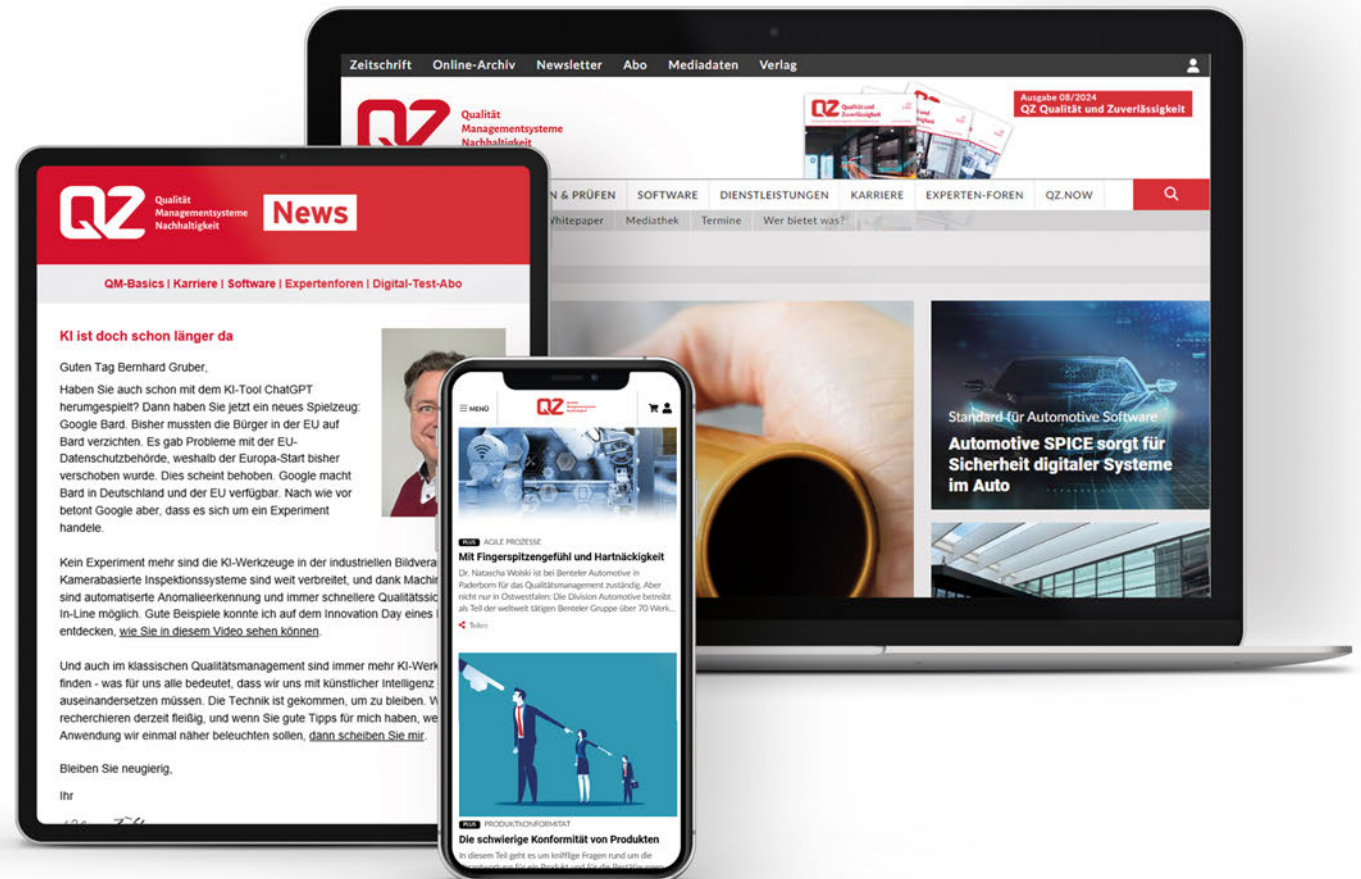


Mediakit 2027

Print & Digital



www.qz-online.de

HANSE

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Title	QZ Qualität und Zuverlässigkeit		Organ	Deutsche Gesellschaft für Qualität e.V. (DGQ)
Characteristics	QZ is the premier specialist journal on the subject of Quality Management and Quality Assurance. It provides practice-based information across all branches of industry for quality experts on subjects such as quality systems and methods, applicable standards, product liability, CAQ software, measurement and testing technology and the latest trends and career opportunities. As a subscription magazine with the most paid circulation in the competitive environment, QZ reaches an exclusive readership positioned within the middle to top management sector. Providing practically-oriented technical articles and product reports, QZ helps keep readers abreast of the latest trends and developments. With varied and interesting reports, interviews and comments, QZ provides valuable orientation in the professional environment.		Publisher	Carl Hanser Verlag GmbH & Co. KG Postal address: P.O. Box 860420, 81631 Munich Home address: Vilshofener Str. 10, 81679 Munich Phone: +49 89 99830-0 www.hanser.de · info@hanser.de
Publication frequency	monthly: 12 x yearly		Mediasales	Hüller & Roloff Medienservice (Mediasales) Tel.: +49 7151 92222-0 lutz.roloff.extern@hanser.de
Magazine size	DIN A4		Editorial office	Wolfgang Kräußlich (Editor-in-Chief) Tel.: +49 89 99830-607 qz@hanser.de Dipl.-Soz. Thomas Funck (Editor) Tel.: +49 89 99830-610 thomas.funck@hanser.de Simon Tischer (Editor) Tel.: +49 89 99830-656 simon.tischer@hanser.de
Edition	72nd edition in 2027			
Prices	Combined annual subscription (Price incl. VAT and plus shipping costs)	€ 344.--		

Total distribution

Your ad will be digitally extended in the e-paper edition!



Circulation analysis

Printed circulation	8,036
E-Paper spread	1,762
Actual circulation	9,797
Paid circulation	8,202
other countries	302
+ E-Paper (multi access)	56,135
Distributed circulation total	65,932

Volume analysis 2025

Overall	816 pages = 100%
Editorial section	718 pages = 88%
Advertisement section	74 pages = 9%
of which Publisher's ads	33 pages = 4%
Who offers what?	24 pages = 3%

Content analysis of the editorial section 2025

Overall	718 pages = 100%
News/Opinion/Career	108 pages = 15%
DGQ/Events//Dates	115 pages = 16%
Quality Management/Methods/Standards	147 pages = 20%
Software/CAQ/BPM/IMS/MES	112 pages = 16%
Quality Assurance/Masurement+Testing	188 pages = 26%
Editorial, Contents, Index, Imprint	48 pages = 7%

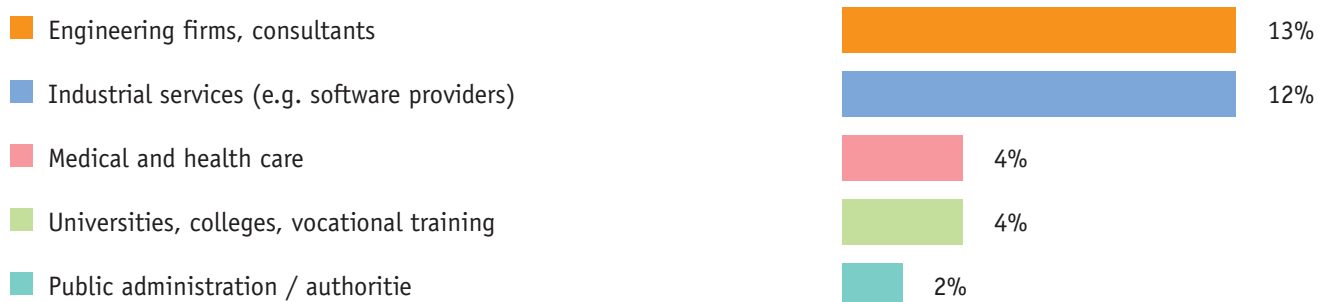


Focus on manufacturing and the service sector*

Manufacturing sector

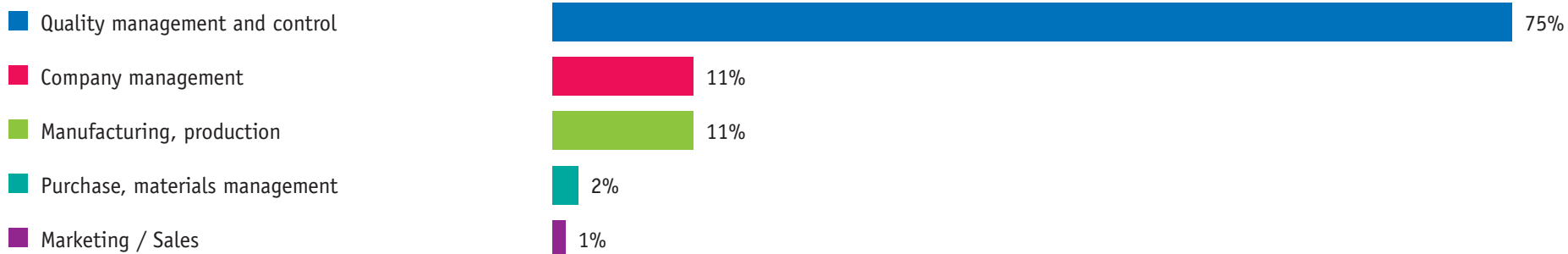


Other sectors



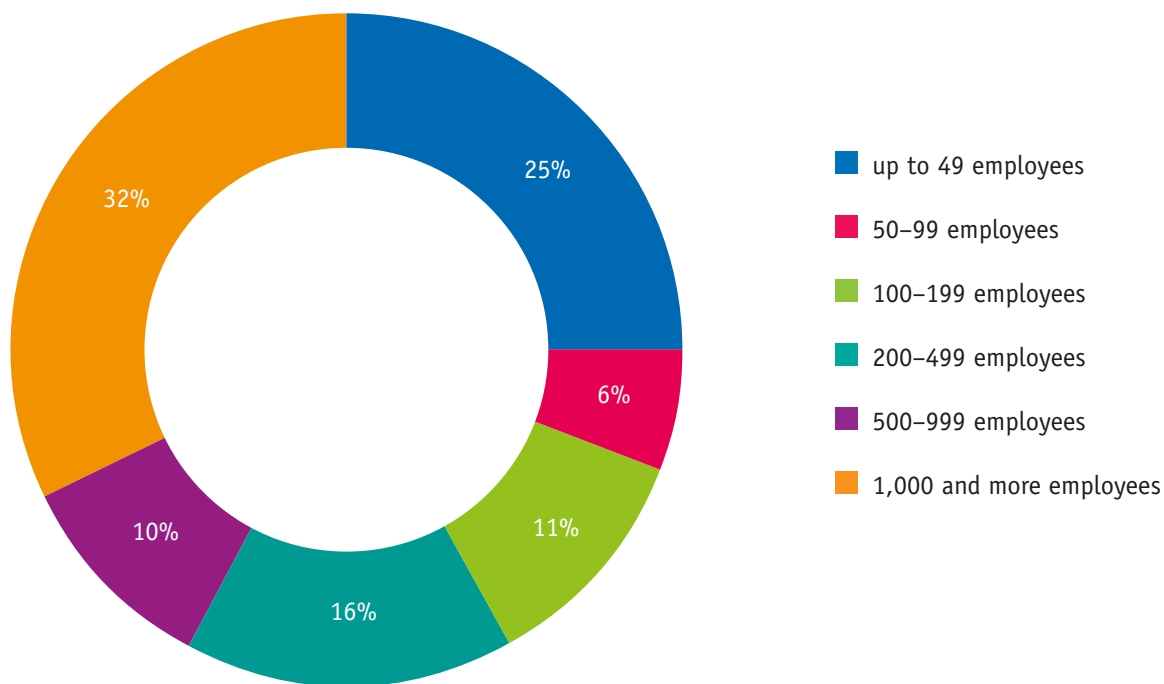
* Annual average of print editions (01.07.25 to 30.06.26); survey method: file evaluation

All relevant departments read QZ*



* Annual average of print editions (01.07.25 to 30.06.26);
survey method: file evaluation

QZ is read in companies of all sizes*



Summary of the survey methodology:

1. Method: Dissemination analysis through file evaluation
2. Population: DCP 9,797 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: August 2026
6. Execution of the study: Publisher



Continuous topics and columns in every issue of QZ

- General** news, events, expert voices, trends, studies, book reviews
- Digitalization and AI** AI Digital transformation, artificial intelligence, global networking, startups
- Sustainability** Energy and environmental management, ESG, CSRD
- Quality management** QM systems, norms/standards, process, risk, supplier, and complaint management
- Methods** Agile, APQP, FMEA, CIP, Lean, SPC, Six Sigma, TPM, TQM
- Software** Computer Aided Quality (CAQ), Business Process Management (BPM), Manufacturing Execution System (MES), Compliance M. Systems (CMS)
- Metrology & Testing** Production measurement technology, non-contact, optical and tactile measurement technology, image processing, destructive/non-destructive testing methods

Issue	Dates	Topics	Focus	Trade Fairs/Events
1 January	ED: 16.11.2026 BC: 30.11.2026 PD: 07.01.2027	Quality management integrated management systems Software sustainability management Metrology and Testing materials and surfaces	Sustainability, ESG, CSRD & Co.	
2 February	ED: 14.12.2026 BC: 08.01.2027 PD: 04.02.2027	Quality management supplier management Software quality management software & AI Metrology & Testing image processing	Six Sigma and CIP	
3 March	ED: 22.01.2027 BC: 05.02.2027 PD: 04.03.2027	Quality management process management, Six Sigma Software process management with AI Metrology & Testing production metrology	Initial Experiences with the ISO 9001 Revision	
4 April	ED: 17.02.2027 BC: 03.03.2027 PD: 01.04.2027	Quality management remote audits, certification Software AI support for audits Metrology & Testing form and surface metrology inspection	Non-destructive testing and X-ray technology	Hannover Messe Hanover / Germany, 05.04.–08.04.2027
5 May	ED: 17.03.2027 BC: 02.04.2027 PD: 29.04.2027	Quality management data protection, compliance Software current CAQ solutions Metrology & Testing optical inspection	Market overview CAQ-software	Sensor+Test Nuremberg, 11.– 13.05.2027 Control, Stuttgart, 11.–14.05.2027
6 June	ED: 15.04.2027 BC: 29.04.2027 PD: 03.06.2027	Quality management excellence model, CIP Software product compliance Metrology & Testing dimensional metrology	Process management and process mining	



Issue	Dates	Topics	Focus	Trade Fairs/Events
7 July	ED: 19.05.2027 BC: 04.06.2027 PD: 01.07.2027	Quality management business excellence, process management Software digitalization on the shop floor Metrology & Testing artificial intelligence in QA	Battery testing for electromobility	
8 August	ED: 25.06.2027 BC: 09.07.2027 PD: 05.08.2027	Quality management certification and continuing education Software cyber security and data protection Metrology & Testing optical metrology and testing	Quality management in logistics	
9 September	ED: 23.07.2027 BC: 06.08.2027 PD: 02.09.2027	Quality management product reliability, product conformity Software document management Metrology & Testing inline production measurement technology	Process audits for the supply chain	IAA Mobility, Munich / Germany, 07.–12.09.2027
10 October	ED: 27.08.2027 BC: 10.09.2027 PD: 07.10.2027	Quality management data mining, lean six sigma Software process modeling with AI Metrology & Testing image processing	Market overview BPM-software	
11 November	ED: 23.09.2027 BC: 07.10.2027 PD: 04.11.2027	Quality management integrated management systems Software gauge management Metrology & Testing coordinate metrology	Harmonization IATF 16949 and VDA Standards	VDA QMC Gipfeltreffen, Berlin / Germany
12 December	ED: 21.10.2027 BC: 05.11.2027 PD: 02.12.2027	Quality management information security, cyber security Software risk management Metrology & Testing gas and liquid analysis	Quality management in health care	

Format	Type Area w x h mm	Trim/Bleed Ads w x h mm	Price
Front cover	210 x 160 + 3 mm bleed only right	–	Fix € 8,790.--
2nd/3rd Cover page	–	210 x 297	€ 7,650.--
4th Cover page	–	210 x 297	€ 8,900.--
1/1 page	175 x 250	210 x 297	€ 7,490.--
Junior page	122 x 175	137 x 197	€ 4,450.--
1/2 page	85 x 250 175 x 122	101 x 297 210 x 145	€ 4,110.--
1/3 page	55 x 250 175 x 80	70 x 297 210 x 105	€ 3,190.--
1/4 page	85 x 122 40 x 250 175 x 58	101 x 145 55 x 297 210 x 85	€ 2,400.--
1/8 page	85 x 58 175 x 28 40 x 122	–	€ 1,660.--

All rates are subject to Value Added Tax

Placement premium

Cover page issue 5/2022 for Control (not discountable)	25 %
Binding placement	10 %

Colour impact

Special colours on request

Premium special formats

Special formats (on request)	10 %
For ads across binding and bleed ads (Bleed: 3 mm head trim; 3 mm per edge)	10 %

Discounts

In case of acceptance within an insertion year
(within 12 months)

Frequency discounts

3 times	6 times	9 times
5%	10%	15%

Volume discounts

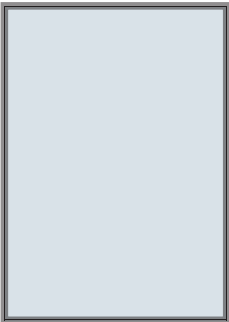
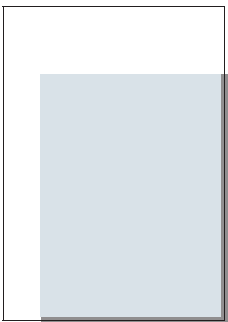
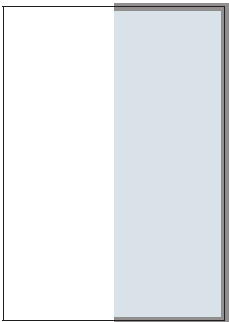
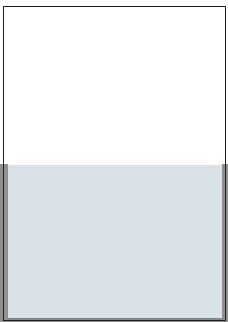
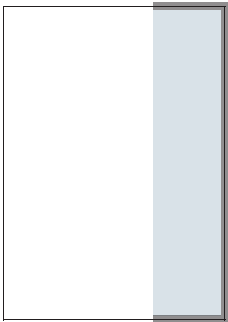
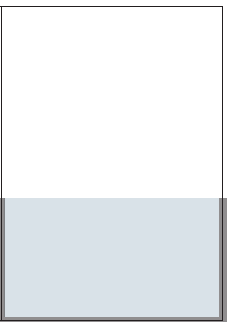
3 pages	6 pages	9 pages
10%	15%	20%

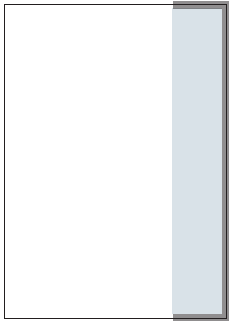
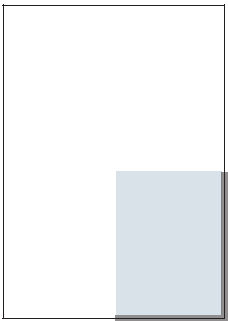
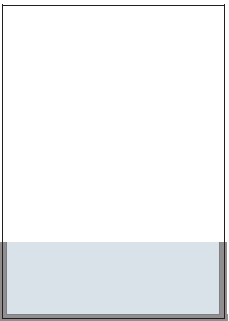
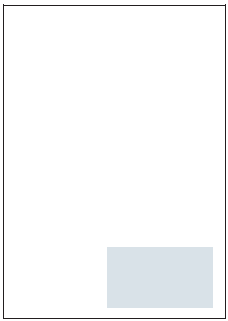
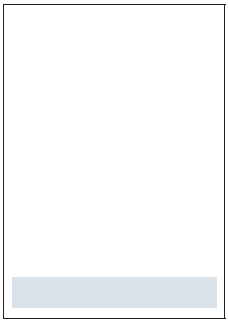
NEW:

Multimedia enrichment

Multimedia enrichment for print ad
Within the e-paper, your ad is enriched by a video, podcast,
or picture gallery for 24 months. € 400.--

Formats

	1/1 page	Junior page	1/2 page, upright	1/2 page, broad	1/3 page, upright	1/3 page, broad
						
Type area:	175 x 250	122 x 175	85 x 250	175 x 122	55 x 250	175 x 80
Trim size:*	210 x 297	137 x 197	101 x 297	210 x 145	70 x 297	210 x 105

	1/4 page, upright	1/4 page, 2 column	1/4 page, broad	1/8 page, 2 column	1/8 page, broad
					
Type area:	40 x 250	85 x 122	175 x 58	85 x 58	175 x 28
Trim size:*	55 x 297	101 x 145	210 x 85		

*All trim size ads
require 3 mm trim
allowance on
every side.

Sponsored content – your story in our magazine

Would you like to describe your products in detail and present their benefits and advantages in a practical way?
Sponsored content is the ideal form of advertising for this!

You determine the content, scope, and timing of publication. We ensure high-quality and appealing design in accordance with press law.

1/1 page Price	Max. 5,400 characters + one image € 7,490.--
1/2 page Price	Max. 2,300 characters + one image € 4,110.--
1/3 page Price	Max. 1,600 characters + one image € 3,190.--
1/4 page Price	Max. 850 characters + one image € 2,400.--

Option: multimedia-enrichment	In the e-paper, your story will be published including video, podacst, or picture gallery for 24 months.
Price	€ 400.--

New option for more reach:

Publication of your advertorial as an online article on our specialist portal.
Price on request.

Sample 1/1

Packende Ausbeute

Die Verpackungsmaschinen von G350 sind...
[Image of a machine]

Werkstoffe
[Text about materials]

Finanzen
[Text about costs]

Für die seitliche Anspritzung

Die seitliche Anspritzung...
[Image of a machine]

Minutenschneller Wechsel der Werkzeugwechsel
[Text about tool change]

Flachschneidung

Die Flachschneidung...
[Image of a machine]

Werkstoffe
[Text about materials]

Kompaktes Kraftpaket

Die zweite Generation des 5-Achse-Universal-Bearbeitungszentrums G350...
[Image of a machine]

Werkstoffe
[Text about materials]

Packende Ausbeute

Die Verpackungsmaschinen von G350 sind...
[Image of a machine]

Werkstoffe
[Text about materials]

Magazine format	DIN A4; 210 x 297 mm (width x height)
Type area	175 x 250 mm ((width x height) 2 columns à 85 mm width or 3 columns à 55 mm width or 4 columns à 40 mm width
Printing and binding	Offset printing, saddle stitching
Data format	File format: High-end PDF/X4 with embedded fonts, images, etc. For advertisements with bleed, please allow 3 mm bleed on each side.
Colour	Print to ISO 12647-2 PS0; ISOcoated_V2; Fogra39L Special colour (z.B. HKS, Pantone) possible on request. Please observe the print growth rates specified in ISO12647-2 for image printing paper.
Data archiving	All print documents will be kept for a maximum of 3 months after order processing..

Warranty	The service providers working for us can only process what is stored in the files supplied. In case of delivery of incomplete, faulty or deviating data, we assume no liability for the print result, e.g. colours, illustrations, texts, fonts.
Terms of payment	General payment term 30 days after invoice date net. 2% discount for payments within 8 days of the invoice date.
Bank details	Postbank München IBAN: DE71 7001 0080 0779 7468 00 BIC: PBNKDEFF
Contact	Miriam Weihe Ad Management Tel.: +49 89 99830-216 miriam.weihe@hanser.de

Delivery address **media@hanser.de**
Including naming of customer, object description
issue no./year



Web address

www.qz-online.de

Brief characteristics

QZ-online.de is the comprehensive portal for quality management of the leading trade journal QZ Qualität und Zuverlässigkeit. It presents a multimedia and interactive offer of technical and product information as well as industry news:

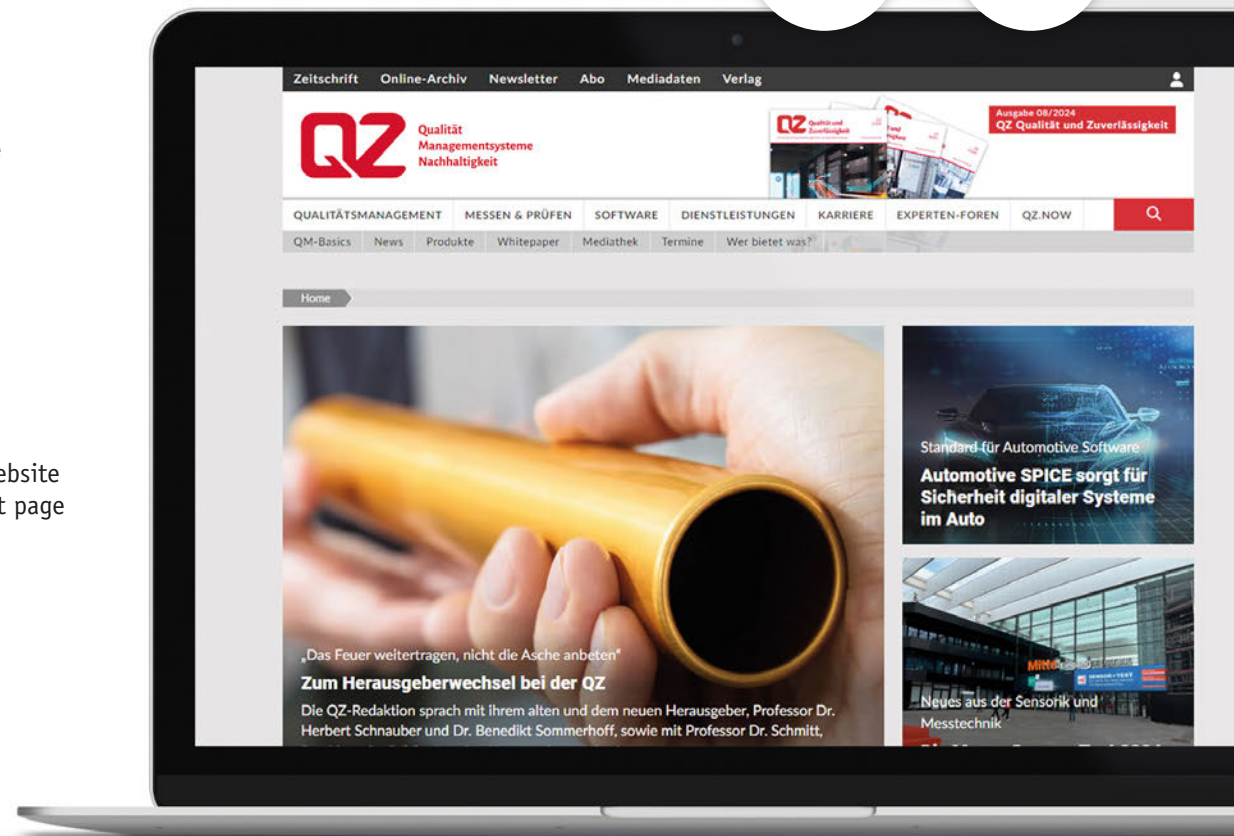
- Sophisticated technical information from the entire spectrum of quality management topics
- Technical books
- Forum
- Business directory – Company and product database
- News & events as well as technical whitepaper
- Career news and job market

Target group

The portal is aimed at quality managers, quality representatives and decision makers in industrial and service companies as well as scientists and students of this field.

KPI

Please ask for current key performance indicators for website and newsletters. Contact data will be found on the last page of the mediakit.





Banner format	Placement (max. 2 rotations possible)	Size in pixels (w x h)	Price per month
Medium Rectangle	In the content, position 6, 8, or 10	300 x 250	€ 1,250.--
Vertical Rectangle	In the content, position 6, 8, or 10	300 x 400	€ 1,350.--
Full Banner	In the content, position 5, 7, or 9	468 x 60	€ 1,510.--
Leaderboard	Exterior, position 1 or in the content, position 2 or 16	728 x 90	€ 1,640.--
Billboard (expandable)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 1,680.-- (+ € 50.-- expandable)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a, or 4b	160 x 600	€ 1,350.--
Sidekick Ad*	expandable Wide Skyscraper	160 -> 400 x 600	€ 1,560.--
(Double) Sitebar	Exterior, position 3a, 3b, 4a, or 4b	(2x) 300 x 600	€ 1,390.--/€ 2,160.--
Hockey Stick	Exterior, position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 3,260.--
Slide Channel	Hockey Stick with expandable Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 3,330.--
Fireplace Ad	Exterior, position 1, 3a, and 4a	160 x 600 left + right and 1,040 x 90 above	€ 3,760.--
Skyline Ad	Exterior, position 3a and 4a as well as in the content, position 2	2x 160 x 600 + 970 x 250	€ 3,760.--
Welcome Ad	Central above start page (layer)	640 x 480	€ 1,900.--/ 14 days
Banderole Ad	Central across the whole width (layer)	1,000 x 250	€ 3,330.-- / 14 days



For mobile devices:
Please provide mobile ad in 6:1 (300 x 50 px) and
in 2:1, (300 x 150 px) in addition.



Note: A processing fee of 50.-- Euro applies for the delivery of
physical HTML5 advertising media (hosting on our ad webserver).

*Also bookable with sticky function (Skyscraper moves along the screen when the website is scrolled and always remains visible to the reader) with 25% surcharge.

All rates are subject to Value Added Tax

Banner positions on Homepage

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 4b Wide Skyscraper
(also with sticky function)

Position 16 Leaderboard

Native Ad Teaser 1

Native Ad Teaser 2

Native Ad Teaser 3

Position 5 Fullbanner

Position 6 Medium Rectangle
Vertical Rectangle

Termin

Banner positions on article page

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

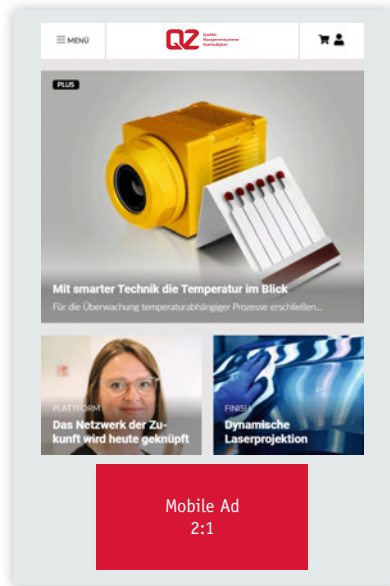
Position 4a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 4b Wide Skyscraper
(also with sticky function)

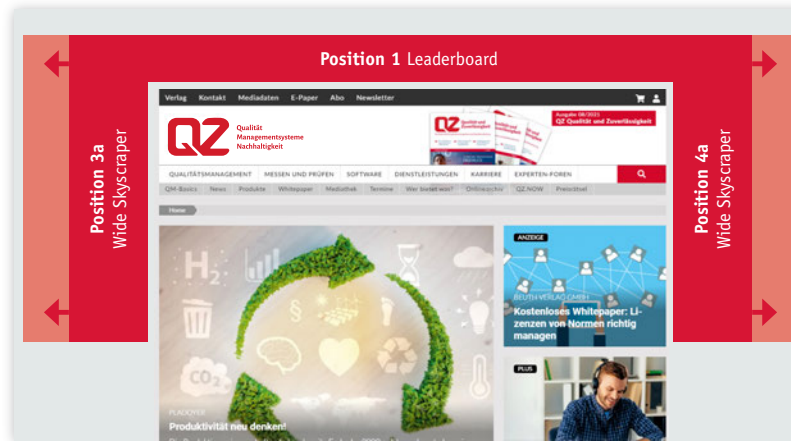
Position 6 Medium Rectangle
Vertical Rectangle



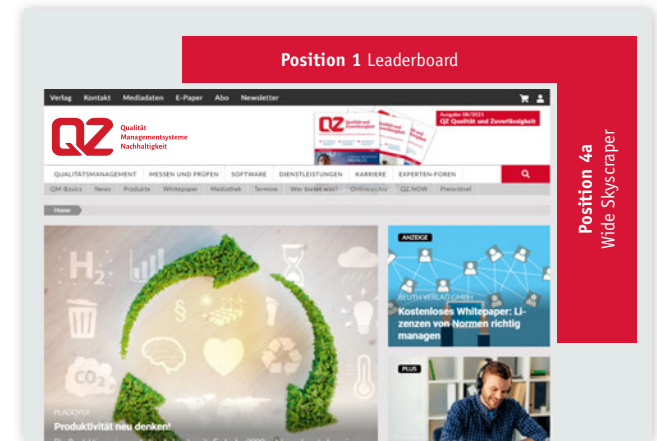
Mobile Ad



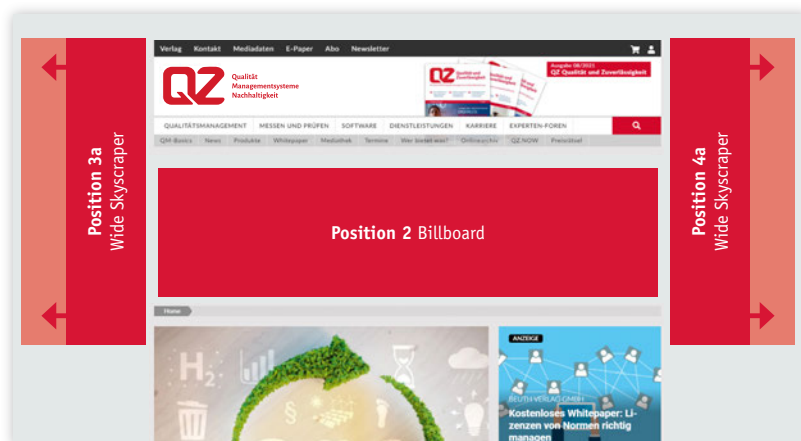
Fireplace Ad



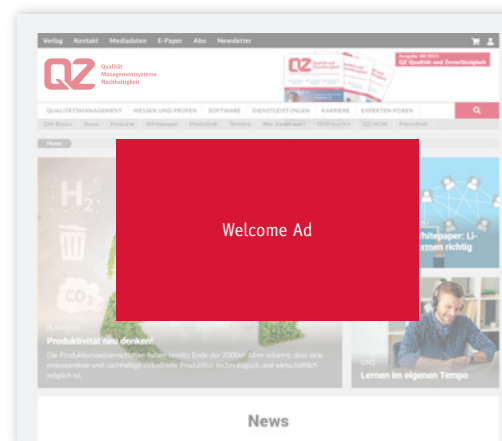
Hockey Stick



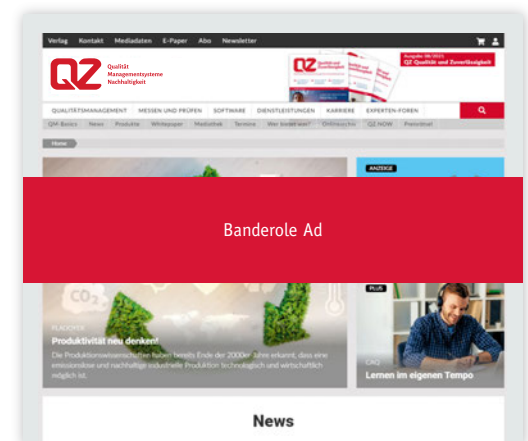
Skyline Ad



Welcome Ad



Banderole Ad





Retargeting

Explanation in the video: www.hanser-mediacyenter.de/fachportale/retargeting

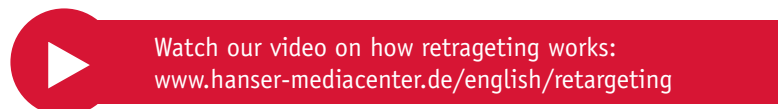
With retargeting, readers of qz-online.de are addressed with targeted banners on their further path through the web. Your banners are thus delivered on our experts portal and in our extensive network of around **10,000 partner sites**.

Users who have already shown interest in products and services on qz-online.de are addressed. As a result, you achieve a high reach with retargeting and increase your chance of conversion.

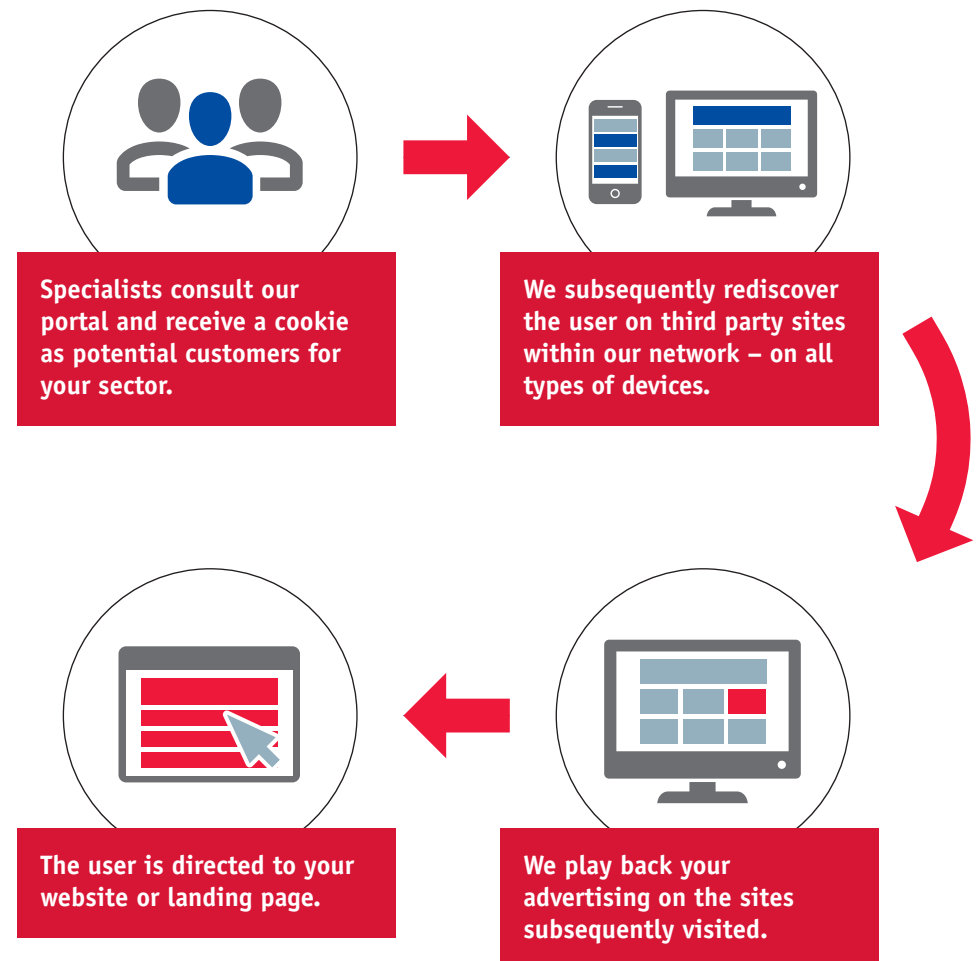
Since many users surf on mobile devices, we use mobile ads in addition to desktop formats for retargeting. Your campaign will be delivered on all common devices.

Which package is right for you?

Package 1	50,000 Ad Impressions	€ 2,640.-- *
Package 2	100,000 Ad Impressions	€ 4,750.-- *
Package 3	250,000 Ad Impressions	€ 7,920.-- *



It works like this

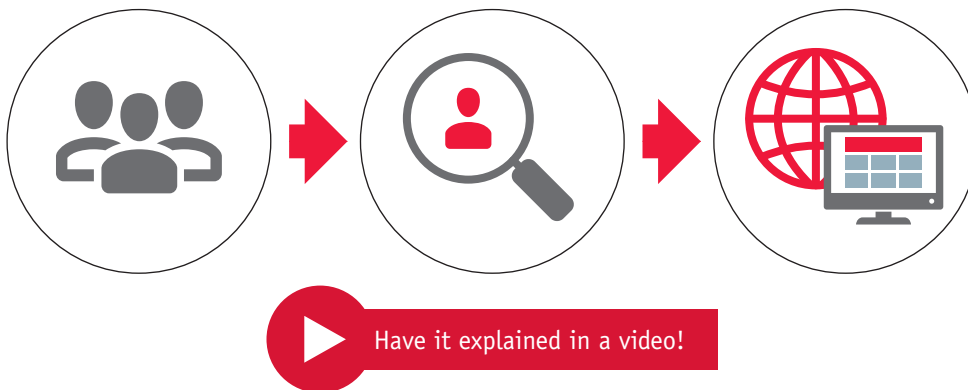


*In addition to your booked online advertising on our website and VAT.



Account Based Marketing

National and international banner campaigns exclusively for your desired customers



Reach your target customers within our international advertising network. Your display ads will only be delivered to the employees of the companies you specify, which **reduces scattering loss to a minimum**. Thanks to different banner formats, global delivery takes place on all devices, from smartphones and tablets to desktops.

The reach or number of achievable ad impressions depends primarily on the number of your target customers. You will get a forecast as to what performance you can expect.

At the end of the campaign, you will receive a report with the exact ad impressions, clicks and click-through rate achieved for each of your target customer. So, you know which companies should be contacted directly by your sales department, or who your marketing department should first provide with further information.

Price / CPM € 73.--

Minimum order 50,000 Ad Impressions

All rates are subject to Value Added Tax

Trade Fair Targeting

Targeted visitor promotion at and during your key trade shows



Your banners are delivered to the visitors of a trade fair as soon as they visit a website of our **far-reaching advertising network**. The visitors are identified by geodata and the trade fair WLAN. The targeting zone includes the trade show site as well as a certain radius in which there are conference buildings, train stations, and hotels used by the trade show visitors.

During the trade fair, we primarily deliver your ads on the mobile devices of the **trade fair visitors within the geo targeting zone** and thus advertise your trade fair stand. The reach or number of achievable ad impressions primarily depends on the size of the trade fair, and the expected number of visitors respectively. You will get a forecast as to what performance you can expect.

On your demand, your trade fair advertising can also run before the exhibition period on our website and/or in our international advertising network.

Price / CPM € 73.--

Minimum order 50,000 Ad Impressions



Content Marketing

Offers	Native Ad	Product highlight	Video Article
300 Readers guaranteed	•	•	•
Teaser on homepage	•	•	•
Color highlighting		•	•
Media library			•
Price	€ 1,450.--	€ 1,660.--	€ 1,720.--

Optionale push features



Newsletter & display ads accompanying to all formats: € 1,519.--

All rates are subject to Value Added Tax

The visual representation shows six different content marketing formats:

- Teaser Home:** A mobile device screen showing a homepage with a yellow pipe and a 'CLICK' button.
- Media library:** A mobile device screen showing a 'Mediathek' section with a 'CLICK' button.
- Listing with color highlight:** A mobile device screen showing a list of articles with a 'CLICK' button.
- Article:** A desktop screen showing a full article titled 'QM-Software: Der Nutzen muss im Vordergrund stehen' with a 'CLICK' button.
- Newsletter Ad:** A mobile device screen showing a newsletter preview with a 'CLICK' button.
- Banner:** A mobile device screen showing a banner advertisement with a 'CLICK' button.



Native Ad – your stage

300 Readers guaranteed – 1 month on home page

Publish a news article on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacycenter.de/english/guidelines>

Further features

- Total runtime 1 year
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Price

€ 1.450.--

Push features optional

- Newsletter ad » 1 x
- Display ad » 1 month

Price for push package Advantage 30 %

€ 2,969.--

All rates are subject to Value Added Tax





Product Highlight – colorful accent

300 Readers guaranteed – 1 month on home page

Publish a news article on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacycenter.de/english/guidelines>

Further features

- Total runtime 1 year
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Price

€ 1,660.--

Push features optional

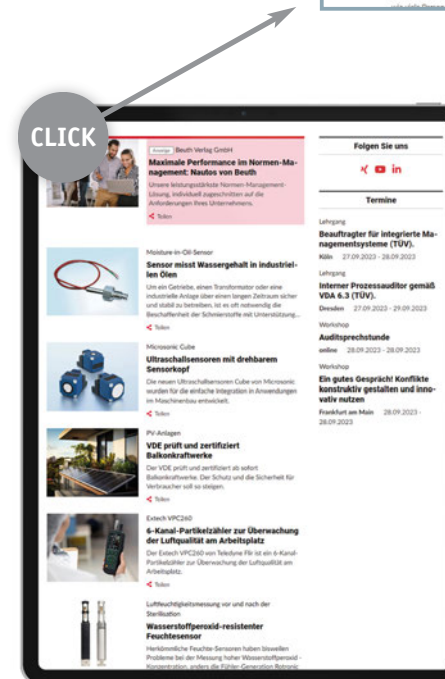
- Newsletter ad » 1 x
- Display ad » 4 weeks

Price for push package Advantage 30 %

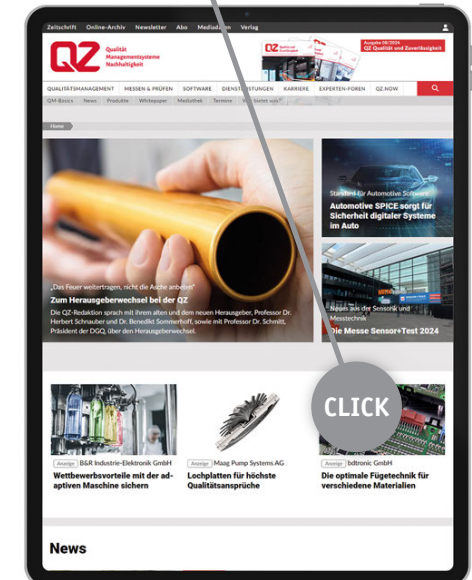
€ 3,179.--



Article



Listing with color highlight



Teaser Home

All rates are subject to Value Added Tax



Video Article – your turn to shine

300 Readers guaranteed – 1 month on home page

Publish a video article on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacentr.de/english/guidelines>

Further features

- Total runtime 1 year with colored highlighting
- Listing in media library
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Price

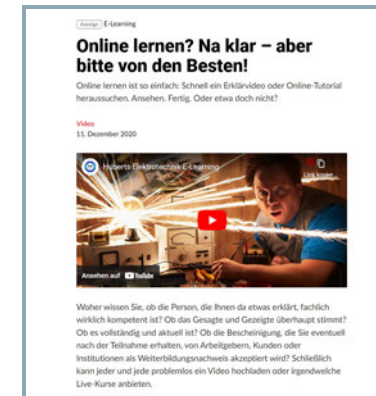
€ 1,720.--

Push features optional

- Newsletter ad » 1 x
- Display ad » 4 weeks

Price for push package Advantage 30 %

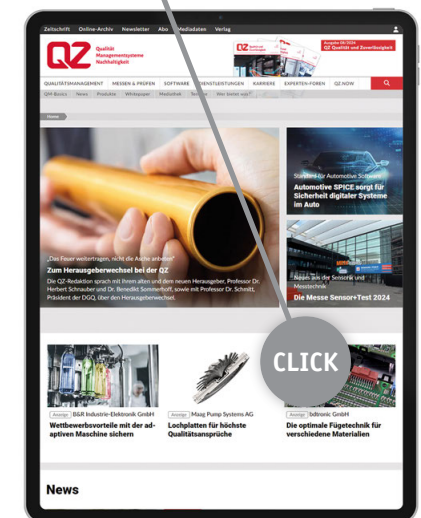
3,239.--



Beitrag



Listing with color highlight



Teaser Home



Whitepaper – gain leads

incl. LinkedIn and newsletter

Offer valuable knowledge and attract potential customers. Users are willing to pay for useful information with their contact data. The user registers for the PDF download, and we send you the data.

Convince prospects by solving problems. Answer the questions that are on the reader's mind. This is how you convey competence and build trust.

Whitepaper

Suitable documents are for e. g.

- Use cases
- Process description
- Research or study results
- Product description which shows the customers' benefits rather than product features

Performance

- Promotion of your whitepaper by newsletter and post on LinkedIn
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

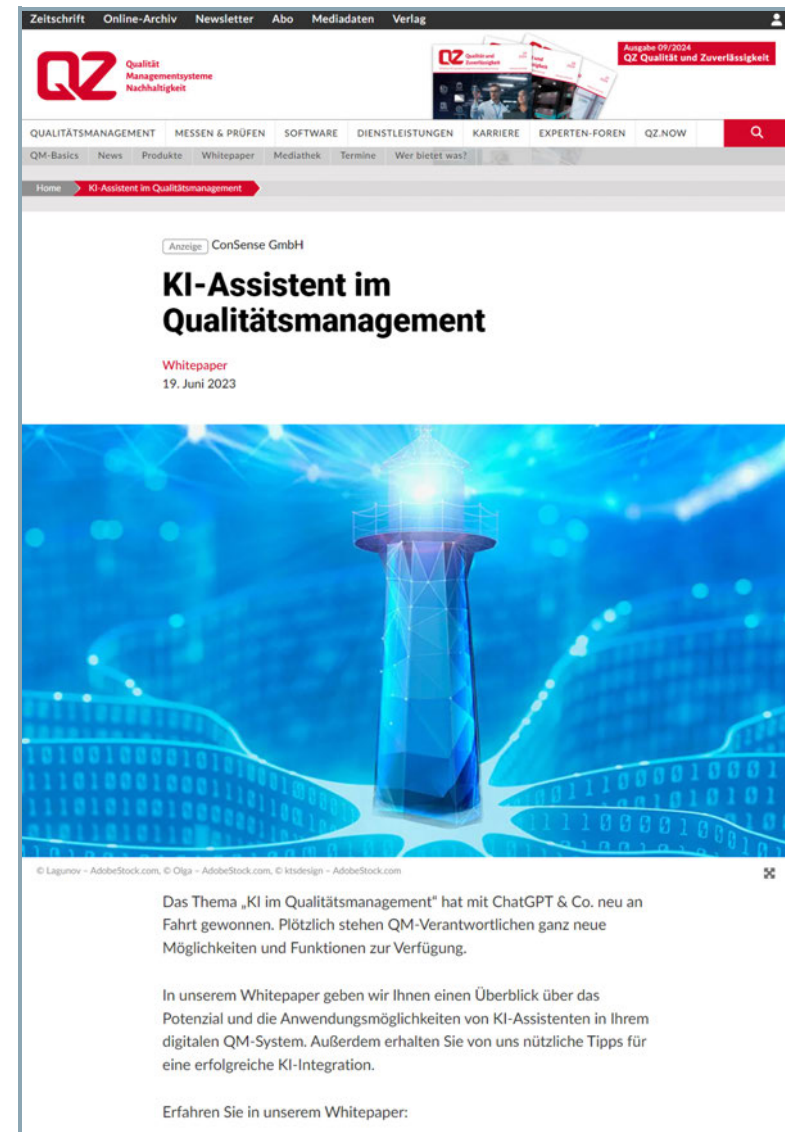
Runtime

- Whitepaper » 6 months
- Push-Newsletter-Ad for Whitepaper » 2 x

Price

€ 2,190.--

All rates are subject to Value Added Tax

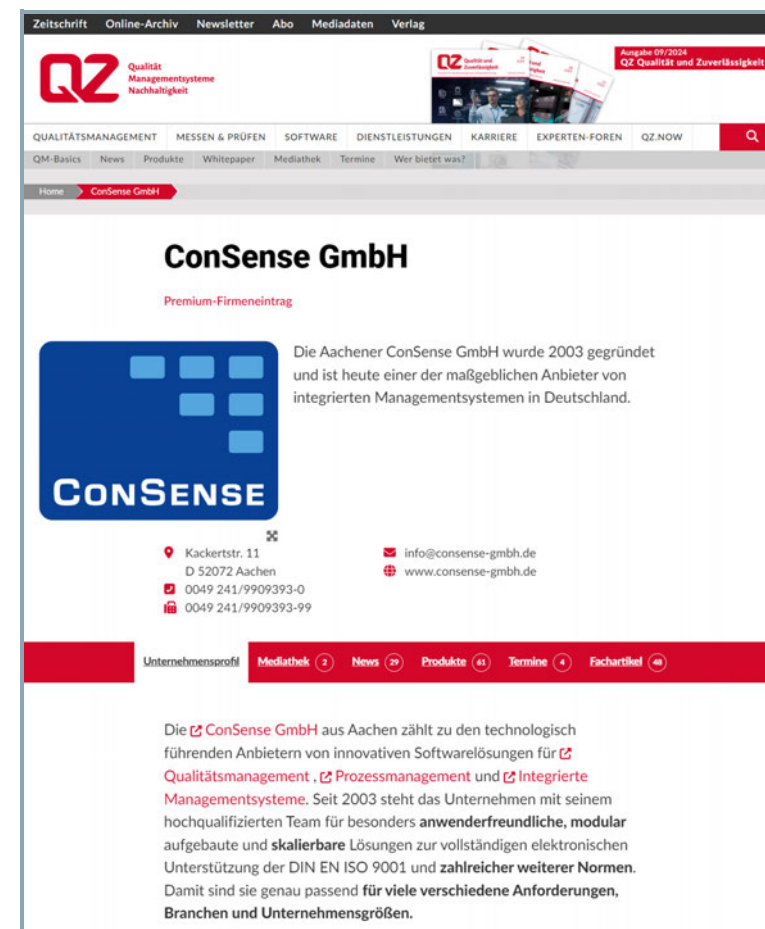




Presence in our company data base!

Premium company entry »Who offers what?«

Company presentation	Detailed company profile with logo, photos, video
From the article to premium entry and back	All editorial print and online articles about your company – from technical articles and news to product announcements and events – are linked to your premium entry. In this way, users find your company via the content or vice versa.
Logo	Your company logo will be displayed by rotation in all editorial articles and link to your premium company entry.
Direct contact	Company address, website and e-mail address as well as, if desired, additional personal contact data for departments and/or employees make it easier for the user to contact the company.
Runtime	12 months (It renews for 1 year at a time unless cancelled 4 weeks prior to expiration)
Invoicing	annually in advance
Price	€ 560.-- per year



Attractive promotion in the newsletter of QZ

The weekly newsletter of the **QZ** informs about the latest trends, new and important in the world of quality management.

Place your eye-catching advertisement in the newsletter of **QZ** to reach your target group.

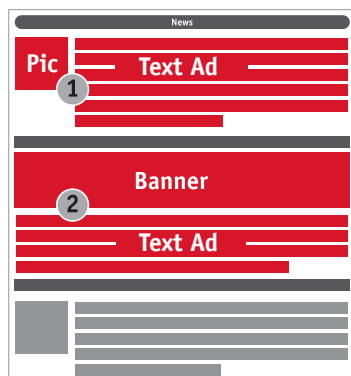
Publication frequency

weekly on friday

Advertising formats and rates

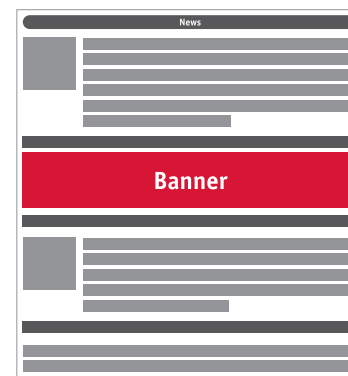
1 Picture / **2** Banner + Text Ad € 840.--*

Picture (150 x 150 pixels) or
Banner (560 x 100 pixels) incl. link plus Text
(Headline + max. 300 characters of text)



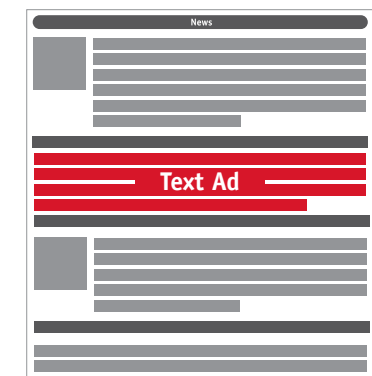
Banner € 665.--*

Banner (560 x 100 pixels)
incl. link



Text Ad € 665.--

Headline + max. 300 characters of text
incl. link



Usage data and recipient numbers are constantly evolving, so request up-to-date figures from Ad Management. Contact on the last page.

All rates are subject to Value Added Tax

Standalone-Newsletter – the exclusive advertising

With the Standalone-Newsletter, we offer an advertising medium tailored specifically to suit your portfolio and requirements. The Standalone-Newsletter will draw the attention of the targeted group directly to your services.

Content	9 elements, which can be combined individually
Service	Creation and dispatch of your standalone newsletter to the newsletter recipients of QZ News incl. linking to your homepage
Suitable content	header image, product news, video teaser, whitepaper, company news, catalog teaser, company profile, event
Lead time	A Standalone-Newsletter can be realized by our team during 5 workdays. Please deliver the advertising material 5 workdays before date of newsletter mailing. The binding booking of your Standalone-Newsletter should be one week before mailing and has to be confirmed by the publisher.
Dispatch date	As per agreement
Price	€ 4,500.--

Usage data and recipient numbers are constantly evolving, so request up-to-date figures from Ad Management. Contact on the last page.

All rates are subject to Value Added Tax





Delivery address	Please send the creatives for your campaign to: media@hanser.de	Reporting	At the end of the campaign, you will receive a detailed statistical evaluation, which will provide you with exact information about the success of your marketing activities.
Time of delivery	according order confirmation	Terms of payment	General payment term 30 days after invoice date net; for occasional ads 8 days after invoice date net. 2% discount for payments within 8 days of the invoice date. Place of payment: Munich
Meta-information	We require the following information with delivery: • Site used • Customer name • Period of ad campaign • Ad format • Contact person for queries • Click-URL	Bank details	Postbank München IBAN: DE71 7001 0080 0779 7468 00 BIC: PBNKDEFF
File formats	JPG, PNG, GIF oder HTML5 Note: A processing fee of € 50.-- will be charged for the delivery of physical HTML5 advertising media (hosting on our ad server).		
Data volume	150 KB max. per creative, for Mobile Ads 80 KB Example Hockey Stick: Leaderboard 150 KB + Wide Skyscraper 150 KB = total 300 KB For technical specifications, please refer to: www.hanser-mediacycenter.de/english/guidelines		

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