

TAGESSPIEGEL
MEDIA

Magazine print & digital October 11th 2023

Berlin Science Week 2023



The exclusive
guide of the
Berlin Science
Week

397,000

Readers daily
(Print & E-Paper)

9,23 Mio.

Unique User per month
(Website)

Publication date: Wednesday, October 11th 2023

The leading medium from the capital

The Tagesspiegel

The No. 1 in and from Berlin

The Tagesspiegel is the **No. 1 newspaper in Germany's most important city** in terms of circulation and journalistic significance, in print and digitally.

It has **one of the best circulation trends** of all German daily newspapers.

Tagesspiegel.de is one of the **top 10 news portals** in Germany with the widest reach.

As the leading medium from the capital, the Tagesspiegel is one of the **most frequently quoted media** in Germany.

9,23 Mio.

Unique User:innen per month
(Website)

397,000

Readers daily
(Print & E-Paper)

Nr. 1

among decision-makers



Nr. 1

among academics



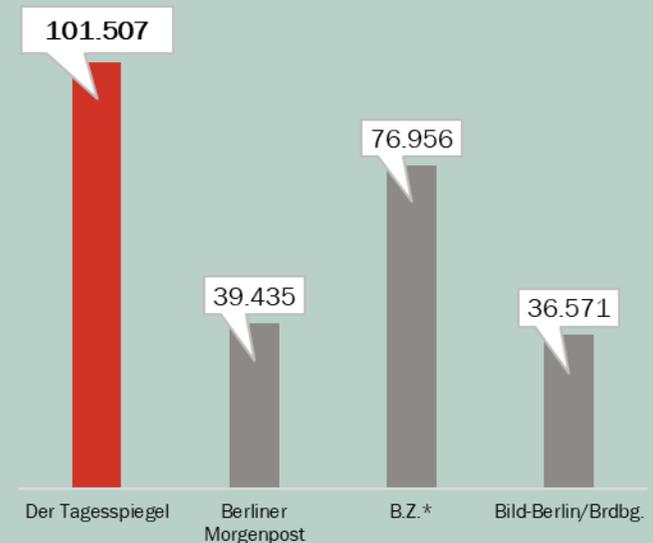
Nr. 1

among scientists



Sources: agof daily digital facts 04/2023, evaluation period: month of March 2023, basis: 16 years and older (the unique users of BILD, Welt.de, Berliner Morgenpost and BZ-Berlin are not shown); best for planning 2022 II, German-speaking population 14+ years; decision-maker analysis Berlin 2022; circulation area: Berlin/Potsdam, www.tagesspiegel.de/leitmedium; Media Tenor Quote-Ranking, January - March 2023

Sold circulation I. quarter 2023
Working days quarterly average
(Mon.-Fri.)



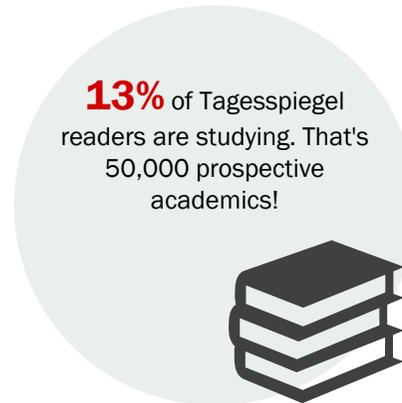
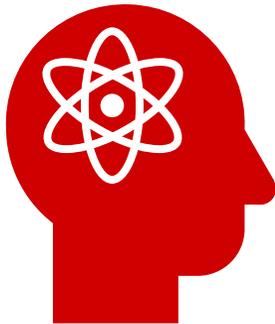
Source: IVW I/2023 paid circulation Mo.-Fr.;
*B.Z.: Mon.-Sat. (The booking unit Mon.-Fri. is not reported.); Berliner Zeitung and Berliner Kurier are currently not reported by IVW

Readership data of the Tagesspiegel

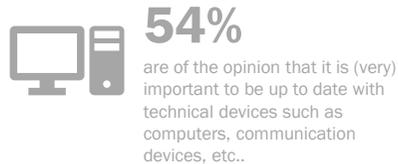
The science- and tech-savvy target group

225,000 Science enthusiasts

57% of Tagesspiegel readers are (very) interested in the topics of science and technology in the media. That's 225,000 science enthusiasts!



Science and technology are important topics for Tagesspiegel readers. They study, continue their education or have an **academic degree**. They are also **open to new developments**.



Berlin Science Week 2022 Magazine



Bilingual magazine (Print and digital)



Foundations brings excellent researchers to Germany from abroad - including experts on artificial intelligence. Here they explain how AI research can make our lives better



View digital magazine [here](https://www.themenspeziale.tagesspiegel.de/berlin-science-week-2022)
themenspeziale.tagesspiegel.de/berlin-science-week-2022

Berlin Science Week Magazine Print & Digital



Berlin Science Week will bring the world's most innovative science organizations together in **Berlin from November 1 to 10, 2023**, to discuss breakthroughs in science and society. The Tagesspiegel will accompany the Science Week with a **bilingual print and digital magazine** in **English and German** that will be published in the Tagesspiegel on October 11, 2023 and distributed at the Science Week events.

Format: Width 240 mm x Height 320 mm

Distribution: PRINT – supplement in the Tagesspiegel
Distribution at the Berlin Science Week and by its partners
Distribution on the „Kulturzug Berlin - Wrocław“
Digital Magazine at themenspeziale.tagesspiegel.de

Circulation: Sold circulation 101,507 Ex. (IVW I. Quartal 2023, working days quarterly average Mon.-Fri.)

Basic information	Dates
Publication Date:	Wednesday, 11th October 23
Closing Date:	Tuesday, 29th August 23
Deadline for material Advertorials:	Wednesday, 6th September 23
Submission Date: Advertorials Ads	Friday, 15th September 23 Tuesday, 19th September 23

Berlin Science Week 2023 – Preliminary editorial topics

1. All about Berlin Science Week 2023

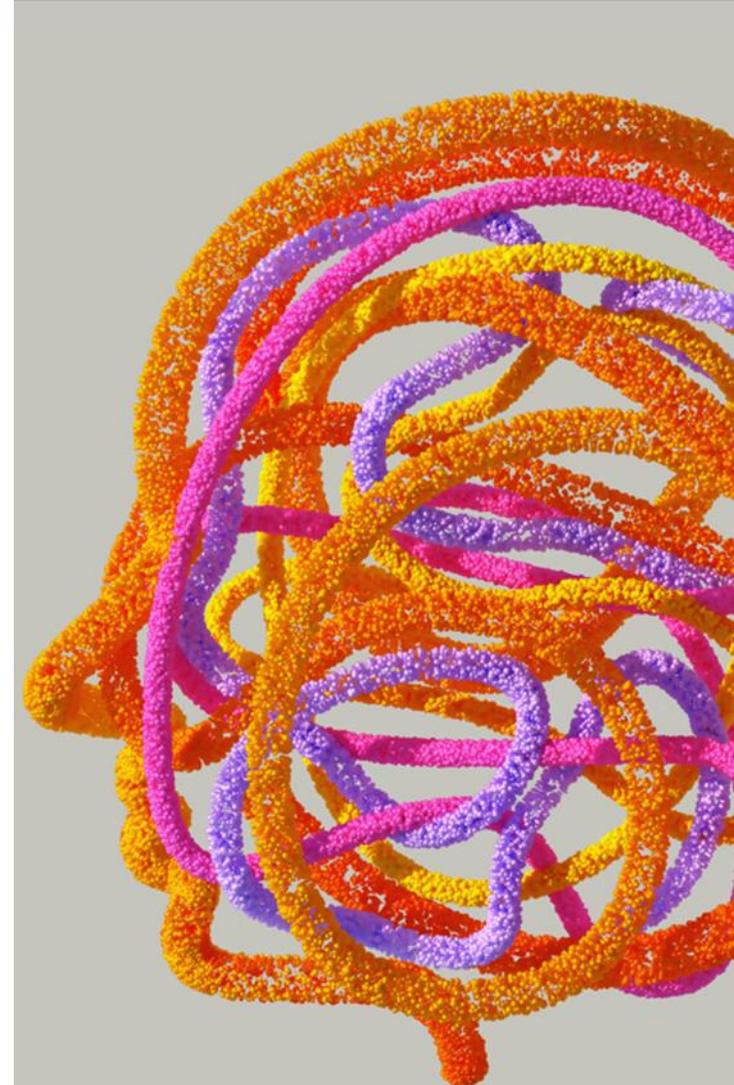
Where and how does it take place?
What are the highlights in 2023?

2. Main Topics

Sustainability (energy, mobility, production)
Water (water supply technologies)
AI in medicine and health (health care)
Social science contribution (gender, diversity, diaspora)

3. Calendar and full programme

... of the Berlin Science Week 2023



Advertorials Berlin Science Week 2022

Zürich meets Berlin
At Berlin Science Week 4-8.11.2022



www.zurichmeetsberlin.org

Wie viele Veranstaltungen...
Zürich meets Berlin ist die 1. Ausgabe einer digitalen Veranstaltungsreihe, die Zürich und Berlin verbindet...
Zürich meets Berlin ist die 1. Ausgabe einer digitalen Veranstaltungsreihe, die Zürich und Berlin verbindet...
Zürich meets Berlin ist die 1. Ausgabe einer digitalen Veranstaltungsreihe, die Zürich und Berlin verbindet...

ETH Zürich
Zürich meets Berlin

Technologie- und Innovationstransfer

Wissenschaftler...
Wissenschaftler...
Wissenschaftler...

AI und Wir

Wie uns Intelligente Maschinen helfen können

AI und Wir

AI und Wir

AI und Wir

141 Advertorial Alexander von Humboldt Stiftung



KI und Wir AI and Us

Die Alexander von Humboldt-Stiftung...
Stiftung...
Stiftung...



Frei Salten, kann also ein weises Südtier sein?
Frei Salten...
Frei Salten...

Hier ist, wie kann ein künstlicher Geist... Hier ist, wie kann ein künstlicher Geist... Hier ist, wie kann ein künstlicher Geist...

Unterschied...
Unterschied...
Unterschied...

AI und Wir

AI und Wir



AI und Wir



AI und Wir

AI und Wir

AI und Wir

AI und Wir

Advertorials

Formats & Prices

print and digital

Your special
cross-media
offer

Advertorial-Format		Price
2/1 page	W 480 x H 320 mm	27,200 €
1/1 page	W 240 x H 320 mm	13,600 €
1/2 page horizontal	W 117 x H 320 mm	7,200 €
1/2 page vertical	W 240 x H 157 mm	7,200 €
1/3 page	W 80 x H 320 mm	5,200 €

You have sovereignty over the content and we bring it into the appropriate format.

Required documents for the advertorial

- Text in German and English; character specifications for German text incl. spaces: Double page approx. 3,200, 1 page approx. 1,600, 1/2 page approx. 800
- Logo as vector and contact details
- Photos: Resolution min. 300 dpi

Other formats on request. Prices do not include VAT and are discountable and AE-eligible. The included technical costs are not discountable and AE-eligible. Price list no. 64, valid from 01.01.2023, as well as the general terms and conditions of the Tagesspiegel apply: media.tagesspiegel.de/agb/. An advertising order can be canceled no later than the day of the advertising deadline. After this date, the full amount of the order will be due.



2/1 page



1/1 page



1/2 page horizontal



1/2 page vertical



1/3 page horizontal

Ads

Formats & Prices

print and digital

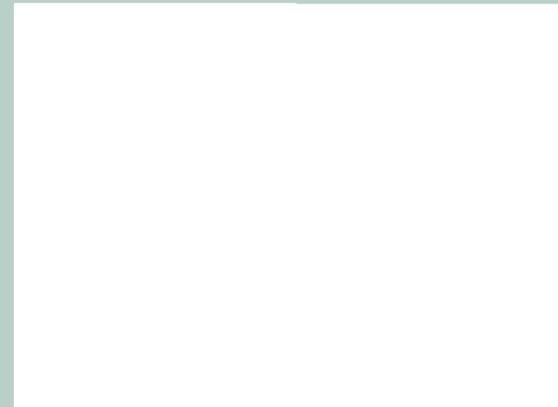
*Your special
cross-media
offer*

Ad-Format		Price
2/1 page	W 480 x H 320 mm	24,900 €
Cover page	W 240 x H 320 mm	15,500 €
1/1 page	W 240 x H 320 mm	13,100 €
1/2 page horizontal	W 117 x H 320 mm	6,700 €
1/2 page vertical	W 240 x H 157 mm	6,700 €
1/3 page	W 80 x H 320 mm	4,300 €
Stopper Calendar	W 43,5 x H 60 mm	2,600 €

Print parameters

- 3 mm bleed on each side
- ICC profile ISOnewspaper26v4.icc, max. 300 % ink coverage

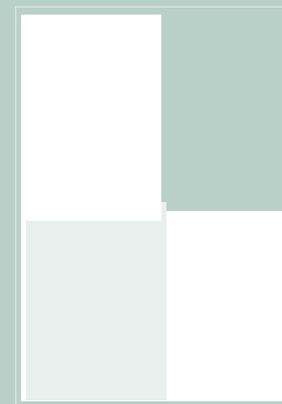
Other formats on request. Prices do not include VAT and are discountable, discountable and AE-eligible. Price list no. 64, valid from 01.01.2023, as well as the General Terms and Conditions of the Tagesspiegel apply: media.tagesspiegel.de/agb/. An advertising order can be canceled no later than the day of the advertising deadline. After this date, the full amount of the order will be due.



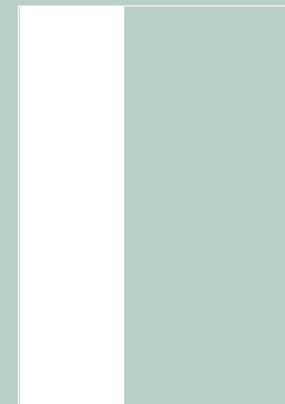
2/1 page



1/1 page



1/2 page



1/3 page



Stopper in the calendar

Individualised display ads on your desired environments

As a full-service partner, Der Tagesspiegel offers you an effective and AI-driven service to reach precisely **fitting target groups on the internet**. With these **service packages for data-driven advertising campaigns**, you can reach the right users wherever they are on the web.



Basis	Extra	Premium
Data-Driven-Marketing with IAB Ad-Bundle/ Native Ad incl. targeting	Data-Driven-Marketing with IAB Ad-Bundle/ Native Ad incl. targeting	Data-Driven-Marketing with IAB Ad-Bundle/ Native Ad incl. targeting
250,000 Ad Impressions	500,000 Ad Impressions	1,000,000 Ad Impressions
The decrease in visual contacts can be flexibly arranged over the runtime period	The decrease in visual contacts can be flexibly arranged over the runtime period	The decrease in visual contacts can be flexibly arranged over the runtime period
3,000 €*	5,500 €*	10,000 €*

Desired environment



Targeting



Performance review



*Price list no. 64 of 1 January 2023 applies. All prices are AE, but not discountable and apply plus VAT. For further information and our GTCs, please visit <https://media.tagesspiegel.de/agb/>

Tagesspiegel E-Paper App

The Interstitial

Your 1/1 page in the Tagesspiegel E-Paper



50.839

paid circulation*

You would like to increase your attention for your events during the Berlin Science Week and attract more guests to your events?

With the interstitial you are present in the e-paper readership of the Tagesspiegel analogous to a 1/1 page ad. Place the e-paper interstitial, for example, one week before the Berlin Science Week or on the day of your event and inform the readers about your presentation topics and activities.

Your interstitial ad will be **played to the users of the e-paper app** and **placed between the 3rd and 4th or 9th and 10th page**. In addition, you can store a target URL that will direct readers to your website or a special offer with just one click.

Service	List Price
1 day (24 hours) term	1,049 €
3 days (72 hours) term	3,049 €
7 days (168 hours) term	6,849 €

Prices do not include VAT and are subject to AE and discount. Price list No. 64, valid from 01.01.2023, and the General Terms and Conditions of the Tagesspiegel apply: media.tagesspiegel.de/agb/. *IVW, I/2023, e-paper in paid circulation, Mon.-Sun.; The interstitial appears exclusively in the e-paper app.

Tagesspiegel Exklusive Partnership

Unique combined offer: Powered by...



Exclusive presence on the title
print magazine as well as online:
“Powered by” + your company logo



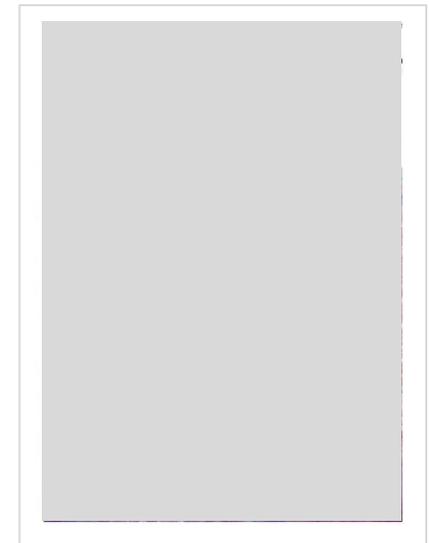
**Data Driven Marketing
Extra**

Data-Driven-Marketing
with IAB Ad-Bundle/
Native Ad incl. targeting

500,000 Ad Impressions

The decrease in visual
contacts can be flexibly
arranged over the
runtime period.

Your logo on
the digital
ads



**1/1 page
ad print & digital**

**Combined offer „Powered by...“
19,800 Euro**

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media.tagesspiegel.de/agb/.