

# HORIZONT Weekly newspaper 2019

## HORIZONT Weekly newspaper



**Editorial concept:** Besides the integral content of our weekly newspaper the editorial department dedicates over 60 reports to special subjects like auto marketing, sport business, digital marketing etc. Within this reports you can reach out to your personal target group.

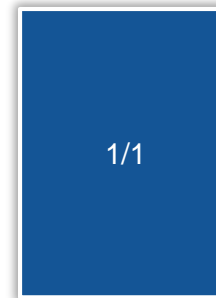
**1 Content - 3 Channels - 1 Price:** Your advertising will be published via three communication channels. On Thursday as regular print newspaper, on Wednesdays as a digital E-Paper for computer and tablets.

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.

## Facts

- Distributed circulation: 19.229 including 18.388 subscribers<sup>1</sup>
- Two out of three readers work as professionals in advertising companies<sup>2</sup>

## Advertising Opportunities (extract)



## Contact

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<sup>1</sup> IVW 3/2018.

<sup>2</sup> HORIZONT readership survey

## 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	23 400 €
1/1 page	286 x 390	Vertical	12 900 €
2/5 page	112 x 390	Vertical	8 700 €
2/10 page	112 x 195	Vertical	6 450 €
J 2	170 x 250	Journal	9 750 €
1/2 page	286 x 195	Horizontal	8 600 €
Footer	286 x 50	Footer on top page	6 450 €
Island Ad	170 x 220	Your ad surrounded by content	12 800 €
Report Footer	286 x 65	Footer on Report top page	5 100 €

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