

B2B MULTI-CHANNEL PLATFORM FOR BUSINESS CONTENT

MEDIA INFORMATION 202









THE PLATFORM WITH THE WIDEST REACH FOR B2B-CONTENT

DUP UNTERNEHMER provides entrepreneurs and decision-makers with guidance, expertise, and inspiration in the areas of sustainability, digitalization, and modern leadership. Our readers take the transformation into their own hands and are interested in making business models technologically and socially sustainable. Our target audiences include investors, managers, executives, entrepreneurs, founders, and HR experts.

Our reach in detail:





Main edition

70.257 copies





Circulation **Handelshlatt**

> 127,800 copies

Total Circulation

258.397

copies



Subscription circulation WiWo

60.340



Publication frequency

6 x



Newsletter

328.900



Website

46.300



Events

at least 6 per vear

copies subscribers visitors a year



DUP UNTERNEHMER provides guidance to mid-sized businesses and decision-makers in the digital and green transformation. **<<**

Brigitte Zypries, **Publisher** DUP UNTERNEHMER-Magazin Digitalization & Technology

Sustainability

Finance & Wealth

Strategy & Leadership

Health & Prevention

Career & Sucession

Out of Office

NEW MOBILITY

BIG DATA

AUGMENTED REALITY

SMART FACTORY

BLOCKCHAIN

MACHINE- | LEARNING

CYBER SECURITY

GREEN ECONOMY

ESG

CIRCULAR ECONOMY

ALTERNATIVE PROPULSION

CORPORATE SOCIAL RESPONSIBILITY

DIVERSITY

CLIMATE PROTECTION

SUSTAINABLE DEVELOPMENT GOALS

INVESTMENT TRENDS

INSURANCE

FINANCING

CRYPTO FONDS

ETF INDEX

XETRA

REAL ESTATE

FINTECH

COMPANY PENSION PLAN

SF

LEADERSHIP

EMPLOYER BRANDING

AGILE AGILE

NEW WORK

CUSTOMER-JOURNEY

REMOTE-WORK

CONSULTING

PRIVATE PROVISION

INSURTECH

E-HEALTH

LONGEVITY

SMART HOSPITAL

COMPAN HEALTH INSURANCE

MERGERS & ACQUISITIONS

RESKILLING

WAR FOR TALENTS

ACTIVE SOURCING

TALENT- MANAGEMENT

RECRUITING

CARS

NEW MOBILITY

URBAN GARDENING

TRAVEL

BUSINESS-OUTFIT

GASTRONOMY

WATCHES

TRENDS

INTERIEUR

FACTS TOPICS

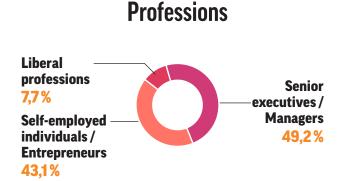
TARGET AUDIENCE

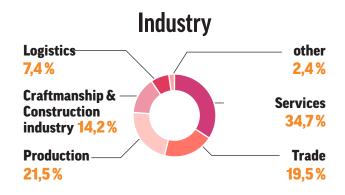
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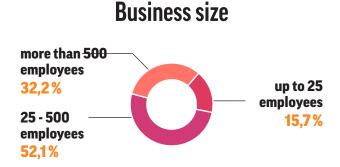
360° DUP PRINT DIGITAL

OUR COMMUNITY

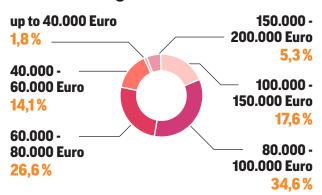


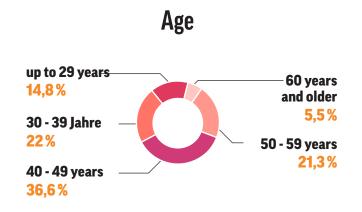




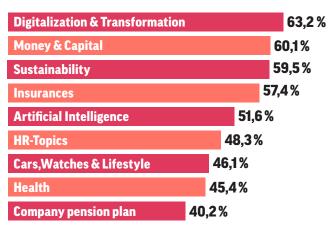


Personal gross annual income





Areas of interest



THESE CUSTOMERS TRUST US

















































DUP UNTERNEHMER-Magazin

70.257 copies

DUP online

DUP-magazin.de 46.300 unique user

DUP

DIGITAL

Supplements in Handelsblatt und WiWo

Total circultaion: 188.140 copies

Supplements in WELT am SONNTAG & Frankfurter Allgemeine **Sonntagszeitung**

Total circulation: 484.640 copies

DUP

PRINT

Content

für bis zu 3,5 Mio. Nutzer

Weekly-Newsletter 328.900

subscribers

Social Media

overall 3.100 Follower

Studies and surveys

We collect data insights and leads for your business and create communication opportunities with it

DUP Videound Podcasts

Premium speaker in interviews and discussions



DUP Books

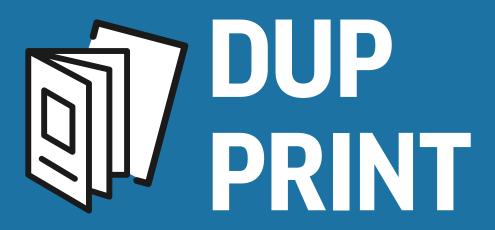
NEXT.2030 - 33 smart leaders and how they see the future

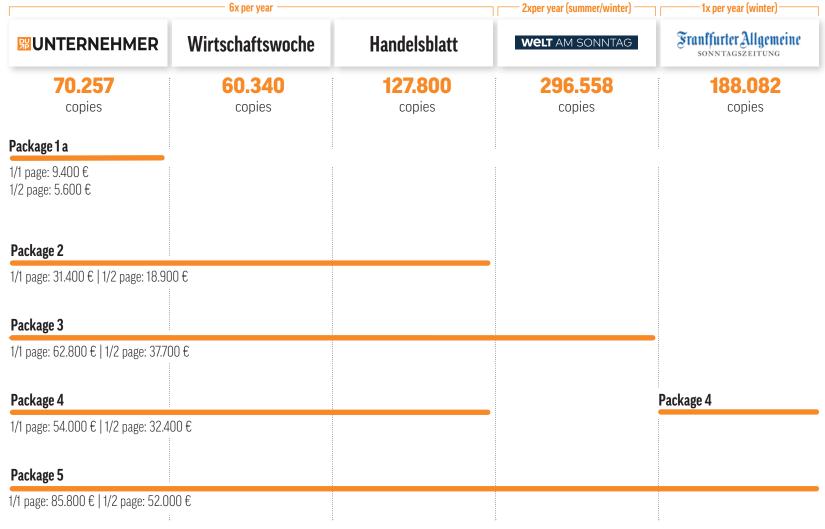
BIG BANG HEALTH

The festival for the future of medicine

Premium speaker, networking, exclusive insights and live music

DUP UNTERNEHMER TAG





PRINT-SPECIFICATIONS

please download here

Placement fee

Inside Cover Page 2: + 20 percent **Inside Cover Page 3:**

+ 10 percent

Inside Cover Page 4:

+ 30 percent

Discount

up to 2 pages: 3 percent up to 4 pages: 8 percent up to 6 pages: 15 percent

FACTS

DATES & TOPICS

	Publication Dates (tentative dates; subject to changes/adjustments)							
Issue	DUP	HB	WiWo	WamS	FAS	ΑZ	DU	Featured topics*
1	23.02.	23.02.	23.02.			23.01.	30.01.	Issue 1/24 • Business with AI - how companies benefit from Artificial Intelligence
2	19.04.	19.04.	19.04.			19.03.	26.03.	Issue 2/24 • Hydrogen – the energy of the future for businesses
3	21.06.	21.06.	21.06.			22.05.	27.05.	Issue 3/24 • Skills shortage in the era of ChatGPT – how companies can prepare
4	16.08.	16.08.	16.08.			16.07.	23.07.	Issue 4/24 • E-commerce of the future - new trade and distribution models
WamS				18.08.		19.07.	26.07.	
5	18.10.	18.10.	18.10.			17.09.	24.09.	Issue 5/24 • BIG BANG HEALTH – Sustainability in the healthcare industry
6	06.12.	06.12.	06.12.			05.11.	12.11.	Issue 6/24 • Smart Cities and New Mobility –This is how we will live and work in the future
WamS/FAS				08.12.	08.12.	08.11.	15.11.	

STANDARD FORMATS



2/1 pageW 420 mm x H 268 mm
(+ 4 mm page trim)



1/1 pageW 210 mm x H 268 mm
(+ 4 mm page trim)



1/2 page horizontal W 210 mm x H 134 mm (+ 4 mm page trim)



1/2 page vertical W 105 mm x H 268 mm (+ 4 mm page trim)



Cover page U2/U3/U4
W 210 mm x H 268 mm
(+ 4 mm page trim)



Opening SpreadW 420 mm x H 268 mm
(+ 4 mm page trim)



2/1 Advertorial W 420 mm x H 268 mm (+ 4 mm page trim)



1/1 Advertorial W 210 mm x H 268 mm (+ 4 mm page trim)



NEWSLETTER

The regular newsletters from DUP UNTERNEHMER

Do you want to reach finance-savvy, New Work enthusiasts, or health-focused readers with your content? The newsletters ,DUP INSIGHTS – Finance, ',DUP INSIGHTS – Modern Work, 'and ,DUP INSIGHTS – Health' make this possible. Broader in scope is the ,DUP Weekly, 'which provides valuable know-how for entrepreneurs from all industries in their daily routines.



DUP Weekly

The most important news and trends in the areas of digitalization & technology, management & strategy, recruiting & New Work, financing & provision, as well as legal matters can be found in .DUP Weekly'.

Subscribers:

328.900

Opening rate (average):

30.76%

Mailing frequency:

weekly (thursday)

Target Audience:

Managers, executives, entrepreneurs, and founders



DUP INSIGHTS - Finance

DUP INSIGHTS – Finance" provides insights about new opportunities in the capital markets, proven investment strategies, and helpful expert tips for personal and corporate wealth, as well as liquidity management: ,DUP INSIGHTS – Finance' provides valuable financial information.

Subscribers:

112.000

Opening rate (average):

42.93%

Mailing frequency:

monthly (monday)

Target Audience:

Investors, managers, executives, entrepreneurs, and founders

NEWSLETTER

The regular newsletters from DUP UNTERNEHMER

Do you want to target readers who are interested in finance, New Work, or health-related topics with your content? The newsletters ,DUP INSIGHTS - Finance, ',DUP INSIGHTS - Modern Work,' and ,DUP INSIGHTS - Health' make this possible. For a broader range of topics, there's ,DUP Weekly,' which provides valuable everyday know-how for entrepreneurs from all industries.



DUP INSIGHTS - Health

The accelerated technological change and the consistent utilization and analysis of health data can lead to quantum leaps in medical care and save lives. How the various players in the healthcare sector can actively shape this transformation is demonstrated in the newsletter .DUP INSIGHTS - Health'.

Subscribers:

44.000

Opening rate (average):

34.63 %

Mailing frequency:

monthly (tuesday)

Target audience:

Primary care physicians, executives from hospitals, healthcare providers, as well as leaders from medical technology, pharmaceutical, and software companies, and insurance companies.



DUP INSIGHTS - Modern Work

Skilled professionals are in short supply - not only in the IT industry anymore. To succeed in the war for talent and retain employees in the long term, one must get creative. It's about standing out from the crowd. What matters in recruiting and what top talents truly expect from an employer is demonstrated in the newsletter .DUP INSIGHTS - Modern Work'.

Subscribers:

40.000

Opening rate (average):

40.20 %

Mailing frequency:

monthly (thursday)

Target audience:

Managers, executives, entrepreneurs, founders, and HR professionals.

NEWSLETTER-ADVERTISING



Opportunities in our newsletters

In addition to the medium rectangle, the newsletter also allows for native integrations, such as a text ad. The standalone newsletter is suitable for communicating major announcements, event invitations, sending webinar reminders and whitepapers, lead campaigns, and more. It offers the possibility to tailor the distribution list to specific target groups. Feel free to contact us regarding segmentation options.



Medium Rectangle

600 x 500 px

Data type: jpg/png
static/not animated
max. Data size: 200 kb
Resolution: 72 dpi

Text ad with image

Option 1: Text with max. 250 carcters, image 750 x 422 px **Option 2:** Text with max. 350 caracters, image 600 x 500

Data type: jpg/png static/not animated **max. Data size:** 200 kh

Resolution:: 72 dpi



Standalone

Text and image combination image dimensions available upon request. These may vary depending on the newsletter layout.

Data type: jpg/png max. Data size: 200 kb Resolution: 72 dpi

	DUP Weekly	DUP Weekly INSIGHTS - Finance		INSIGHTS - Modern Work				
	Medium Rectangle							
Pos. 1	9.700€	9.700€	2.700€	3.400€				
Pos. 2	7.700€	7.700€	2.200€	2.800€				
Pos. 3	5.800€	-	-	-				
Text ad with image								
Pos. 1	9.700€	9.700€	2.700€	3.400 €				
Pos. 2	7.700 € 7.700 €		2.200€	2.800€				
Pos. 3	5.800€	-	-	-				
Standalone								
	175 € per thousand	175 € per thousand	190 € per thousand	190 € per thousand				

DISPLAY- & NATIVE ADVERTISING

Online Formats on DUP-magazin.de

Mobile first: Over 50 percent of our users view the website's content on mobile devices. For advertisements labeled for smartphones, we recommend delivering them in a mobile format to ensure optimal display across all devices.



Superbanner

728 x 90 px static/animated

P1: 2.600 € | P2: 1.200 €



Skyscraper

120 x 600 px static/animated

2.400€



Wallpaper

1.220 x 90 px + 120 x 600 px

2.900€



Billboard

970 x 250 px static/animated

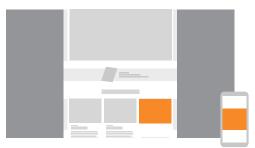
P1: 2.600 € | P2: 1.400 €



Parallax-Banner

1.100 x 500 px innovative Inline format

3,100€



Content-Ad/Medium Rectangle

300 x 250 px static/animated

P1: 2.200 € | P2: 1.400 €



Text ad (native)

image: 450 x 410 px, Text with max. 250 caracters

P1: 2.400 € | P2: 1.600 €

MORE ABOUT DATA DELIVERY AND TRACKING

Please down-load here

Your content on our channels

Investors, managers, executives, founders: Market your content precisely to the target audience of DUP Media

Our sponsored post includes:"

- Own article page with your content
- Teaser on the **homepage**, in the **newsletter**, and on our **LinkedIn** channel
- Consultation by our content experts

10.700€

Your article











328.900 Subscribers

CONTENT-HUB & BRAND-HUB

Our hubs on **DUP-magazin.de** provide tips and assistance for the German SME sector: Entrepreneurs, consultants, self-employed individuals, and politicians report daily on new events and success stories.

TARGET AUDIENCE

Multimedia, tailored, and interactive: Showcase your expertise or solution using native, SEO-optimized content or traditional display advertising. Design your contributions for performance (e.g., via lead forms), place content (including webinars, whitepapers, or downloads), or invest in campaigns for your branding and products.

Content-Hub



As a partner of a content hub (e.g., FinTech or Al), we prominently integrate your logo into the logo bar beneath the key visual and enable you to publish two sponsored posts. Feel free to contact us!

Brand-Hub



With your own **brand hub** and extensive promotion on our channels, you showcase expertise and content. Position yourself as a thought leader on a specific topic. The content and individual concept are created in collaboration with our editorial team.

Price on request

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TECHNICAL SPECIFICATIONS FOR PRINT

PUBLICATION DATES

	Publication	n dates:					
Issue	DUP	НВ	WiWo	WamS	FAS	AD	PMD
1	23.02.	23.02.	23.02.			23.01.	30.01.
2	19.04.	19.04.	19.04.			19.03.	26.03.
3	21.06.	21.06.	21.06.			22.05.	27.05.
4	16.08.	16.08.	16.08.			16.07.	23.07.
WamS				18.08.		19.07.	26.07.
5	18.10.	18.10.	18.10.			17.09.	24.09.
6	06.12.	06.12.	06.12.			05.11.	12.11.
WamS/FAS				08.12.	08.12.	08.11.	15.11.

TECHNICAL DATA*

Data type		PDF X3			
Printing profiles for each issue					
Main Edition	Cover & Content	ISO Coated v2 (ECI)			
WirtschaftsWoche, Handelsblatt, WELT AM SONNTAG &	Cover	ISO Coated v2 (ECI)			
Frankfurter Allgemeine Sonntagszeitung	Content	PSO LWC Improved (ECI)			
Resolution		images min. 300 dpi			
Trim Allowance (all formats)		4 mm an allen Seiten			
Four-color web offset printing		70er-Grid			

^{*} As the printing profiles for the issues can change at short notice, please always inquire about the current data when booking advertisements.

AD FORMATS

Special formats and advertising options available upon request. DUP UNTERNEHMER Magazine reserves the right to reject ad designs and messages.

1/1 page

W 210 mm x H 268 mm (+ 4 mm page trimm)

1/2 page horizontal W 210 mm x H 134 mm

(+ 4 mm page trimm)

1/2 page vertical

W 105 mm x H 268 mm (+ 4 mm page trimm)