

# HORIZONT weekly newspaper

## Fact sheet 2017

### Positioning

The weekly newspaper, HORIZONT, provides an effective filter with which to reach top decision makers in the German marketing, advertising and media community. Its highly focused approach gives our success-driven audience information that is both inspirational and motivating.

The highest journalistic standards coupled with an associated high level of reader acceptance form the cornerstone of our promise to work with you to develop effective communications solutions to reach your top level industry decision-maker target.

**HORIZONT – your premium business activator**

### Editorial concept

Each week HORIZONT offers an exciting and highly relevant range of topics, which pick up on the most important aspects of marketing, advertising and media.

In addition to integral editorial components: news, views, people, background, practice and the creative world, editors also address special topics such as television, digital, automotive, sports, cinema and finance marketing in more than 60 annual reports, thus creating topic relevant environments for your advertising.

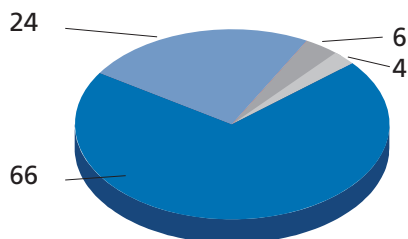
### 1 content – 3 channels – 1 price

Your advertising will be published simultaneously via three communication channels. Print: Every Thursday hot off the presses onto the desk of your potential customers. Digital: The weekly e-paper for computers and tablets on Wednesdays from 5pm. For you this means more coverage, attention, time, traffic, information, interaction, speed and flexibility for your advertising message.



### Target group\*

The weekly newspaper HORIZONT has been reliably presenting advertising messages to a highly attractive and growing target group for three decades: marketing and media decision-makers who also privately maintain a brand-conscious lifestyle. HORIZONT readers are 43 years old on average, 60,3% men, 39,7% women. The average time spent reading an issue is 28,5 minutes.



#### Run structure:

- advertising companies
- agencies
- media
- services for advertising and other

\*Source: Readership analysis HORIZONT 2014



### Run structure IVW II/2016

Distribution	20,681
Sales	19,685
Subscriptions	19,587

The subscription share on paid circulation is 95%!

### Prices 2017 (4c, in €)

1/1 page	12,500
1/2 page	8,350
1/4 page	6,500
Title strip	6,300

For further information please contact [anzeigen@horizont.net](mailto:anzeigen@horizont.net)

### Publishing details

Publication day	Thursday
Copy price	7.80 €
Annual subscription	379.00 €

### Contact

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### Advertising prices and formats 2017

Format in colour		Wide x High in mm		Print + PC/Mac + Tablet
2/1 page		601 x 390	Crossover	22,500 €
Page 3		286 x 390	first right side of the newspaper	13,900 €
1/1 page		286 x 390	Vertical	12,500 €
3/5 page		170 x 390	Vertical	9,990 €
2/5 page		112 x 390	Vertical	8,350 €
2/10 page		112 x 195	Vertical	6,200 €
J 1		228 x 320	Journal	11,200 €
J 2		170 x 250	Journal	9,500 €
1/2 page		286 x 195	Horizontal	8,350 €
1/3 page		286 x 130	Horizontal	7,450 €
1/4 page		286 x 97	Horizontal	6,500 €

\* for technical reasons we are unable to offer print outside margins