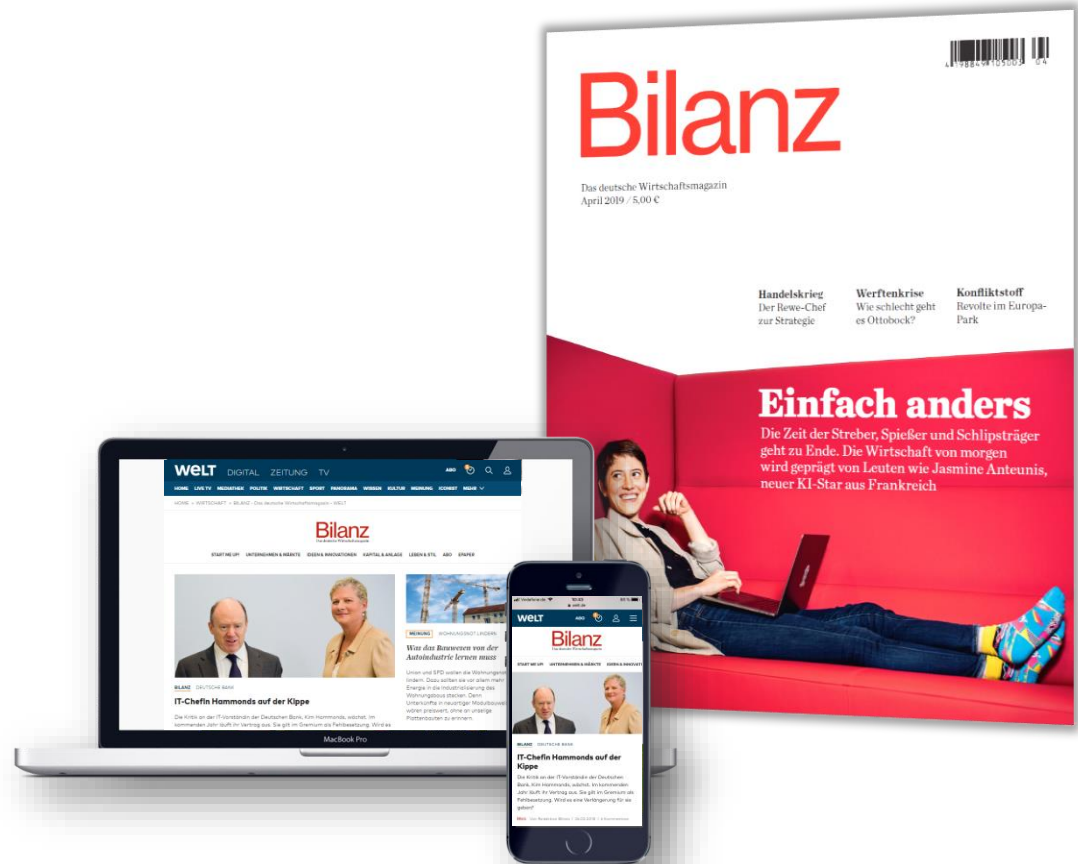


Bilanz – Media data

# 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

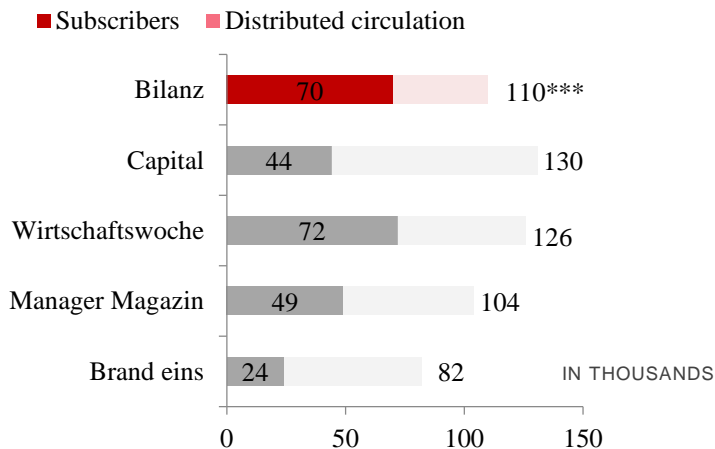


# Bilanz

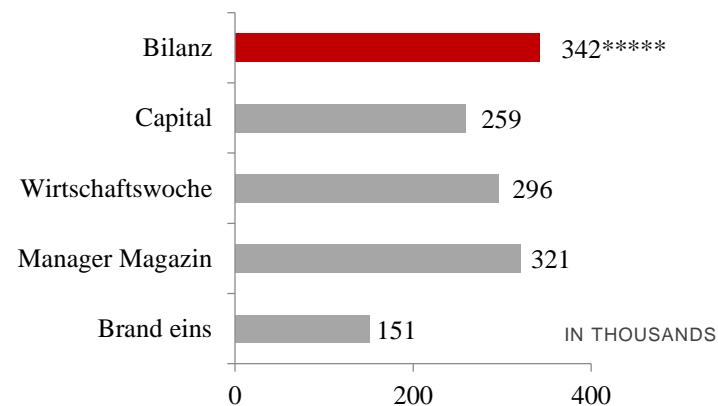
Das deutsche Wirtschaftsmagazin  
März 2018



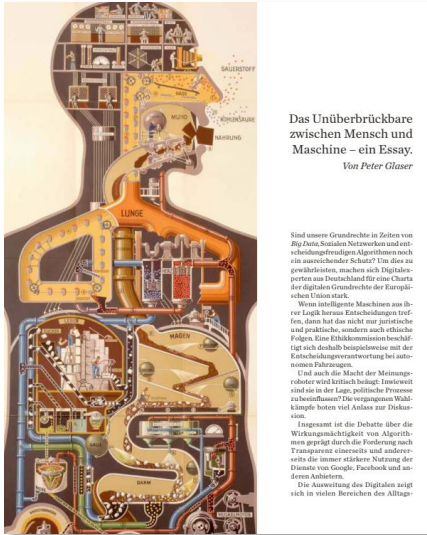
## Subscribers\* and distributed circulation\*\*



## Decision maker\*\*\*\*



# 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	<b>Style I</b>
Bilanz #4	05/04/2019	08/03/2019	22/03/2019	<b>Watches I</b>
Bilanz #5	10/05/2019	12/04/2019	26/04/2019	<b>Manufactory / anniversary issue</b>
Bilanz #6	07.06.2019	10.05.2019	24.05.2019	<b>AI</b>
Bilanz #7	05.07.2019	07.06.2019	21.06.2019	<b>Founder</b>
Bilanz #9	13.09.2019	16.08.2019	30.08.2019	<b>1.000 richest / Start me up!</b>
Bilanz #10	04.10.2019	06.09.2019	20.09.2019	<b>Style II / Germany most admired companies</b>
Bilanz #11	Sa.,02.11.19	04.10.2019	18.10.2019	<b>Watches II / AI</b>
Bilanz #12	06.12.2019	08.11.2019	22.11.2019	<b>Luxury</b>



\*early ad deadline for premium placements (1 week)

2019

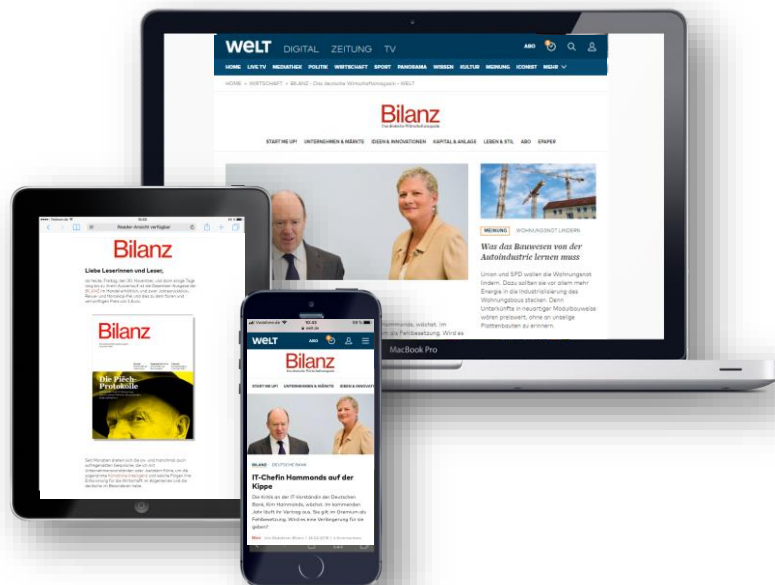
# Formats and costs

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,-
<b>Premium placements</b>		
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/agb](http://www.media-impact.de/agb)). 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-Preis 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

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



Your contact in your country!

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