

# HORIZONT Weekly newspaper

Factsheet 2018

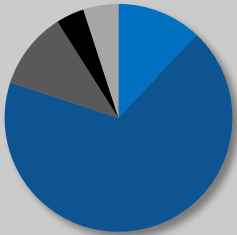


HORIZONT is a professional weekly newspaper **servicing Germany's marketing, advertising and media community**. It is the established source for **decision makers** in this sector and covers every week the latest news.

## Target Group

- The weekly newspaper HORIZONT has been reliably presenting advertising messages to a highly attractive and growing target group for over three decades
- HORIZONT print Readership: Two out of three are marketing and media decision-makers.

### HORIZONT print readership by industry (share in %)



- **68%** Advertising companies
- **12%** Media agencies
- **11%** Communication and Advertising agencies
- **5%** services for advertising and other
- **4%** Media and Media marketer

## 1 Content - 3 Channels - 1 Price

Your advertising will be published via three communication channels at the same time. 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 5 pm. For you this means more coverage, attention, time, traffic, information, interaction, speed and flexibility for your advertising message.



## Editorial concept

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.

## Run structure (IVW 2/2017)

Distribution	20,348
Sales	19,306
Subscriptions	19,227

## Contact

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Pricing (extract)

Format in cmyk	Wide x High in mm	Description	Print + PC/Mac + Tablet (Price per week)
2/1 page	601 x 390	Crossover	22,950 €
1/1 page	286 x 390	Vertical	12,750 €
2/5 page	112 x 390	Vertical	8,500 €
2/10 page	112 x 195	Vertical	6,300 €
J 2	170 x 250	Journal	9,650 €
1/2 page	286 x 195	Horizontal	8,500 €
Footer	286 x 50	Footer on top page	6,400 €
Island Ad	170 x 220	Your ad surrounded by content	12,600 €
Report Footer	286 x 65	Footer on Report top page	5,000 €

[For further information, please contact our sales team.](#)