



BRAND PARTNERSHIP 2026

01.01.2026

2026

AGENDA

A short, thick white horizontal line.

01 Who we reach

02 Brand Partnerships

 Live Communication & Events

 Lead Generation & Performance Products

 Branding & Thought Leadership

03 Rates & Technical Specifications

04 Consulting & Contact

WE DRIVE THE BUSINESS SUCCESS OF

MORE THAN 500

LEADING COMPANIES – **EVERY**

YEAR.

WHY BRANDS WORK WITH W&V



500+ ACTIVE CLIENTS PER YEAR

– including 70% of the top 100
advertisers in Germany

Clients from
**GOOGLE, META, AUDI,
PORSCHE, COCA-COLA**
to innovative mid-sized businesses

YEAR-ROUND BUSINESS IMPACT:

Live engagement, thought
leadership and lead
generation – integrated from
a single source

REPRESENTED IN ALL RELEVANT INDUSTRIES:

Tech & Software, Media &
Publishing, Automotive, FMCG,
Finance, Retail, Travel

Campaign reach: decision-
makers from
**MORE THAN 20
INDUSTRIES**

Brand safe in an
**INDEPENDENT,
HIGH-QUALITY
JOURNALISTIC
ENVIRONMENT**

THIS IS W&V

Independent business journalism for marketing decision-makers. W&V delivers the facts and context you need for strategic decisions – free of any agenda, close to practice.



Rolf Schröter

Brand

Case studies and strategic background: from love brands to newcomer brands

Manuela Pauker

Media

Plans, models and inventories: The strategies and facts behind the media business and its budgets

Conrad Breyer

Agency

On the value agencies create, their strategies and the needs of marketing decision-makers

Hannes Altmann

Commerce

From e-shops to early-stage brands: Concepts that sell and how they interact with marketing

Max Anzile

Tech

From the engine room: how AI and tech are changing and advancing marketing

WHO WE REACH



01

WHO WE REACH



We don't just reach many – we reach the right ones.

W&V is the **DIRECT ACCESS** to decision-makers in **MARKETING, MEDIA AND CREATION**. Our community leads and shapes brands, steers budgets and sets the agenda for the entire communications industry.

OUR TARGET AUDIENCE

- **Over 60%** decision-maker share: CMOs, marketing directors, heads of brand, media planners, creative directors
- **57%** specialists and executives with direct budget responsibility
- **Top 500 companies** as well as leading agencies and innovative mid-sized businesses
- Decision-makers from **more than 20** key industries

CHANNELS & REACH

- **Events:** 3 high-calibre industry events per year – from award gala to strategy summits
- **Print:** more than 5,000 readers per issue
- **Online:** 350,000 page impressions / month
- **Newsletter:** 170,000 subscribers with above-average open rates
- **Social Media:** 171,000 followers on LinkedIn, 36,900 on Instagram, 122,000 on Facebook

THE QUALITATIVE DIFFERENCE

With W&V you address people who don't just listen, but act:

- They **decide** on marketing and media budgets
- They **drive innovation and trends** forward in their industries
- They are **multipliers** in strong networks
- All of this, brand safe in an **independent, high-quality journalistic environment**

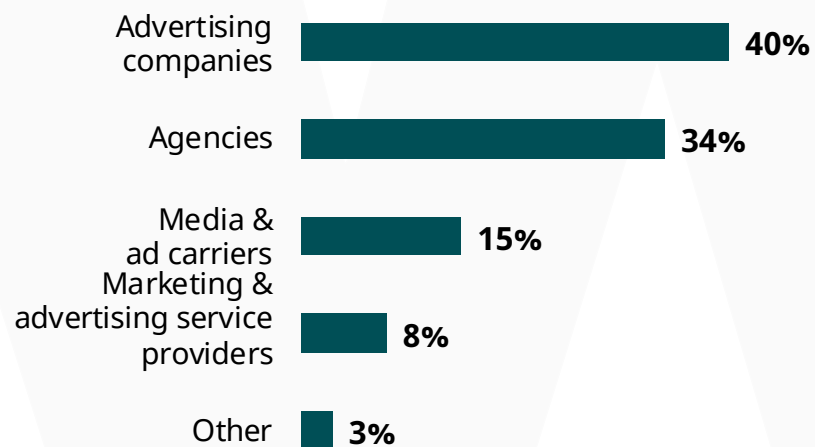
WHO WE REACH



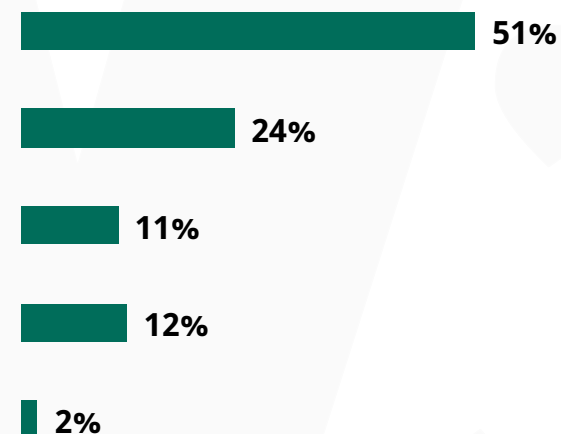
We don't just reach many – we reach the right ones.

We are visible in every relevant industry – these are our readers & attendees

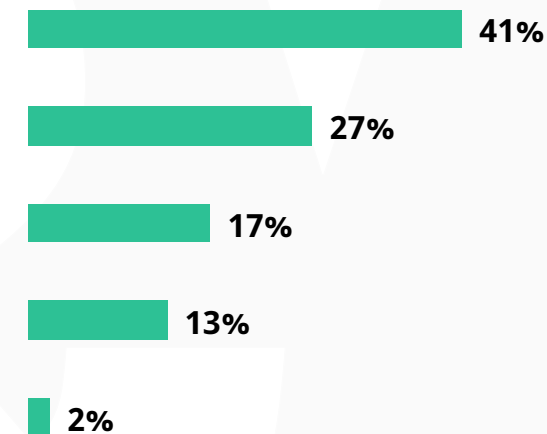
DIGITAL¹



SUBSCRIBERS²



EVENT²



BRAND PARTNERSHIPS



02

QUICKLY TO THE RIGHT SOLUTION



Our media kit is structured so that you can filter directly by objective and format.

LIVE COMMUNICATION

Our events – W&V Summit, Deutscher Mediapreis, W&V Connect and CMCX – offer knowledge, trends and the best opportunity to network with decision-makers.

Perfect for you if:

- **Networking** with decision-makers matters
- **Visibility** in top formats is important
- **Thought Leadership** strengthens your strategy
- **Lead quality** takes priority over quantity

LEAD GENERATION & PERFORMANCE

Our digital formats such as the W&V newsletters, dossiers and wuv.de give marketing leaders know-how, inspiration and orientation. They cover every topic around marketing and commerce.

Perfect for you if:

- your products need explaining
- you **want performance without wastage**
- **Reach in relevant target groups** matters
- **high-quality leads & brand aware-ness** count

BRANDING & THOUGHT LEADERSHIP

With formats such as podcasts, webinars, W&V Connect and our magazine we offer ideal platforms to place messages, explain products and demonstrate thought leadership.

Perfect for you if:

- you have something to teach the industry
- you **want to position yourself and your product** in an **editorial environment**
- a strong brand presence matters to you
- branding is a priority for you

Want to know more? Our sales team will be happy to advise you personally!

W&V

LIVE COMMUNICATION

W&V Summit

Deutscher
Mediapreis

W&V Connect

CMCX

LIVE



W&V SUMMIT – THE SUMMIT MEETING OF MARKETING DECISION-MAKERS

Objective: Demonstrate thought leadership, engage directly with top decision-makers and position your brand in a high-calibre event environment.

Services (included):

- Presence as sponsor or partner
- Option to place your own content (e.g. presentation, panel, deep dive)
- On-site branding and branding in the event communications (online & offline)
- Access to the exclusive networking area
- Visibility in the programme, on the website and on social media

Reporting & Timing:

- Leads/attendee list (GDPR-compliant)
- Proof of visibility (photos, screenshots, media data)
- Lead time: 8–12 weeks before the event for maximum communication impact

KPI-Box:

- 11 and 12 March 2026, Motorworld Munich
- Attendees: 800+, 70% of them C-level and management
- Ø leads on demand: 0–200 leads (€79/lead) or >200 leads (€49/lead)
- Event duration: 2 days + pre- and post-communication
- **Price: from €7,900**



Optional add-ons:

- Video recap & content snippets for your own channels
- Afterglow newsletter to attendees
- Social media campaign before and after the event
- Exclusive give-away or on-site branding element

DEUTSCHER MEDIAPREIS – THE INDUSTRY'S AWARD NIGHT

Objective: Brand presence in a glamorous setting, networking with the key figures of the media and marketing world and positioning as a supporter of excellence in media.

Services (included):

- Presence as sponsor or partner at the award gala
- On-site branding (stage, screens, programme) and in the event communications
- Option to present an award or appear on stage
- Mention in W&V online coverage and on social media
- Hospitality package (e.g. tickets, VIP area)

Reporting & Timing:

- Proof of visibility (photos, screenshots, media data)
- Event report incl. coverage reach
- Lead time: 6–8 weeks before the event for maximum communication impact

KPI-Box:

- 10 March 2026, Motorworld Munich
- Attendees: 400+ industry decision-makers, more than
- Over €12bn in advertising budget in the audience
- Coverage reach: several 100,000 impressions on wuv.de and social media
- **Price: from €5,900**



Optional add-ons:

- Video or photo recap for your own channels
- Exclusive give-away or branding element (e.g. table cards, lanyards)
- Social media campaign to extend reach
- Cross-promotion in the W&V newsletter network

W&V CONNECT – EXCLUSIVE LIVE COMMUNITY

Objective: Insights and solutions from CMOs and industry insiders

Services (included):

- Presence as partner incl. speaking option and/or leads
- On-site branding at W&V Connect Live (stage, screens, programme) and in the event communications
- Mention in W&V online coverage and on social media

Reporting & Timing:

- Proof of visibility (photos, screenshots, media data)
- Event report incl. coverage reach
- Lead time: 6–8 weeks before the event for maximum communication impact

KPI-Box:

- 21 January 2026, Munich, plus further dates planned several times a year
- Attendees: 100+ industry decision-makers
- Coverage reach: several 10,000 PI on wuv.de
- Event duration: one-day event + pre- and post-communication
- **Price: from €4,900**



W&V CONNECT

Optional add-ons:

- Exclusive give-away or branding element (e.g. table cards, lanyards)
- Sponsored post / interview on wuv.de
- Social media campaign to extend reach
- Cross-promotion in the W&V newsletter network

CMCX – CONTENT STRATEGIES & TECH

Objective: Thought leadership in a high-quality professional environment, access to marketing and content decision-makers, plus positioning as a relevant player in content, AI, social & digital experience

Services (included):

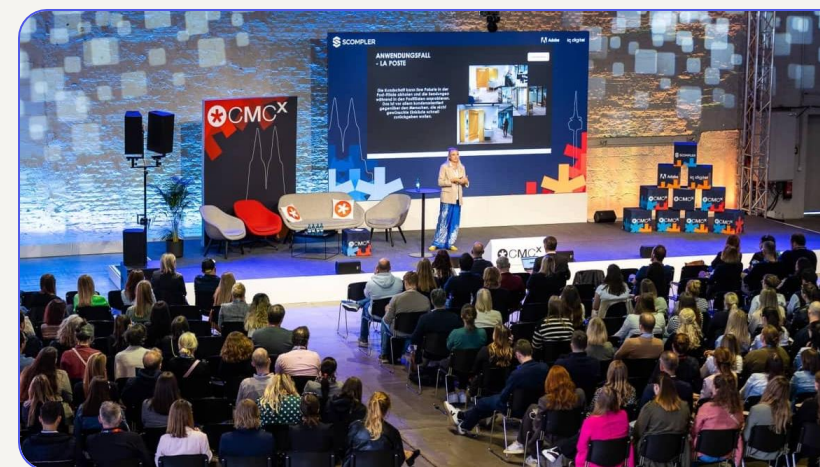
- Presence as sponsor or partner at CMCX (main stage, expo area, programme branding)
- Visibility across the entire event (on-site branding, screens, programme, website, social media)
- Option for an active appearance: keynote, panel participation, workshop or masterclass
- Mention in W&V and CMCX online coverage as well as on social media
- Attendance/hospitality allocation (e.g. tickets, lounge area, networking access)

Reporting & Timing:

- Proof of visibility (photos, screenshots, media assets)
- Event report incl. reach of the online coverage
- Lead time: 6–8 weeks for optimal communication, lead generation and content preparation

KPI-Box:

- 17–18 June 2026 at Smart Village, Cologne
- Attendees: 500+ marketing, content, digital and tech decision-makers
- High share of senior level (CMO, head of content, head of digital, social leads)
- Over €8bn in combined marketing and communications budget in the audience
- Digital coverage reach: several 100,000 impressions on wuv.de, cmcx.com and social media
- **Price: from €6,900**



Optional add-ons:

- Exclusive give-away or branding element (e.g. table cards, lanyards)
- Sponsored post / interview on wuv.de
- Social media campaign to extend reach
- Cross-promotion in the W&V newsletter network

LEAD GENERATION &
PERFORMANCE

Newsletter

Webinars

Whitepaper &
Dossier

Display Ads

LEAD

NEWSLETTER ADVERTISING – STRAIGHT INTO THE INBOX

Objective: Targeted reach in thematically focused audiences with high open rates and editorial embedding.

Services (included):

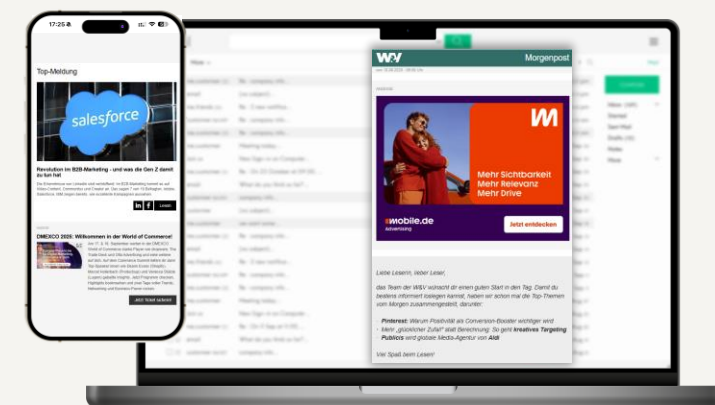
- Placement in the editorial W&V newsletter
- Choice of native text ad, premium banner or standard banner
- Integration in an editorial context for maximum credibility
- Tracking of delivery (impressions) and interactions (clicks)

Reporting & Timing:

- Impressions (dispatch), clicks, CTR
- Screenshot documentation of all issues
- Lead time: 5 working days before the planned delivery

KPI-Box:

- Reach: 17,500 – 29,500 recipients per issue
- Ø open rate: 25–46% (depending on title)
- CTR: 1.5–4%
- Booking lead time: 5 working days before dispatch
- Price: from €610



Optional add-ons:

- Combining several newsletters to maximise reach
- Frequency boost (several consecutive issues)
- Event or topic sponsoring
- Cross-promotion on social media

NEWSLETTER STANDALONE – 100% SHARE OF VOICE

Objective: Targeted approach to your desired audience straight into the inbox. Ideal for event promotion, product launches and lead nurturing.

Services (included):

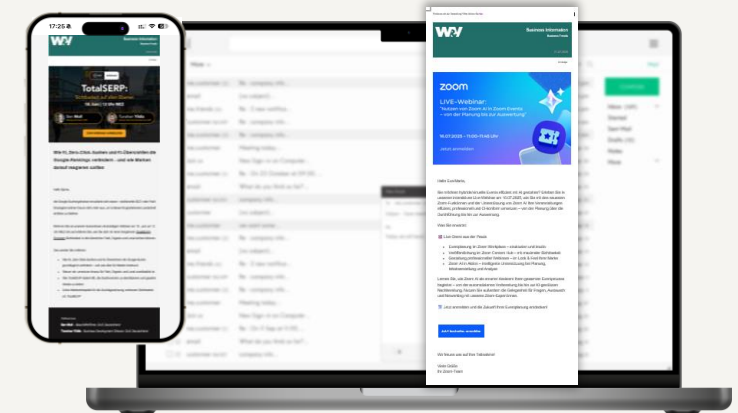
- Dispatch of an individual e-mailing to the W&V subscriber list
- Selectable by topic interest and audience characteristics
- Technical handling & delivery optimisation
- Dispatch in co-branding (sender: W&V)

Reporting & Timing:

- Open rate, click rate, link performance, bounces
- Dispatch screenshots & delivery report
- Lead time: 5–7 working days after final materials

KPI-Box:

- Dispatch volume: 10,000 – 30,000 addresses
- Ø open rate: 25–30%
- CTR: 2–5% (depending on topic)
- Preparation: 5–7 working days after receipt of materials)
- Price: from €5,200



Optional add-ons:

WEBINARS – LEADS & LIVE DIALOGUE

Objective: Win qualified leads and engage directly with your target audience. Ideal for product demos, thought leadership or case studies.

Services (included):

- Editorial consulting on agenda & storyline
- Individual landing page with registration form & tracking
- Editorial consulting on agenda & storyline
- Live moderation by W&V
- Interactive tools: Q&A, polls, chat
- Recording as an on-demand webcast
- Campaign management and promotion via W&V channels

Reporting & Timing:

- Attendee list & lead data (CSV) directly after the event
- Analysis of Q&A, polls, interactions
- Final report incl. registration & attendance rate
- Lead time: 4–6 weeks from approval of materials

KPI-Box:

- Leads: 100 / 150 / 200 (package choice)
- CPL: from €127.50 (at 200 leads)
- Attendance rate: Ø 35–50% of registrants
- **Price: from €13,500**



Optional add-ons:

- Push to your desired audience (newsletter/display)
- Stand-alone mailing
- Social-Media-Teaser
- Follow-up mail to attendees
- Content snippets from the recording

WHITEPAPER – LEAD GENERATION

Objective: Qualified B2B leads for products & services that need explaining.

Services (included):

- GDPR-compliant leads (double opt-in)
- Landing page in W&V design with tracking
- Promotion across W&V channels (newsletter, display, optionally social)
- Archiving in the whitepaper portal

Reporting & Timing:

- CSV export and interim status
- Final report after the campaign ends
- Go-live within 10 working days of receiving materials

KPI-Box:

- CPL: €90
- Minimum quantity: 50 leads
- Duration: up to 12 weeks
- Ø click → lead: 10–15%
- **Price: from €4,500**



Optional add-ons:

- Lead selection

DOSSIER – LEAD GENERATION

Objective: a format that helps you make faster and better decisions in a complex world.

Services (included):

- GDPR-compliant leads (double opt-in)
- Thought leadership in an exclusive environment – our editorial team creates a dossier that provides a structured basis for decision-making
- Interview or case study
- Logo & co-branding on the landing page and in the PDF
- Archiving on wuv.de

Reporting & Timing:

- CSV export and interim status
- Final report after the campaign ends
- Go-live within 10 working days of receiving materials

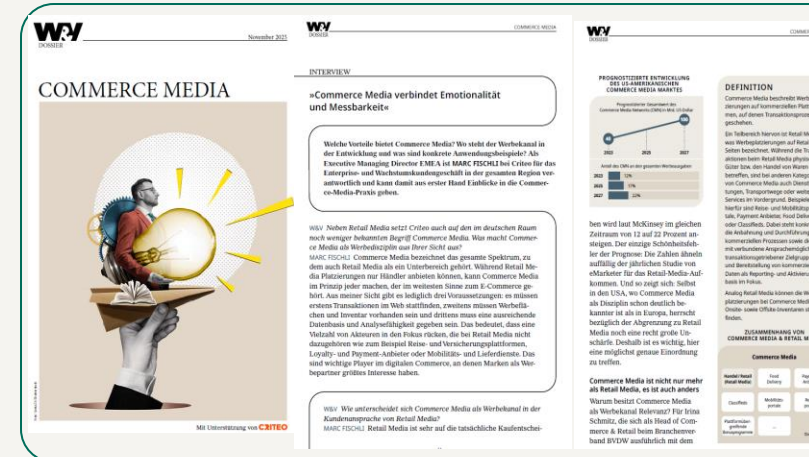
KPI-Box:

- Duration: 4 weeks
- Ø leads

Price:

€14,900 (incl. leads)

€10,900 (excl. leads)



Optional add-ons:

- Cross Promotion
- Combining several newsletters to maximise reach
- Stand Alone Mailing
- Social Media Teaser
- Follow-up mail to attendees

DISPLAY ADVERTISING – REACH AND VISIBILITY ON DEMAND

Objective: High-quality visibility in the W&V online environment – from awareness campaigns to performance push.

Services (included):

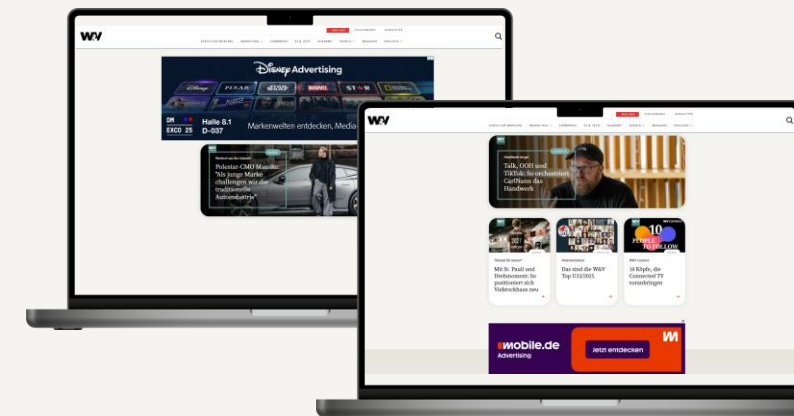
- Placement of your ad creatives on wuv.de (brand safe)
- Bookable as run of site (ROS) or thematic channels
- Option for high-impact formats and standard banners
- Click and viewability tracking

Reporting & Timing:

- Ad impressions, clicks, CTR, viewability (on request)
- Campaign report after completion
- Lead time: 5 working days from final materials

KPI-Box:

- Page impressions: Ø 2.2 million/month
- Viewability: 60–80% (depending on format)
- CTR: 0.3–1.0% (depending on format)
- Booking lead time: 5 working days before campaign start
- **Price: from €2,400**



Optional add-ons:

- Channel sponsoring (exclusive placement in the topic area)
- Retargeting window (audience-based)
- Frequency capping optimisation
- Combination packages with newsletter and native



BRANDING & THOUGHT
LEADERSHIP

Branded Content

Digital Special

Podcast

Magazine

BRANDING

BRANDED CONTENT – STORYTELLING IN THE W&V ENVIRONMENT

Objective: Present complex topics clearly, demonstrate expertise and build trust in an editorial environment. Ideal for thought leadership and content marketing.

Services (included):

- Your story on wuv.de and/or in W&V Magazine with permanent archiving
- Editorial review and alignment with the W&V audience
- Distribution via the W&V homepage and topic channels
- Teaser on social media (optional)

Reporting & Timing:

- Page impressions, dwell time, CTR
- Screenshots of the placements
- Lead time: 5–7 working days from approval of materials

KPI-Box:

- Ø reach: 8,000–15,000 page impressions per article
- •Ø dwell time: 2–4 min.
- Teaser CTR: 2–4%
- Duration: unlimited in the archive
- Price: from €6,900



Optional add-ons:

- Production by the W&V editorial team (copy & visuals)
- Content snippets for your own channels
- Integration into a Digital Special

DIGITAL SPECIAL – TOPIC LEADERSHIP IN A PREMIUM ENVIRONMENT



Objective: Position your brand exclusively as the expert on a focus topic and stay present in a relevant context for several weeks.

Services (included):

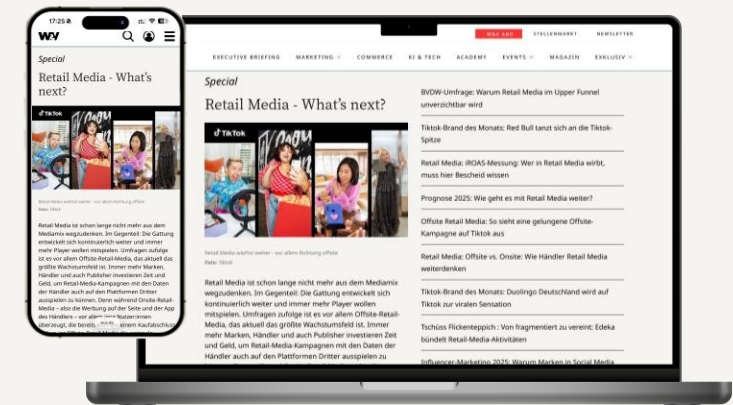
- Editorially led topic special on wuv.de
- Exclusive branding around the articles (native ads, content ads, billboard)
- Teaser in the matching W&V newsletter
- Archiving in the W&V specials portal

Reporting & Timing:

- Page impressions, unique users, CTR, dwell time
- Screenshots of the integrations
- Lead time: 3–4 weeks for topic alignment & approval of materials

KPI-Box:

- Ø reach: 50,000+ page impressions per special
- Ø dwell time: 2–3 min.
- Ø teaser CTR: 1.5–3%
- Duration: 4 weeks
- Price: from €14,400



Optional add-ons:

- Production by the W&V editorial team (copy & visuals)
- Podcast native slot "W&V Denkanstoß"
- Social media push
- Print integration in W&V Magazine

PODCAST – AUDIO FOR OPINION LEADERS

Objective: Place your message in conversation with relevant thought leaders – for maximum attention and depth of content. Ideal for image building and positioning as a thought leader.

Services (included):

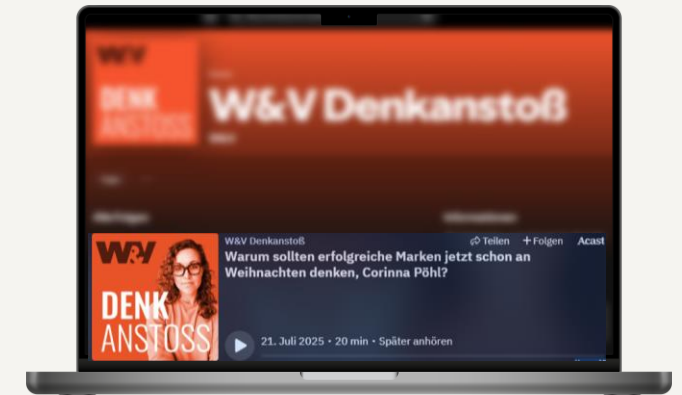
- Exclusive podcast episode (intro, mid-roll or outro)
- Editorial alignment on message, content & timing
- Distribution via all common platforms (XY)
- Article teaser on wuv.de incl. link to the episode

Reporting & Timing:

- Streams/downloads after 30 days
- Plattform-Verteilung (Spotify, Apple, Google, etc.)
- Screenshots of the publications
- Lead time: 2–3 weeks for alignment & production

KPI-Box:

- Ø downloads/streams: 300–400 per episode/month (depending on topic)
- Ø listening time: 70–80% of the episode length
- Duration: permanently available in the feed & archive
- Price: €6,900



Optional add-ons:

- Topic coaching & script writing
- Social media teaser (audio & video snippets)

W&V MAGAZINE – PREMIUM ENVIRONMENT FOR STRONG BRAND MESSAGES

Objective: High-quality brand presence in W&V Magazine with long-term visibility and high perceived quality. Ideal for image campaigns, product launches and employer branding.

Services (included):

- Placement of your ad or advertorial in W&V Magazine
- Topically relevant editorial environment
- Option to combine with digital and event packages

Reporting & Timing:

- Voucher copy & digital PDF of the issue
- Lead time: as per print material deadline (see calendar)
- Data delivery according to print specifications (see specifications)

KPI-Box:

- Ø circulation: 17,000 copies
- Readership: decision-makers in marketing, communications, media
- Frequency: quarterly (except double/special issues)
- Publication dates 2026:
 - 31 Mar
 - 10 Jun
 - 16 Sep
 - 25 Nov
- **Price: from €5,200**



Optional add-ons:

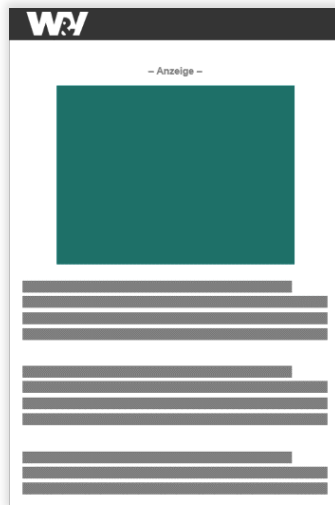
- Guest article (branded content)
- Corporate Publishing
- High-impact special ad formats
- Insert in the magazine

RATES & TECHNICAL SPECIFICATIONS

03

NEWSLETTER ADVERTISING

PREMIUM BANNER



600 x 450 px

NATIVE TEXT AD



Headline: max. 60 characters*, Text: max. 240 characters*, Call to action: max. 20 characters*, Image: 520 x 293 (* incl. Spaces)

STANDARD BANNER



300 x 250 px



NEWSLETTER ADVERTISING

Main Newsletter	Profile	Target audience	Subscribers ¹	Open rate ¹	Frequency / dispatch day ²	Booking	Ad slots
W&V Morgenpost	The fast morning overview of marketing news. Start your day well informed.	Brand makers in marketing, agencies and media	17,500	33%	5 x / Mon – Fri by 8:00 a.m.	weekly	3
W&V Commerce Shots	Delivers the most important news from national and international online retail every day.	Commerce professionals and decision-makers	29,500	28%	5 x / Mon – Fri	weekly	3

Topic Newsletter

W&V Techonomics	The most exciting news from the digital world: social media, gaming, tech innovations, GAFA updates and AI in marketing.	Digital professionals and AI users in marketing, agencies and media	15,000+	30%	4 x / Mondays	monthly	3
W&V Diagnostics	The brand and campaign case of the week – analysed by idea, execution and market potential.	Brand makers in marketing, agencies and media	4,700	40%	4 x / Tuesdays	monthly	exclusive
W&V Media Mittwoch	The overview of media and social media with relevant news and background analysis.		12,000	34%	4 x / Wednesdays	monthly	3
W&V Agenturwelt	The most important news from the agency world in Germany and abroad, plus creative work, trends and people.	Agencies and those interested in agencies	10,500	32%	4 x / Thursdays	monthly	3

1 Internal publisher statistics. 2 Weekdays.

NEWSLETTER ADVERTISING

Main Newsletter				Topic Newsletter				
AD-FORMAT		W&V Morgenpost	W&V Commerce Shots		W&V Techonomics	W&V Diagnostics	W&V Media Mittwoch	W&V Agenturwelt
		Price per week ¹ 16,000 subscribers ²	Price per week ¹ 26,000 subscribers ²		Price per month ¹ 24,400+ subscribers ²	Price per month ¹ 5,400 subscribers ²	Price per month ¹ 9,700 subscribers ²	Price per month ¹ 8,400 subscribers ²
Premium Banner	Pos. 1	4,420.-/week	4,960.-/week		4,200.-/month	Exclusive placement3,200.-/month	2,450.-/month	2,020.-/month
	Pos. 2	3,310.-/week	3,720.-/week		3,300.-/month		1,840.-/month	1,520.-/month
	Pos. 3	2,210.-/week	2,480.-/week		2,500.-/month		1,220.-/month	1,010.-/month
Standard Banner /Native Text Ad	Pos. 1	2,650.-/week	2,970.-/week		2,920.-/month		1,470.-/month	1,210.-/month
	Pos. 2	1,990.-/week	2,230.-/week		2,340.-/month		1,110.-/month	910.-/month
	Pos. 3	1,330.-/week	1,490.-/week		1,460.-/month		730.-/month	610.-/month

NEWSLETTER STANDALONE

AD-FORMAT

Stand Alone Mailing



SERVICES AT A GLANCE

- With the stand-alone mailing “W&V Business Trends” or “W&V Commerce Trends” you send your advertising message explicitly to up to 30,000 qualified addresses, behind which stand interested and well-informed industry representatives, managers and experts
- Secure your prominent and exclusive ad integration in a mailing designed and laid out specifically for this purpose, with or without an introductory text

PACKAGE PRICE¹

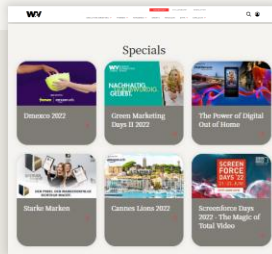
from 5,200.-

e.g.: dispatch to 10,000 addresses

DIGITAL SPECIAL

AD-FORMAT

Digital Special



SERVICES AT A GLANCE

- Standalone [special on wuv.de](https://wuv.de) with articles by the W&V editorial team
- Exclusive branding with your ad creatives on all pages of the special: native text ad or content ad, billboard, sponsored post
- Prominent presence of your logo or sponsor credit on the overview page of the special, in W&V's social media posts on Instagram and LinkedIn as well as with co-branded creatives in the newsletter
- Archiving of the editorial content on wuv.de in the "Specials" channel
- available on top: a guaranteed number of page impressions

PACKAGE PRICE¹

from 14,400.-

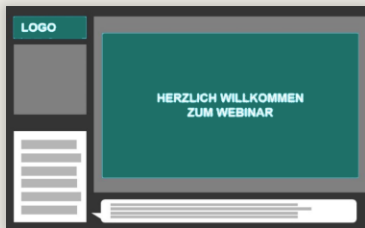
WHITEPAPER AND WEBINAR

AD-FORMAT

Whitepaper



Webinar



SERVICES AT A GLANCE

- Your whitepaper, study, case study or product information under the menu item ["Whitepaper" on wuv.de](https://www.wuv.de) The download campaign runs until the lead volume you define² has been reached
 - A short description and preview tease your whitepaper and lead users to the download
 - We collect the following qualification details: salutation, first name, last name, e-mail, company, job function, company size, industry and company location (country)
 - We manage a campaign across all of the publisher's online channels to generate your leads
 - We create the ad creatives for your whitepaper campaign
 - After the campaign ends we archive your whitepaper permanently on [wuv.de](https://www.wuv.de)
-
- You have the knowledge – we have the audience. Your company takes centre stage in a webinar, presenting your topic via webcam and slides
 - A host from the W&V editorial team welcomes the audience and guides the one-hour webinar
 - Attendees can ask questions and interact via chat during the webinar
 - Interested parties can watch the recording of the webinar afterwards upon registration (webcast).
 - Three packages are available, depending on the number of attendees
 - You receive the number of leads as booked

PACKAGE PRICE¹

90.– per lead;
you determine
the number of
leads²

from 13,500.–

1 Prices in euros plus VAT. The general terms and conditions of EMG apply.2 The maximum duration is 3 months, the minimum quantity is 50 leads.

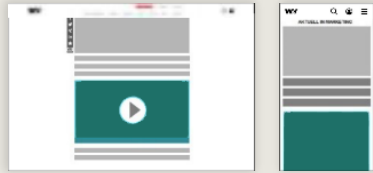
DISPLAY ADVERTISING

Attention and visibility for your brand exactly where your target audience is – that's how performance works today

AD-FORMAT ¹		FORMAT IN PIXELS	PLACEMENT	Fixed weekly price ²
Billboard		Desktop: 1,120 x 250 Mobile: 640 x 300	Multiscreen	4,500.– exclusive 2,700.– in 2-way rotation
Content Ad		640 x 500 Alternatively 300 x 250	Multiscreen	4,200.– exclusive 2,400.– in 2-way rotation
Skyscraper / Sticky Skyscraper		300 x 800 Alternatively 300 x 600	Desktop only	5,200.– exclusive 2,900.– in 2-way rotation
Native Text Ad		Headline: max. 60 characters*, Text: max. 240 characters*, Call to action: max. 20 characters*, Image: 520 x 293 (* incl. Spaces)	Multiscreen	4,800.– exclusive 2,600.– in 2-way rotation

DISPLAY ADVERTISING – FORMATS & RATES

Attention and visibility for your brand exactly where your target audience is – that's how performance works today

AD-FORMAT ¹		FORMAT IN PIXELS	PLACEMENT	Fixed weekly placement ²
Video InRead		Video: 16:9	Multiscreen	4,800.– exclusive Monthly placement
Layer Ad ³		Desktop: 800 x 600 Mobile: 640 x 920	Multiscreen	5,200.– exclusive

¹ Placement run-of-site and rotating across the placements within the page. Technical specifications for our digital products can be found at <http://verlag.wuv.de/technischdaten>. ² Fixed weekly price in euros plus VAT. The general terms and conditions apply.

DISPLAY ADVERTISING – FORMATS & RATES

Attention and visibility for your brand exactly where your target audience is – that's how performance works today

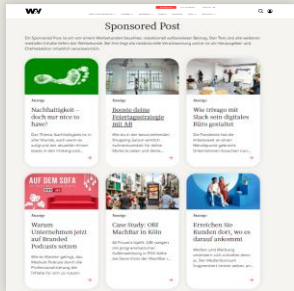
AD-FORMAT ¹		FORMAT IN PIXELS	PLACEMENT	Fixed weekly placement ²
Parallax		Desktop Frontpage: 1,120 x 800 Mobile: 640 x 1,200	Multiscreen	2,900.– exclusive
Floor Ad		Desktop: 1,120 x 250 Mobile: 640 x 300	Multiscreen	5,900.– exclusive 3,200.– in 2-way rotation

¹ Placement run-of-site and rotating across the placements within the page. Technical specifications for our digital products can be found at <http://verlag.wuv.de/technischdaten>.² Fixed weekly price in euros plus VAT. The general terms and conditions apply.

BRANDED CONTENT (SPONSORED POST AND PODCAST)

AD-FORMAT

Sponsored Post



Podcast partner



SERVICES AT A GLANCE

- An editorial article, labelled as advertising, on [wuv.de](https://www.wuv.de)
 - Review and proofreading of the article by our editorial team
 - Archiving on [wuv.de](https://www.wuv.de) after the campaign ends
 - Choice of Light, Classic and Premium
 - Choice of the marketing or commerce audience
 - Optional:
 - Production of the sponsored post
 - Sponsored Interview
 - Sponsored interview as video
 - Sponsored post series
- Guest in our podcast “[W&V Denkanstoß](https://www.wuv.de)”
 - Distribution on all common podcast channels as well as YouTube
 - Integration with a native slot
 - Integration into an editorial article, placed in the matching topic
 - Teaser in W&V newsletters and on social media

PRICE¹

from 4,900.–

6,400.–



PRINT CLASSICS – FORMATS & RATES

Long-lasting visibility for your message in a true premium environment

FULL PAGE OR PART PAGE		BLEED ADS Width x height in mm + 3 mm bleed on the outer edges	FORMATS WITHIN THE TYPE AREA Width x height in mm	PRICES ¹ COLOUR
1/1 or advertorial ²		220 x 280	188 x 260	9,900.–
Inside front or back cover		220 x 280	188 x 260	12,100.–
Corner unit		150 x 205	140 x 189	7,800.–
1/2 horizontal / vertical		220 x 140 / 110 x 280	188 x 130 / 100 x 260	6,600.–
1/3 horizontal / vertical		220 x 94 / 74 x 280	188 x 84 / 64 x 260	5,200.–

Please note the technical specifications.

1 Prices in euros plus VAT. The general terms and conditions 2.0 apply. 2 Only for complete print-ready materials. Layout available from 600.– euros per page.

PRINT CLASSICS – FORMATS & RATES

Long-lasting visibility for your message in a true premium environment

DOUBLE-PAGE SPREAD OR ACROSS-THE-GUTTER ADS		BLEED ADS Width x height in mm + 3 mm bleed on the outer edges	FORMATS WITHIN THE TYPE AREA Width x height in mm	PRICES ¹ COLOUR
Guest article / labelled as branded content		1 page 220 x 280 (typeset by the W&V design team)	Meets editorial criteria, is neutral and impartial, no product advertising (advertorial). With branded content you document your professional expertise on a specific topic.	6,900.–
1/1 first right-hand page		220 x 280	188 x 260	11,100.–
Opening spread (inside front cover + page 3)		440 x 280	420 x 260	21,600.–
2/1		440 x 280	420 x 260	17,100.–

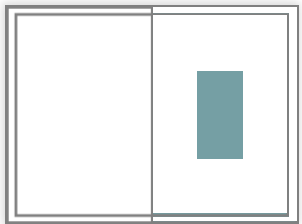
Please note the technical specifications.

1 Prices in euros plus VAT. The general terms and conditions of EMG apply. 2 On delivery of complete print-ready materials. Layout available from 600.– euros per page.

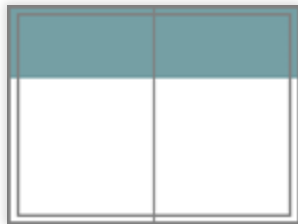
PRINT SPECIAL¹

Eye-catching and creative for more awareness for your brand: we help you push your brand with unmissable and unusual formats

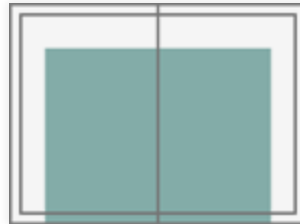
Island ad



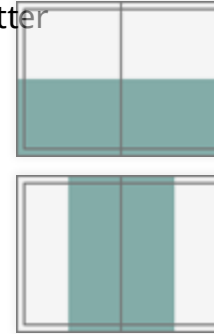
Head of the double page



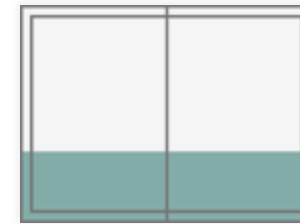
Corner unit across the gutter (tunnel ad)



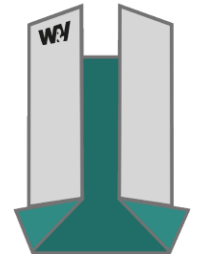
2 x 1/2 horizontal or vertical across the gutter



2 x 1/3 horizontal across the gutter



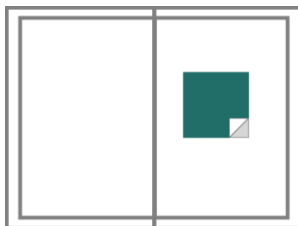
Gatefold (altar fold)



Belly band



Affixed item



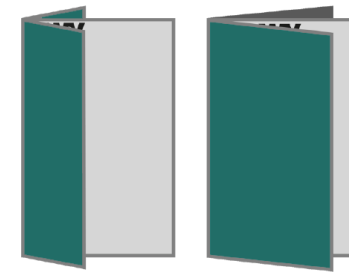
Bound insert 2 pages / 4 pages / other extents possible



Gatefolder Cover / back / double



Cover Double / flap / finishing



We would be happy to discuss further ideas and individual solutions. Get in touch at sales@ebnermedia.de

W&V MAGAZINE

- **Magazine format:**
220 x 280 mm (width x height) plus 3 mm bleed on all sides. Gutter compensation max. 4.5 mm. To keep text and image elements out of the gutter trim, maintain a 10 mm margin on all four sides.
- **Printing process:**
Sheet-fed offset
- **Binding:**
Perfect binding
- **Print substrate:**
Cover: 300 g/m² chromo sulphate board, double-coated on one side, content: 120 g/m² wood-free white offset paper
- **Reproduction technology:**
The "Technical Guidelines for Offset Reproduction" published by Bundesverband Druck e. V. apply. Your repro supplier will be familiar with these extensive standardisation requirements. The product-specific data below is, however, important additional information for your repro company.
- **Proof:**
According to FOGRA standard. With FOGRA media wedge V3.0 as standard.
- **Screen ruling:**
60 lines/cm, technical screen not below 10%
- **Colours:**
DIN ISO 12647-2 for offset printing
- **Colour sequence:**
Black, cyan, magenta, yellow

The latest technical specifications for the digital products are always available for download at:
<http://verlag.wuv.de/technischdaten>

Print profile:

Inside front cover and content: PSO Uncoated V3, back cover: PSO Coated V3

Multi-colour ads:

Omitting the base colour black has no effect on the calculation of the ad. Special colours/shades that cannot be achieved by overprinting the colours of the scale used require a separate agreement.

Reversed-out areas:

We recommend backing reversed-out areas with 40% cyan, as this produces a deeper black (surcharge for process colours). The cyan area should be created 0.04 mm wider.

Digital data delivery:

E-mail:
clientsuccess@ebnermedia.de

File: Data delivered in PDF format PDF/X-1a:2001 (PDF version 1.3). High-resolution image data at 300 dpi, resolution for 60-line screen, colour model always CMYK (never RGB or LAB elements). Bitmaps (line scans) should have a resolution of at least 800 dpi. Maximum ink coverage is 320%. Format set up at original dimensions plus bleed allowance and crop marks.

For digital data transfers we accept no liability for the format, text and colour of the ad or for its appearance if the specifications stated above are not observed. Slight colour deviations are system-related and cannot be the subject of a complaint.

W&V MAGAZINE

- **Please note for special ad formats:**
If processing difficulties arise, completion of the print run takes priority over inserting, affixing and gluing.
- **Reservation:**
In good time before the publication date. The order only becomes valid once 3 samples have been submitted.
- **Advertising deadline:**
No later than 15 days before the publication date.
- **Affixed products:**
Postcards must be glued to the insert at the spine, with the adhesive line near the fold, using line gluing rather than spot gluing. Machine processing of inserts, special formats and product samples is not possible without a prior technical check.
- **Inserts – technical notes:**
Inserts are added to the magazine by machine. They must therefore consist of a single piece or be held together by a cover, stitching or gluing so that they can be processed as one piece. The side parallel to the spine must be closed. If inserts contain an affixed postcard, this must be glued parallel to the closed spine of the insert so that it cannot come loose during machine processing. Inserts are placed with the closed side parallel to the spine of the magazine. A specific placement cannot be guaranteed. Zigzag-folded, perforated, die-cut or stapled inserts cannot be processed by machine. Quotes on request.

Delivery condition of special ad formats:

The products delivered must guarantee flawless, immediate machine processing without additional manual preparation. Inserts stuck together by ink that is too fresh, strongly electrostatically charged or damp, or those with folded corners or edges, crush folds or a shifted (rounded) spine cannot be processed.

Stacks:

Unstaggered, edge-aligned, with a height of 80 to 100 mm. Tying or packaging individual stacks incurs additional costs.

Palletising:

Neatly on sturdy reusable pallets, pallet base covered with strong cardboard or film. When strapping/protective packaging is used, the edges must not be damaged or bent. Labelling in line with the delivery note, clearly visible, stating the intended use, contents and quantity. When delivering for several issues, palletise each issue separately.

Delivery address:

2 weeks before the publication date to:

Silber Druck oHG Mr Lucas Silber
Description/title/issue/client (e.g. full insert/W&V 01/24/xxx)
Otto-Hahn-Strasse 2534253 Lohfelden
Delivery times: Mon to Fri, 8:00 a.m. to 4:00 p.m.

APPENDIX



MEDIA KIT 2026



DISCOUNTS

2026

REVENUE SCALE IN EUROS	DISCOUNTS IN %
25,000	3
50,000	5
100,000	10
150,000	15
250,000	17
450,000	20
650,000	22



%

The discount scale¹ applies to **revenue from print and digital products** from W&V.

The basis for the revenue scale is the stated gross prices for placements.

Bookings for products not eligible for discounts, such as special ad formats and events (excluding technical costs), are integrated into the basic agreement.



1 Discounts do not apply to products of the [JOBNETWORK of the FBNER MEDIA GROUP](#).

CONSULTING & CONTACT

W&W

04

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Picture agencies, print/paper, education, creative, design
and PR agencies, market research, trade fairs, pharma,
management consulting, ad sales houses/media
companies, insurance, promotional products

How we work:

- **Individual consulting:** We develop tailor-made campaigns for your objectives – from awareness to lead generation.
- **Integrated solutions:** A combination of digital, print and live events for maximum impact.
- **Transparent planning:** Clear KPIs, reliable benchmarks and comprehensible reporting.
- **Fast implementation:** Clear timelines, dedicated contacts, well-established processes.

PUBLISHER DETAILS / T&CS



OTHER

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wuv.de
stellenmarkt.wuv.de

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