

Print & smart magazine October 20th 2026

Berlin Science Week 2026

TAGESSPIEGEL IMPACT

Content & Concept Solutions

Berlin Science Week Magazin

A proven format



Your exclusive guide of the Berlin Science Week incl. complete program



Digitally as a flip page smart magazine in the online section „Bildung & Forschung“:-> view [here](https://www.tagesspiegel.de/themenspezielle/bildungundforschung/) and scroll down: [tagesspiegel.de/themenspezielle/bildungundforschung/](https://www.tagesspiegel.de/themenspezielle/bildungundforschung/)

Berlin Science Week 2026

The international science festival



Photos: Berlin Science Week – Impressions 2025

- 10-days science festival: Nov 1–10, 2026
- more than 300 German- and/or English-language events
- approx. 35,000 participants
- a broad spectrum of scientific topics

The Tagesspiegel cosmos: How to reach your target groups



12 Newsletters:
> 952,260 subscribers



8 specialist publications:
> 106,103 subscribers



1 Podcast:
> 59,288 valid downloads monthly



9.67M
cross-media reach



130 special publications annually



Instagram:
261,000 followers



X:
486,856 followers



Facebook:
250,057 followers



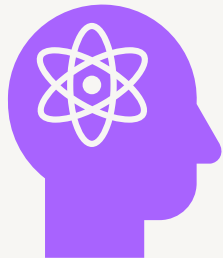
TikTok:
137,700 followers



100 events with
> 770 speakers in 2024

Tagesspiegel users nationwide ... deliver strong affinity for science and technology

Reach 5.5M science enthusiasts



Above average* 57% of Tagesspiegel users (57%) are interested in the topics **Science and technology**.

26% of users



hold a **university degree** and deliver an **academics**.

9.67M

nationwide, people use Tagesspiegel in print or digitally¹

Top 10

of the news portals with the widest reach in Germany²

€5,000+

almost every third Tagesspiegel user (30%) has a household net income of over €5,000

Nr. 1

among science enthusiasts reading Berlin daily newspapers

87% think a good, varied education is (very) important.

83% think that open-mindedness for new developments is (very) important.

52% are of the opinion that it is (very) important to be up to date with technical devices such as computers, communication devices, etc..

Above average many Tagesspiegel users (28%) invest in professional or personal development at least once a month, or save for further training / continuing education.*

Magazine Data & Facts



Across all channels

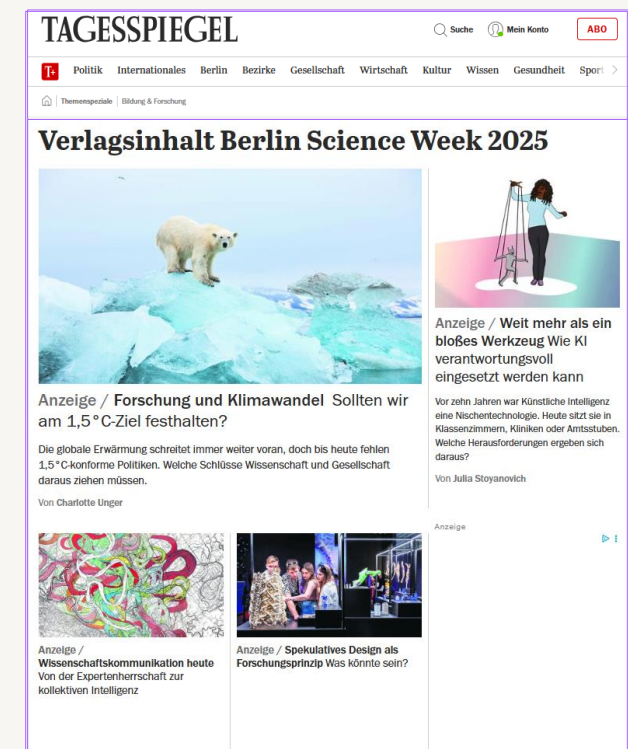
We deliver cross-media visibility:

- as a print product in the Tagesspiegel's total circulation, plus distribution at Berlin Science Week and via its partners
- digitally as a page-flipping smart magazine
- and lots of content on: tagesspiegel.de/themenspeziale/bildungundforschung

This allows you to reach 9.67 million readers across multiple media platforms.



Sample Berlin Science Week Magazine 2026



Bilingual print and Smartmagazin in English and German.

Publication date:	Oct 20, 2026
Closing date:	Sep 7, 2026
Deadline f. material Advertorial:	Sep 15, 2026
Submission date:	Sep 25, 2026

Magazine Editorial Content

Preliminary topics

- Talking about research: How does **science communication** work today—and why is it more important than ever?
- Building **resilience**: How science makes societies more resilient and why it is a cornerstone of democracy.
- **From the lab to real life**: How research has shaped our daily lives—and what it promises for the future.
- Research infrastructures and **digital sovereignty**: What Europe needs to remain capable of acting in the field of science.



Advertorials

Formats & Prices

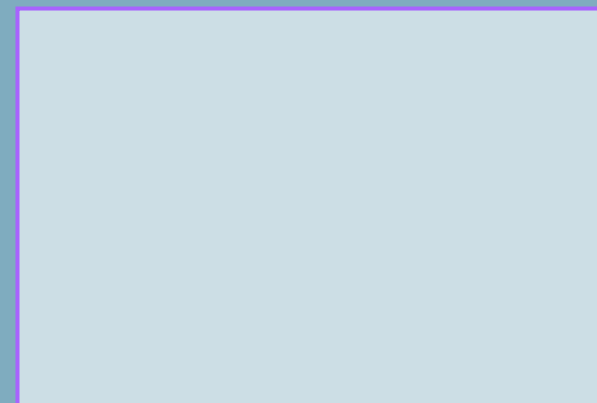
Print & Smartmagazine

Advertorial formats	Size (W × H)	Prices
2/1 page	480 × 320 mm	€31,500
1/1 page	240 × 320 mm	€15,000
1/2 page vertical	117 × 320 mm	€7,900
1/2 page horizontal	240 × 157 mm	€7,900
1/3 page	80 × 320 mm	€6,100

You stay in control of the story – we turn your input into the right advertorial format. Once materials are received, we produce the advertorial; up to 2 revision rounds are included.

Required materials for the advertorial:

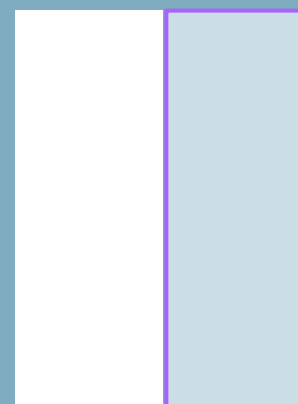
- Text in German and English; character counts for German text incl. spaces: double-page spread approx. 3,200, 1 page approx. 1,600, 1/2 page approx. 800
- Logo as a vector file and contact details
- Photos: resolution at least 300 dpi



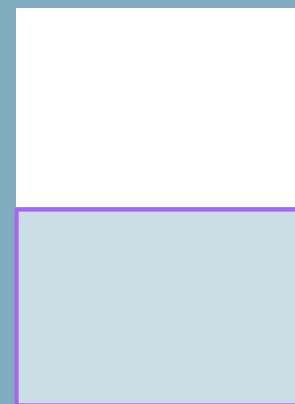
2/1 page



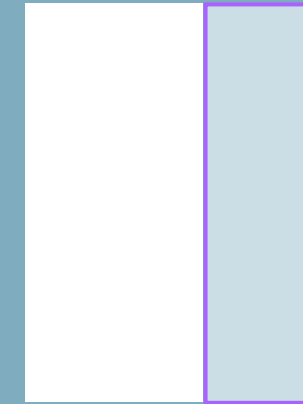
1/1 page



1/2 page vertical



1/2 page horizontal



1/3 page

Additional formats available on request. Prices include an automatic, chargeable extension as a clickable ad in the e-paper for €40. Prices are plus VAT and are eligible for discount and AE, and count toward discounts. The included technical costs are not eligible for discount or AE. Price list No. 67 applies, valid from Jan 1, 2026, as well as the Tagesspiegel AGB: media.tagesspiegel.de/agb/. An advertising order can be cancelled no later than the ad deadline date. After that, the full order amount will be charged.

Advertisements Sample Pages

Present your company in the form of an advertisement - you are also welcome to introduce yourself here as an attractive employer in the scientific environment.

Mensch und Maschine als Superteam!?

Die Zukunft der Arbeit

Dienstag, 5. November 2024, 12:30 Uhr bis 17 Uhr, im Zukunftsort URBAN TECH REPUBLIC im ehemaligen Flughafen Tempel
QR Code scannen und kostenlos anmelden

Wie unsere Arbeit zukünftig durch künstliche Intelligenz und Robotik langfristig verändert wird, regnet erstrahlt? Welche Technologien „push“ in Berlin? Sollen mehr oder unsere Arbeit verändern und welche neuen Berufsbilder entstehen durch jene Technologien, die entstehen?

Diese und weitere Fragen stehen im Berliner Zukunftsort im Rahmen der Science Week in den Tagen und geben in Form von Vorträgen und Diskussionsrunden einen Einblick in die Zukunft der Arbeit.

BERLIN SCIENCE WEEK 1-10 NOV 2024

ZUKUNFTSORTE BERLIN

Die Arbeitswelt verändert sich. An den elf Berliner Zukunftsorten realisieren Menschen Innovationen, die unsere Arbeit gesünder, flexibler und interessanter gestalten. Die Zukunft wird gut. Weil wir sie machen!

40 Hochschulen, 70 Forschungseinrichtungen und rund 200.000 Studierende bringen Berlin kreativ zum Brodeln. Mehr unter braincity.berlin

Sample: 1/1 page

Chan Zuckerberg Initiative

DIE ZUKUNFT DER WISSENSCHAFT BEGINNT HIER

Kommen Sie bis Ende des Jahres bereits in der Lage sein, alle Formeln zu helfen, zu verstehen oder sie lösen zu lassen? Wir machen 24 - aber nur, wenn die Wissenschaft weltweit zusammenarbeitet.

Die Chan Zuckerberg Initiative unterstützt diesen Bestreben durch die weltweite Finanzierung von wissenschaftlicher Forschung und technologischer Innovationen. Seit unserer Gründung im Jahr 2016 haben wir den Erkenntnisgewinn in Bereichen wie Zellbiologie, Neuronwissenschaften, Open Science, Transdisziplinäre Abklärung und patientenorientierter Forschung voran.

Mehr über unsere Arbeit und Finanzierungsmöglichkeiten erfahren Sie unter www.chan-zuckerberg.org/en

THE FUTURE OF SCIENCE STARTS HERE

It is possible to cure, prevent, or manage all disease by the end of this century? We think so. Join it with like-minded scientific collaboration.

At the Chan Zuckerberg Initiative, we provide global funding for scientific research and technology development to achieve this mission. Established in 2016, we're driving discovery in fields such as cell biology, neuroscience, open science, transdisciplinary imaging, and patient-driven research.

Learn more about our work and funding opportunities at <https://www.chan-zuckerberg.org/en>

Wenn 6. November 2023 von 14:00 bis 16:30 Uhr
Wo Tagungszentrum im Haus der Bundespressekonferenz und der Universitäten
Sprache: Deutsch mit englischer Simultandolmetschung
Verfügung: für einen Tagungszentrum und Getränke ist gesorgt
Anmeldung: www.chan-zuckerberg.org/en

Politik trifft Wissenschaft auf offener Bühne, um fundiertere und damit bessere Entscheidungen treffen zu können – das ist das Prinzip von Science on the Hill in Washington, D.C. Nun holt Springer Nature die erfolgreiche Veranstaltungreihe nach Berlin – als Science on the Spree.

Zum Auftakt geht es um **gesunde und nachhaltige Ernährung**. Gemeinsam mit dem Deutschen Institut für Ernährungsforschung Potsdam-Rehbrücke präsentieren wir ein hochkarätiges Panel:

Renate Künast (Bündnis 90/Die Grünen)
Oliver Vogel (CCU/CSU)
Benjamin Leon Bodinsky (Potsdam-Institut für Klimafolgenforschung)
Walter Willett (Harvard University)
Laura M. König (Universität Wien)

Moderieren wird **Daniel Lingenhöhl**, Chefredakteur von Spektrum der Wissenschaft.

Wir freuen uns auf Ihr Kommen! | SPRINGER NATURE | DIFE

Sample: 1/2 page

Der neue E-Learning Kompaktkurs

Grundlagen der Wissenschaftskommunikation

Der Online-Einstieg für alle, die Wissenschaft sichtbar machen wollen.

Direkt loslegen!

QR Code

Sample: 1/3 page

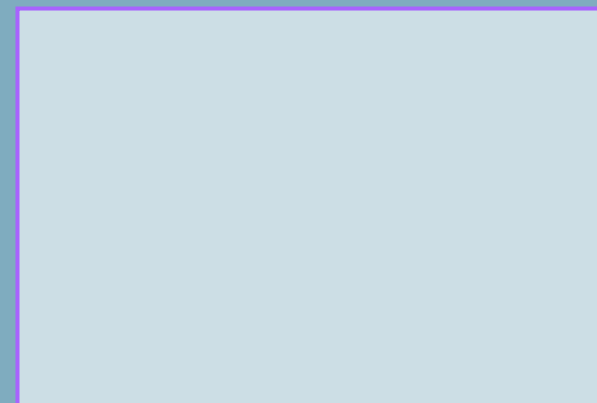
Advertisements Formats & Prices

Print & Smartmagazin

Advertisement formats	Size (W × H)	Prices
2/1 page	480 × 320 mm	€28,800
Cover page (U4)	240 × 320 mm	€18,000
1/1 page	240 × 320 mm	€14,500
1/2 page (portrait)	117 × 320 mm	€7,500
1/2 page (landscape)	240 × 157 mm	€7,500
1/3 page	80 × 320 mm	€4,900
Calendar stopper	43.5 × 60 mm	€3,000

Print parameters:

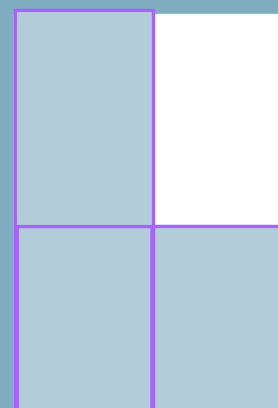
- 3 mm bleed on each side
- ICC profile ISOnewspaper26v4.icc, max. 300 % ink coverage



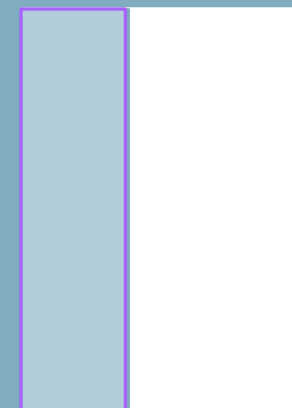
2/1 page



1/1 page



1/2 page vertical or horizontal



1/3 page



Calendar stopper

Additional formats available upon request. Prices include an automatic, fee-based extension as a clickable ad in the e-paper for €40. Prices are plus VAT. Discount eligibility applies; AE is discount-forming. The technical costs included are not eligible for discounts or AE. Price list No. 67 applies, valid from Jan 1, 2026, as well as the Tagesspiegel's AGB: media.tagesspiegel.de/agb/. An ad booking can be cancelled no later than the ad deadline date. After that, the full order amount is due.

Digital „Themenspeziale“ (special topics) grouped into eight thematic categories

Always in the right thematic context:

All digital “Themenspeziale” (special topics) are grouped online at tagesspiegel.de into eight “Themenspezial”-categories.

Choose the right setting for your communication.

Sustainability



Life & World



Travel & Leisure



Medicine



Living



Education & Research



Diversity



Business & Wealth



„Themenspeziale“ on tagesspiegel.de

All „Themenspeziale“ (special topics) are published online in „Themenspezial“ environment on tagesspiegel.de.

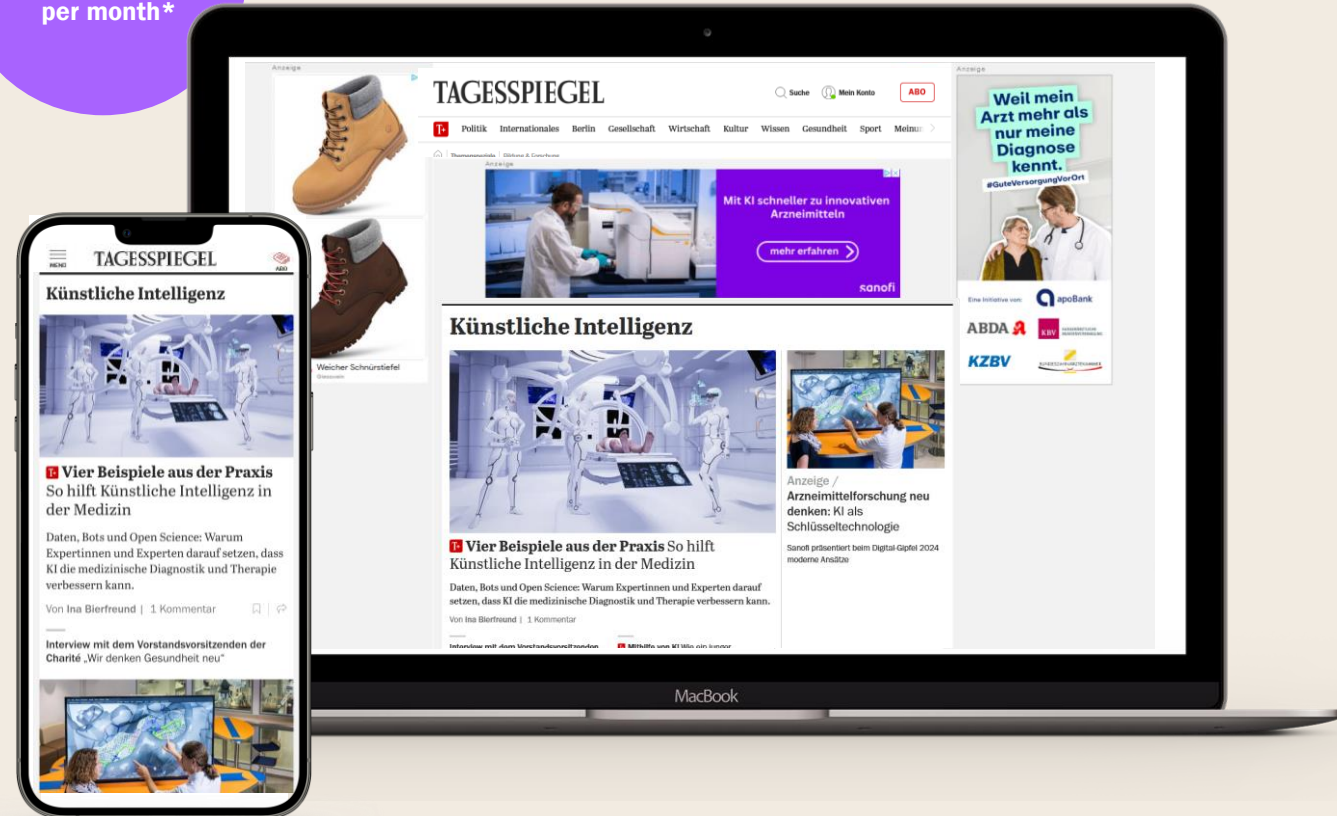
With a display campaign or a digital advertorial, you can take advantage of this exceptionally **high-quality thematic environment for your advertising message.**

Our services:

- **Advertising formats** or **digital advertorial in the desired „Themenspezial“ environment** with a link to the client’s website
- **Traffic from tagesspiegel.de** through the rotation of your advertising materials in thematically relevant sections and articles, as well as within the **“Themenspezial” environment**
- **Traffic from additional premium websites/apps**, tailored to appropriate target audience
- **at least 50,000 Ad impressions** and **1,000 clicks**, depending on the package you use

9,67 Mio.

Unique users
per month*



Explore our
„Themenspezial“
environment here

Advertising formats in the „Themenspeziale“ environment - smart combinations for maximum reach -

on tagesspiegel.de

Maximize reach: combine with a Data Driven package

also on your preferred websites

Targeting & Keywords

The Tagesspiegel editorial team creates and curates **multiple articles** to digital „Themenspeziale“ (special topics), published in one of eight „Themenspezial“-sections. **Client advertising formats are fixed in your chosen „Themenspezial“-section for the marketing period** and delivered at article level, plus **in rotation in relevant sections on tagesspiegel.de.** .

Extend your reach with a **Data Driven campaign** beyond tagesspiegel.de (we are happy to review your preferred websites), you can reach precisely targeted audiences online.

Advertising formats in the „Themenspezial“ environment

Packages & Pricing

Basic

50,000 Ad impressions on tagesspiegel.de

served....

- in the „Themenspezial“-sections
- in relevant sections and articles

1,000 Clicks via Data Driven Marketing (Display)

served....

- on premium websites / apps by arrangement
- with appropriate audience targeting

Package price: €2,700
1 week duration

Premium

50,000 Ad impressions on tagesspiegel.de

served....

- in the „Themenspezial“-sections
- in relevant sections and articles

1,000 Clicks & 100,000 Ad Impressions via Data Driven Marketing (Display)

served....

- on premium websites / apps by arrangement
- with appropriate audience targeting

Package price: €4,700
2 weeks duration

Premium Plus

50,000 Ad impressions on tagesspiegel.de

served....

- in the „Themenspezial“-sections
- in relevant sections and articles

2,000 Clicks & 150,000 Ad Impressions via Data Driven Marketing (Display)

served....

- on premium websites / apps by arrangement
- with appropriate audience targeting

Package price: €7,200
4 weeks duration

Thematic environments for digital advertorials

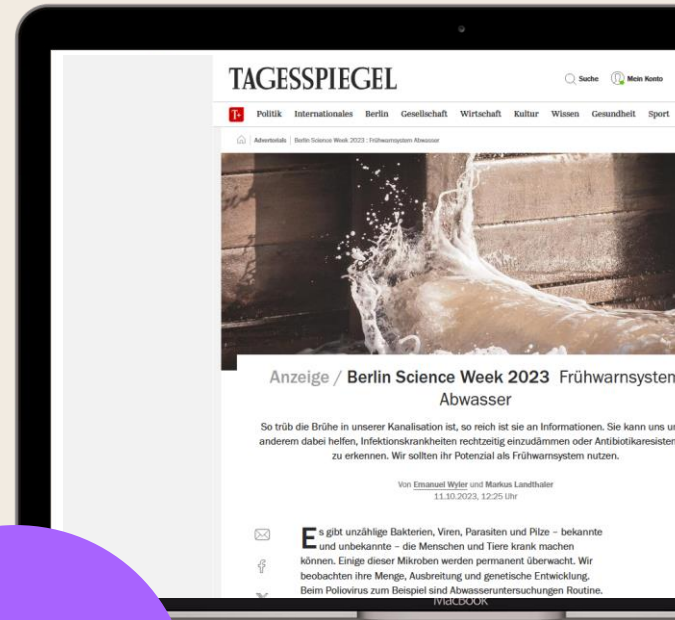
In a digital advertorial in the „Themenspezial“-environment on tagesspiegel.de, your content integrates seamlessly into the editorial context.

You provide the finished content. We design the advertorial. In addition to images, text and graphics, videos can be integrated.

Choose from these eight editorial „Themenspezial“ environments:

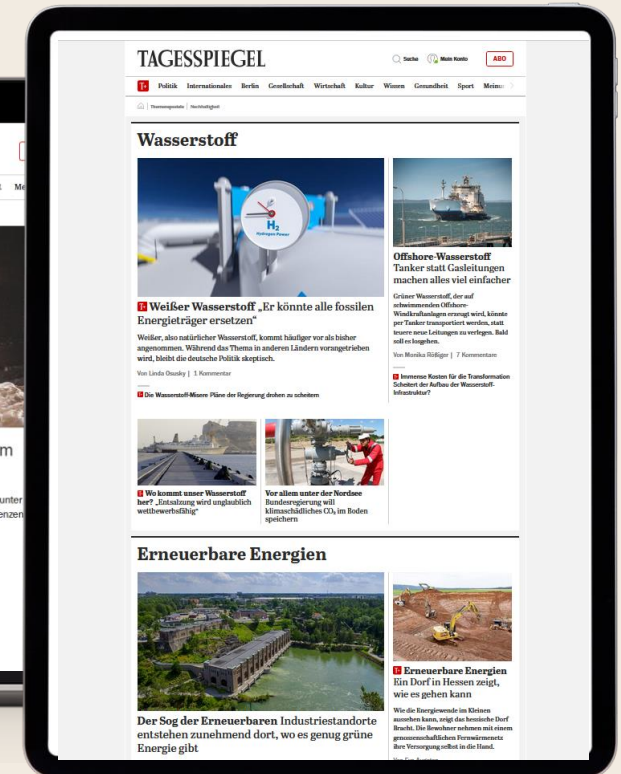
- Sustainability
- Life & World
- Medicine
- Travel & Leisure
- Education & Research
- Diversity
- Living
- Business & Wealth

Digital advertorial on tagesspiegel.de:



9.67M
cross-media reach

Integration into an editorial “Themenspezial” environment of your choice:



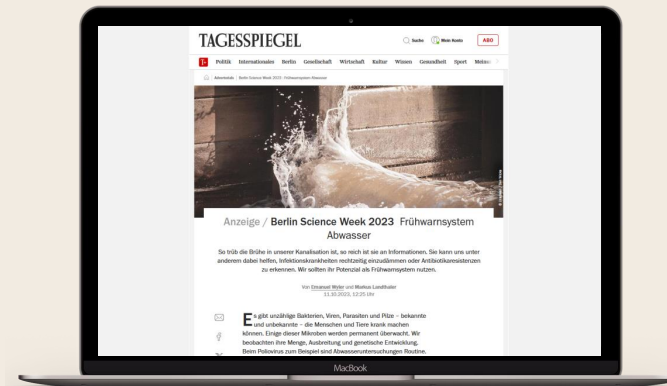
Digital advertorials Packages & Pricing

Total price incl. promotion on tagesspiegel.de and on additional websites with targeting:

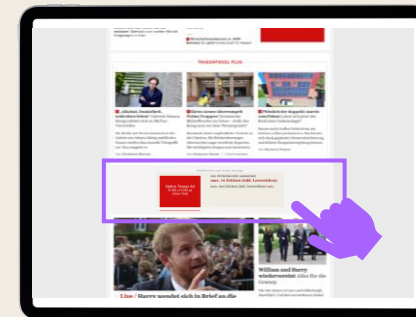
Ad impressions	+ guaranteed clicks	Total price
50,000		€2,649
50,000	500	€3,399
100,000		€3,649
100,000	1,000	€5,149
250,000		€6,649
250,000	2,000	€9,649
500,000		€11,649
500,000	5,000	€19,149

Service components:

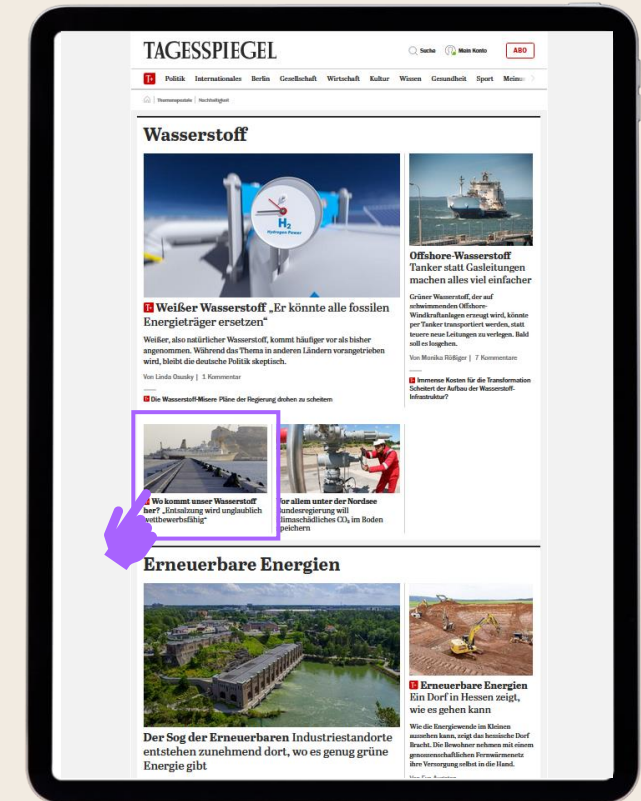
- We create the advertorial based on the finished content (text, image, video) supplied by the customer, incl. proofreading
- Hosting by Tagesspiegel
- Placement: in the editorial „**Themenspeziale**“ environment
- Traffic generation via various digital advertising materials (e.g. Halfpage Ad, Mobile Interstitial, Native Ad) on tagesspiegel.de and/or on additional websites/apps with selectable targeting
- Optional: guaranteed clicks
- Individual term agreement and reporting



Digital advertorial in a classic editorial look or a visually image-driven layout in the „Themenspeziale“ environment



Promotion of the advertorial with advertising materials on tagesspiegel.de and other websites as desired, incl. targeting



Digital advertising materials for your advertorial in the editorial „Themenspeziale“ environment of your choice on tagesspiegel.de

Contact

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TAGESSPIEGEL

Folgen Sie uns auf: 

Für den Tagesspiegel gelten die aktuelle Preisliste sowie die AGB:
media.tagesspiegel.de/agb/.