

Media Kit 2027

Table of Contents

About us 3

Independent Ratings of VersicherungsJournal 4

History of Ratings 6

Target Audience 8

Reach 10

Relevance 11

Online Advertising 12

- Banner Ads 13
- Advertorials 23
- Special Feature 24

Newsletter Advertising 25

Mobile Advertising 26

Marketplace for Job Ads 27

Discounts and Delivery of Advertising Materials 29

Print Advertising 30

- Puclication, Circulation, Distribution 31
- Ad Formats 32
- Prices, Special Formats, Dates, Topics, Tech-Specs 33

Contact us 34

General Terms and Conditions 35

VersicherungsJournal

What advertisers can expect …

VersicherungsJournal achieved top scores in reach and quality in several quality surveys among the target audience of insurance and finance brokers. Our online and print editions distinguish themselves as high quality and have a high rate of reccomendation. This makes VersicherungsJournal the best choice for spreading your message to this specific target audience.

In its 26 years on the market, VersicherungsJournal has established itself as a first choice medium for advertisers. It not only offers advertisers attractive advertising and communication formats, but also the competent advice and professional support that is based upon many years of experience as Germany's first specialised online medium for the insurance industry.

What readers can expect …

Daily and readily avalaible access to relevant and independent information for and from the insurance industry – this is our main focus. And if you want even more than our daily news cast, you will find thoroughly researched long-form content in dossiers, books, Map-Reports and the VersicherungsJournal Extrablatt magazine. All publications help readers master their business operations and continue their professional development.

An eye for the essential …

All editorial contributions are characterized by independence, integrity and journalistic skill. These qualities are gaining importance in our ever growing media landscape. At VersicherungsJournal readers are informed about what really matters and therefore have **An eye for the essential.**

VersicherungsJournal

Independent Ratings of VersicherungsJournal

Award winning VersicherungsJournal – confirmed by readers, market researchers and other independent parties.

The disphere interactive GmbH concludes: VersicherungsJournal is one of the top media outlets for insurance brokers. It analysed the professioneal media usage of German insurance brokers annually from 2020 until today.























VersicherungsJournal

Independent Ratings of VersicherungsJournal



VersicherungsJournal

History of Ratings

Asked in independent polls about their media usage, insurance and financial brokers regularly rank VersicherungsJournal at the top.





































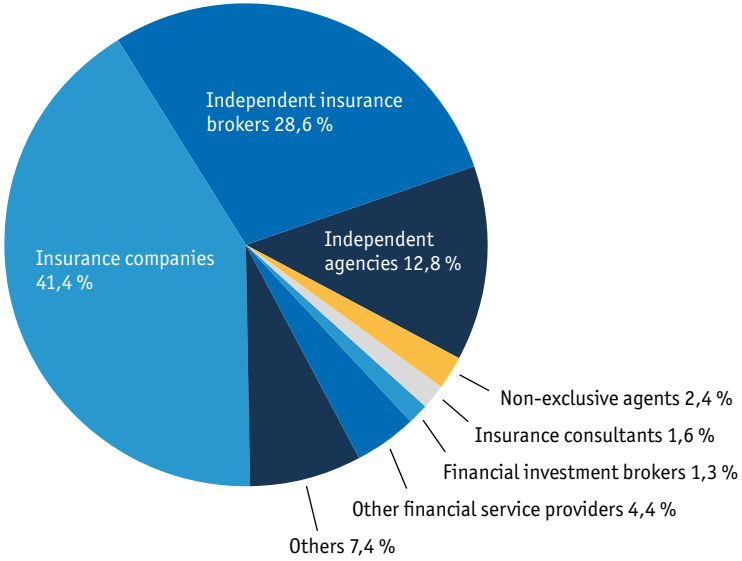
VersicherungsJournal

Target Audience, Reach, Relevance



Readers by group

More than 50 percent of readers actively sell insurances and financial services.



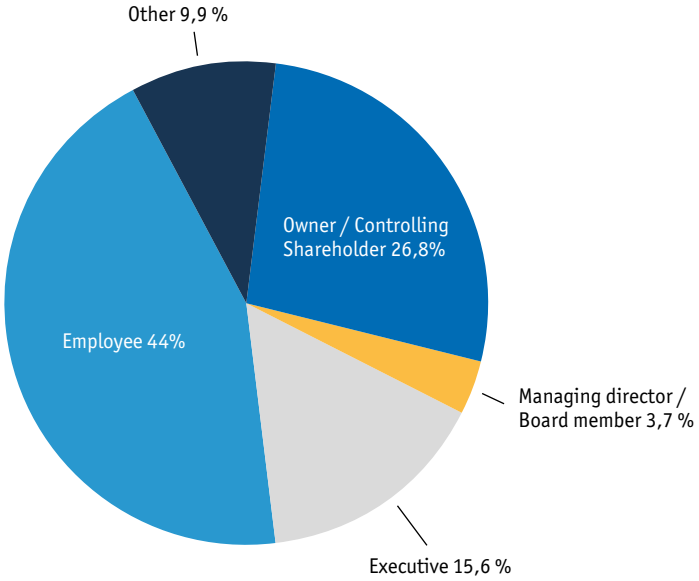
All results are based on a readers poll from August 2017 with 678 participants.



VersicherungsJournal

Readers by position

Nearly half of all of readers shape the future of their company or act at a high level.



All results are based on a readers poll from August 2017 with 678 participants.



VersicherungsJournal

Reach

VersicherungsJournal.de

- Between 700.000 and more than 940.000 page views per month, between 300.000 and over 500.000 visits (in the last twelve months)
- Newsletter with more than 36.000 subscribers and an average of 45 percent opening rate

VersicherungsJournal.de – Mobile Version:

- Between 25 and 35 percent of all page views, therefore approximately 150.000 to 280.000 per month

VersicherungsJournal Extrablatt:

- Circulation of 12.000

Social Media Channels:

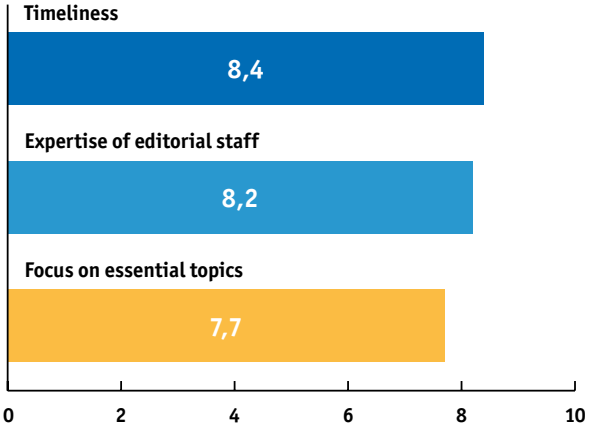
- X (formally Twitter) with more than 4.500 followers
- Facebook with more than 8.000 followers
- LinkedIn with more than 7.500 followers
- Xing News with about 10.000 contacts



VersicherungsJournal

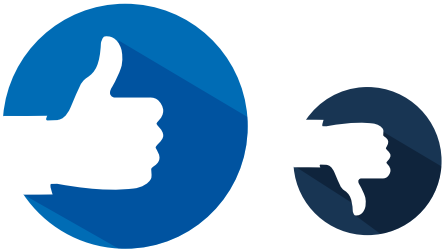
Readers opinion

Readers give VersicherungsJournal top scores in timeliness, expertise and relevance.



Question: How well does VersicherungsJournal hold to your expectations? Rated on a scale from 1 (not at all) to 10 (completely)

All results are based on a readers poll from August 2017 with 678 participants.



VersicherungsJournal



Online Advertising

VersicherungsJournal.de

Placement and reach

4/4 rotation on all pages of the VersicherungsJournal.de desktop version

Minimum run time: 1/4 per week

Estimated page views: approx. 24.000 per week per quarter

Banner formats: see following pages

File size: 150 KB max.

File format: GIF-, JPG-, PNG- or HTML5-banners, integration of re-directs (third party adserver). Find out more on our webpage under the section Mediadaten

Prices: per week, minimum run-time 1 week

** As a precaution the estimated reach is claculated lower than the actual reach. Based on experience it is about 15 percent above these figures.*





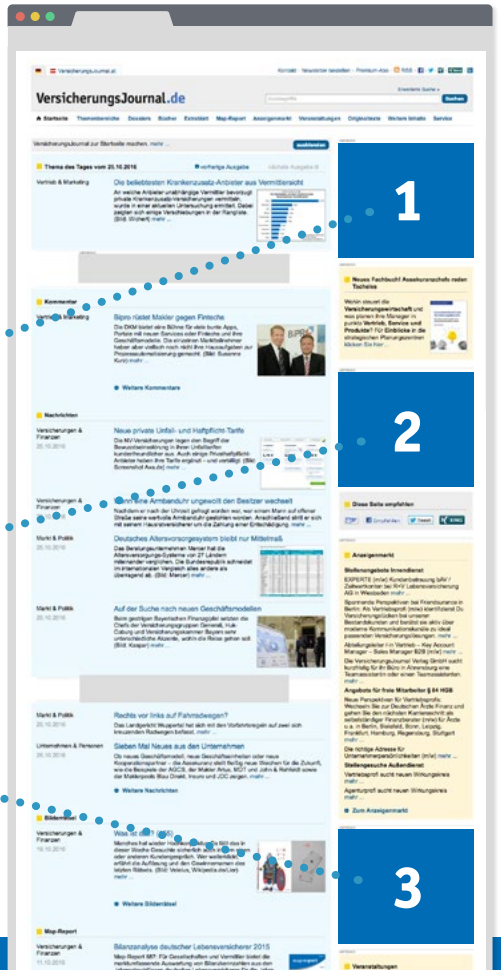
Medium Rectangle

300 x 250 px
Prices per week

Medium Rectangle position 1
1/4 of 4/4 rotation with approx.
24.000 page impressions: € 1.680

Medium Rectangle position 2
1/4 of 4/4 rotation with approx.
24.000 page impressions: € 1.560

Medium Rectangle position 3
1/4 of 4/4 rotation with approx.
24.000 page impressions: € 1.200



Online Advertising Banner Ads



Half Page Ad

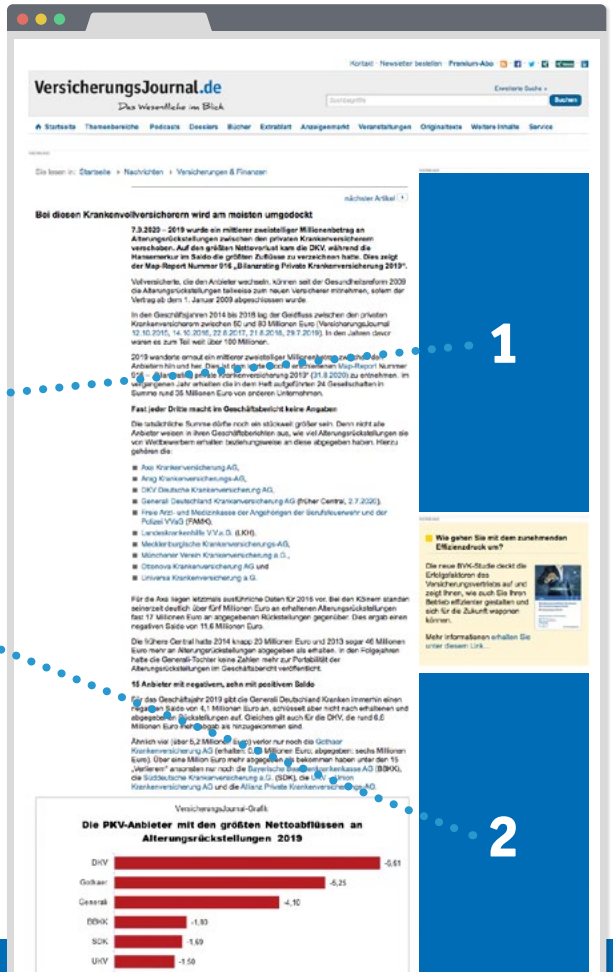
300 x 600 px
Prices per week

Half Page Ad position 1

1/4 of 4/4 rotation with approx. 24.000 page impressions: € 2.040

Half Page Ad position 2

1/4 of 4/4 rotation with approx. 24.000 page impressions: € 1.680

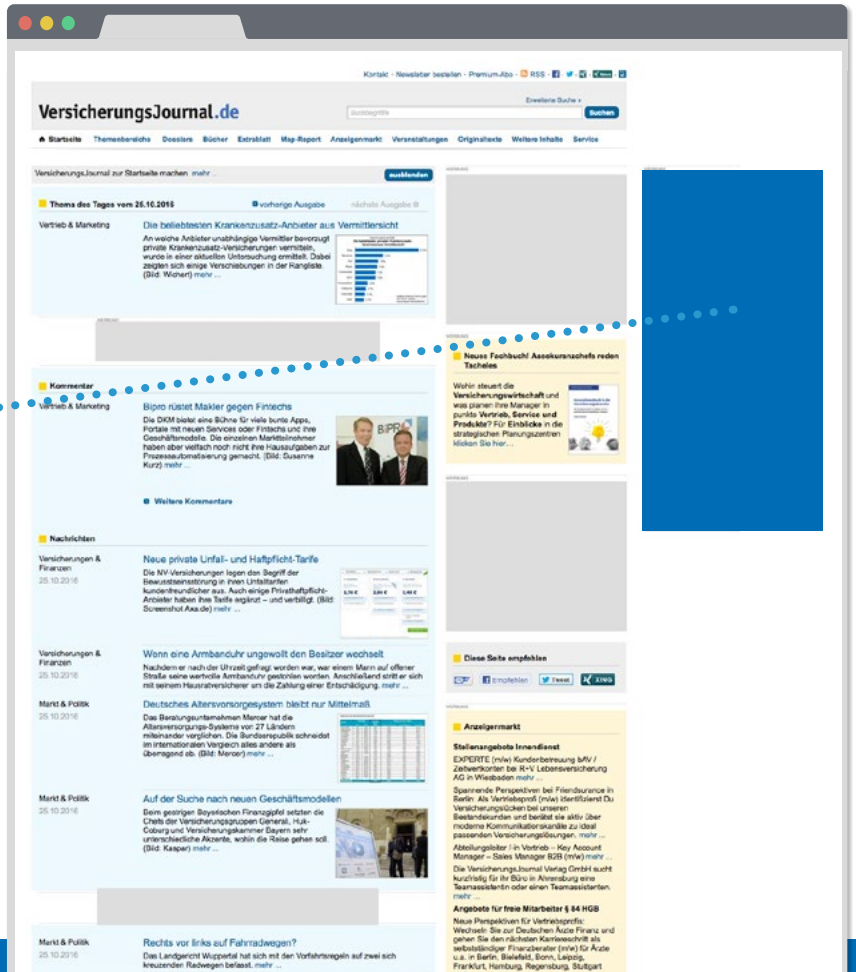




Sticky Wide Skyscraper

300 x 600 px
Prices per week

Sticky Wide Skyscraper
1/4 of 4/4 rotation with approx.
24.000 page impressions: € 2.160





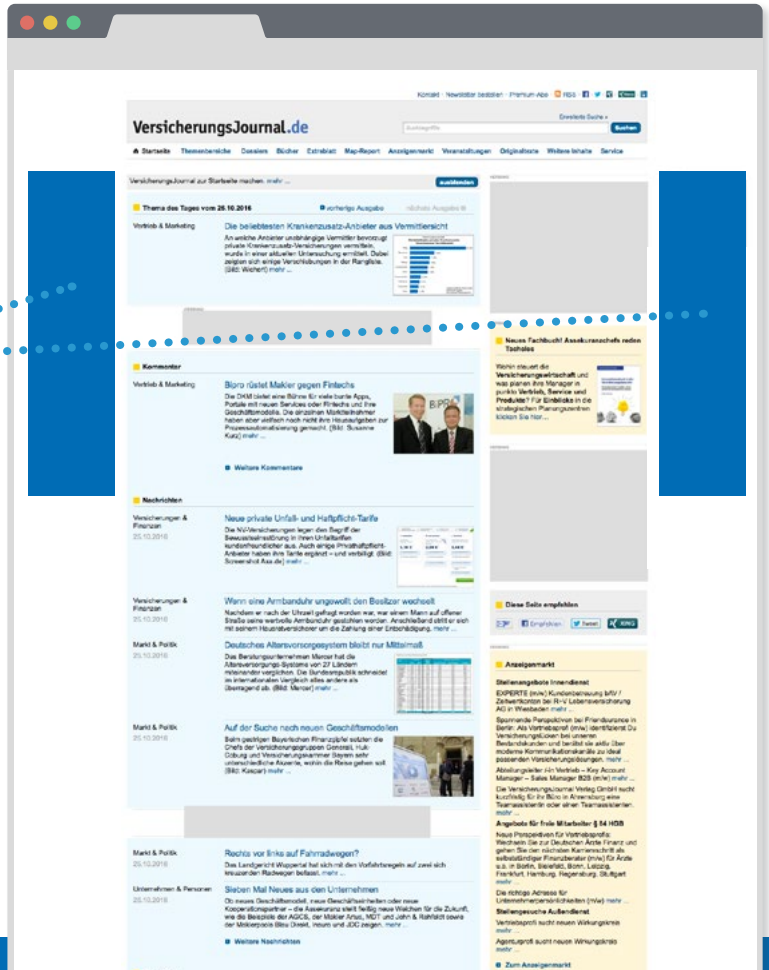
Sticky Double Skyscraper

2 Skyscraper banners at 300 x 600 px each

Sticky Double Skyscraper

1/4 of 4/4 rotation with approx.

24.000 page impressions: € 2.400

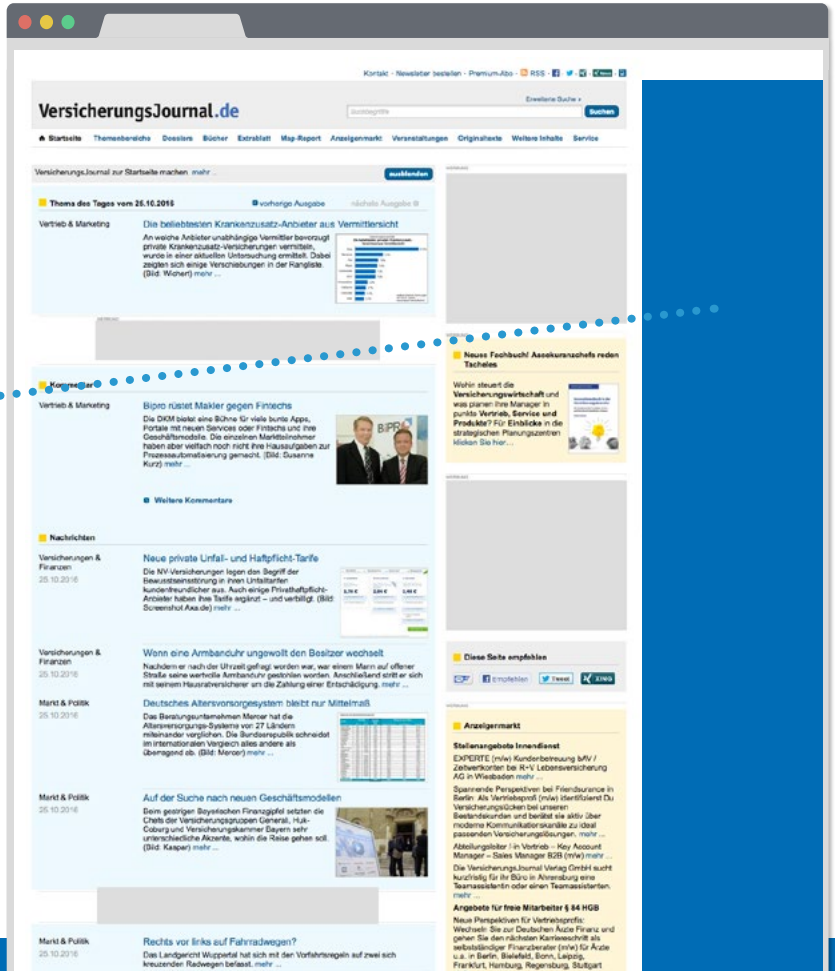




Sitebar (dynamic)

300 x 600 px (minimum)
Prices per week

Sitebar (dynamic)
1/4 of 4/4 rotation with approx.
24.000 page impressions: € 2.280





Double Sitebar (dynamic)

300 x 600 px each (minimum)

Double Sitebar (dynamic)

1/4 of 4/4 rotation with approx.
24.000 page impressions: € 2.880

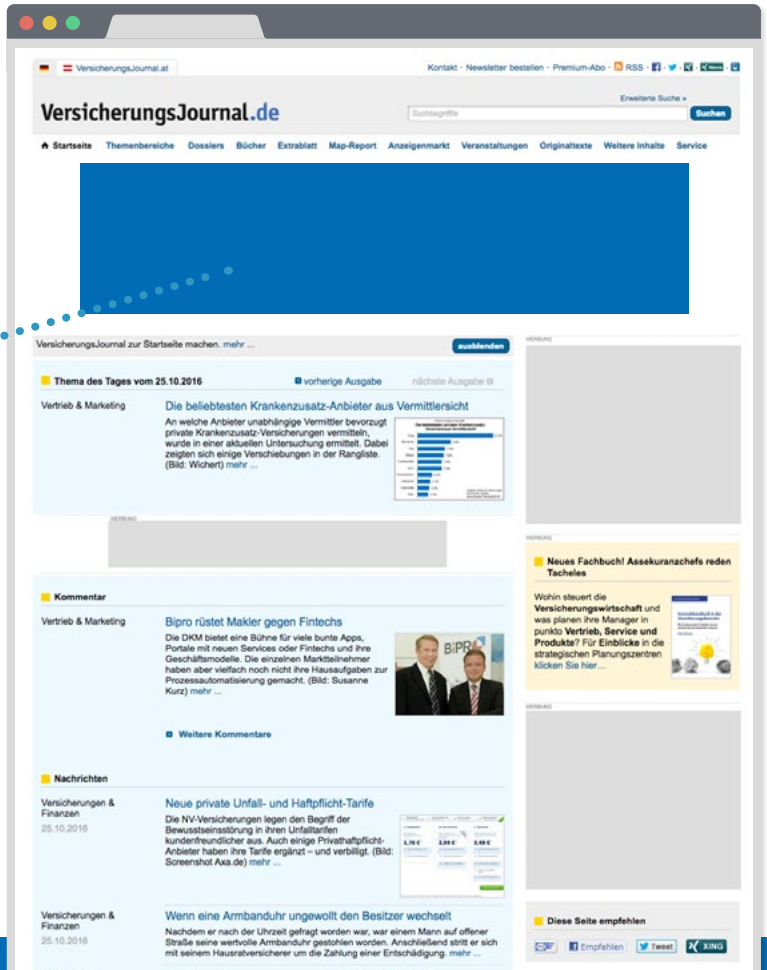




Billboard

900 x 250 px
Prices per week

Billboard
1/4 of 4/4 rotation with approx.
24.000 page impressions: € 1.920



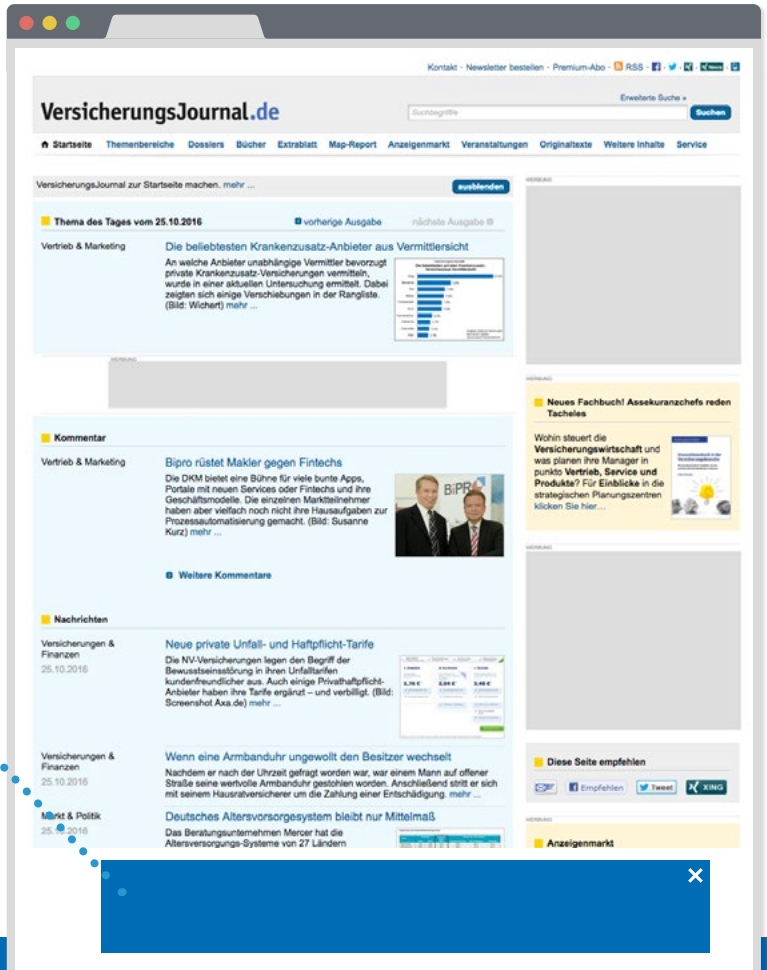


Floor Ad

990 x 150 or 600 x 150 px
(dismissible)

Prices per week

Floor Ad
1/4 of 4/4 rotation with approx.
24.000 page impressions: € 2.160





Content Banner

600 x 150 px
Prices per week

Content Banner position 1
1/4 of 4/4 rotation with approx. 24.000
page impressions: € 1.320

Content Banner position 2
1/4 of 4/4 rotation with approx. 24.000
page impressions: € 1.080

Content Banner position 3
1/4 of 4/4 rotation with approx. 24.000
page impressions: € 960





Advertorials

Publication of an article (unedited) in the column **„Originaltexte“**

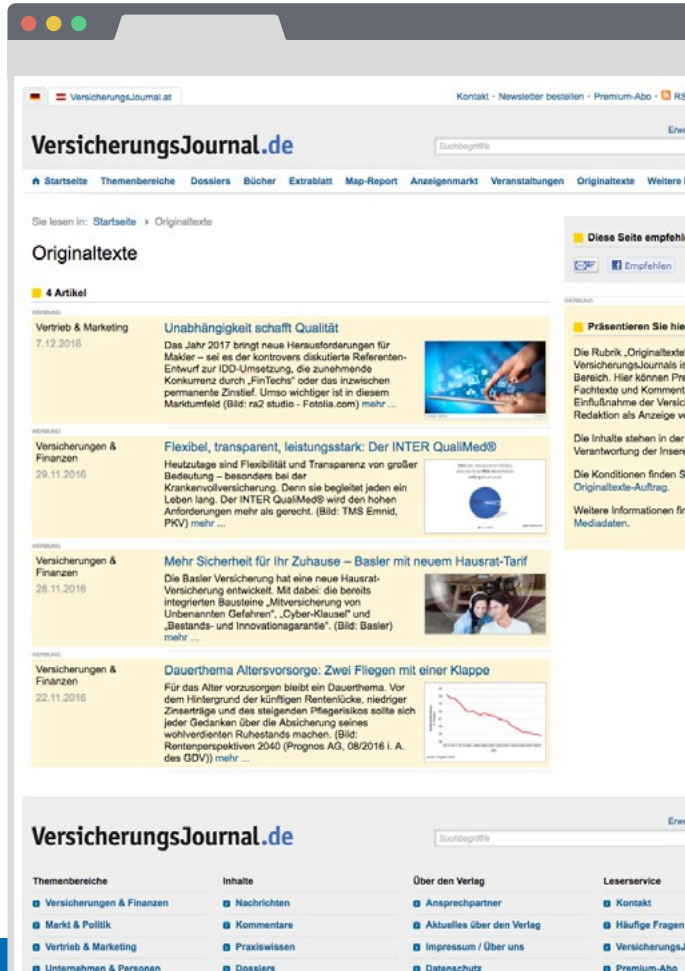
Booking period:
from 4 weeks

Placement:
Text on website without any other ads, title and teaser once weekly in the newsletter and on homepage (altogether 4 times)

Extent:
Text written by the advertiser with 5.000 characters max., headline 50 characters max., teaser 250 characters max., image (scaled)

Price:
4 weeks € 1.985

Optional:
Re-run of title/teaser in newsletter and on homepage
€ 270/day



Key Facts:

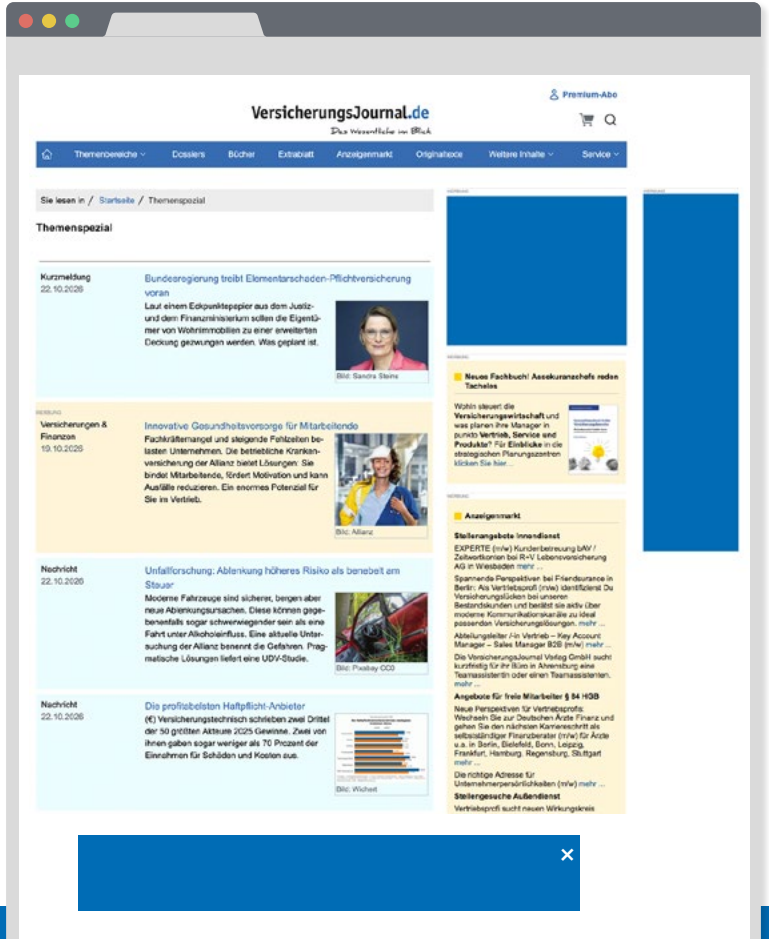
- A separate section featuring in-depth editorial coverage of a specific topic
- Six to ten detailed articles offering different perspectives on the topic
- Daily references to the special feature in the newsletter and on the homepage
- An ideal environment for advertising within a thematically defined area

Advertising options with individual placements:

- Sticky Wide Skyscraper (desktop) and Mobile Halfpage Ad (mobile), 300 x 600 px, flat rate € 2.755
- Medium Rectangle (desktop) and Mobile Medium Rectangle (mobile), 300 x 250 px, flat rate € 2.170
- Floor Ad (desktop) und Mobile Floor Ad (mobile), 600 x 150 px and 300 x 100 px, flat rate € 2.790
- Advertorial, text with 5.000 characters, image, title (50 characters max.) and teaser (250 characters max.), flat rate € 1.985

Key Facts:

- All advertising spaces can be used exclusively, that is, without any other advertisers in that area, flat rate € 8.700 Euro



Newsletter Advertising



Reach:
more than 36.000 subscribers daily, average 45 percent opening rate

Lenght of text, including spaces and URL:
Position 1
210 characters with 3 lines max.
Position 2 to 5
600 characters with 15 lines max.

Image size:
600 x 150 px max.
File format: GIF-, JPG-, PNG- or HTML5-banners, 150 KB max., static

Check availability at versicherungsjournal.de **Mediadaten**

Prices per day for text-image-ads:

Position 1 € 870
Position 2 € 1.095
Position 3 € 870
Position 4 € 720
Position 5 € 550

Weekly package

Monday to Friday without fixed position
Price: € 2.570/week

Exclusive newsletter

Exclusive advertising in the newsletter on a specified day
Preis: € 2.570/day





Mobile Banner

2 possible formats
run time 2 weeks minimum
prices per week

Mobile Medium Rectangle 300 x 250 px
Parallax 300 x 600 px/visible area 300 x 400 px
Mobile Half Page Ad 300 x 600 px
Mobile Floor Ad (sticky) 300 x 100 px

Placement:
4/4 rotation, around 7.000 page views
a week per 1/4

File size: 150 KB max.

File format: GIF-, JPG-, PNG- or HTML5-banners, integration of re-directs (third party adserver). Find more information on our webpage under the section Mediadaten

Mobile Medium Rectangle position 1
€ 490

Mobile Medium Rectangle position 2
€ 455
alternatively **Parallax:**
€ 560
alternatively **Mobile Half Page Ad middle:**
€ 595

Mobile Medium Rectangle position 3
€ 350
alternatively **Mobile Half Page Ad bottom:**
€ 490

Mobile Floor Ad sticky
€ 630



Marketplace for Job Ads



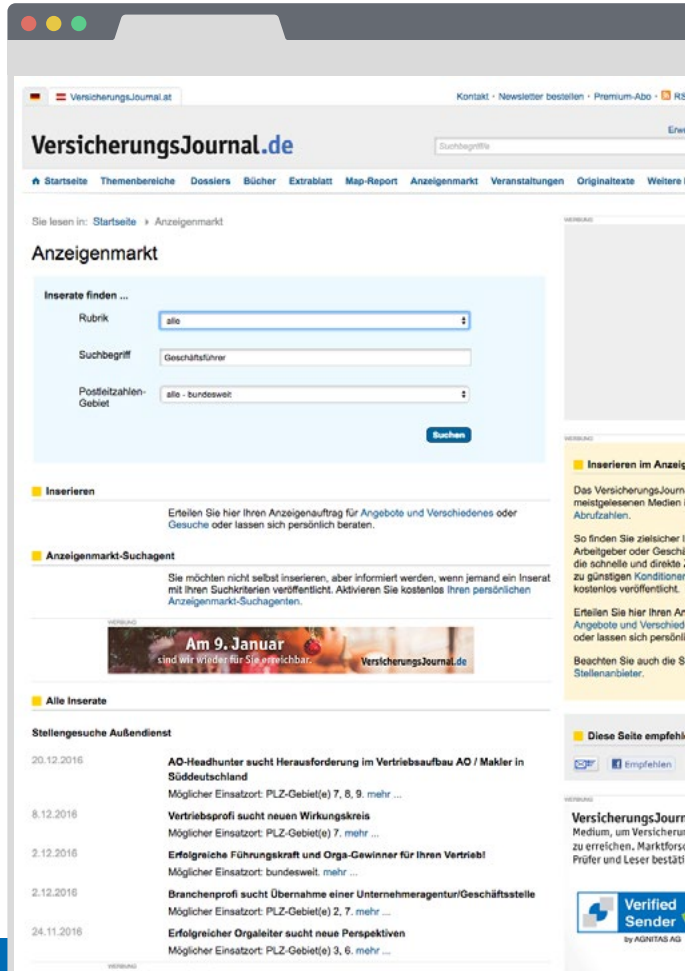
Marketplace for Job Ads

Offers and applicants in these categories:

- Employees sales force / field operations
- Employees in-house operations
- Freelance work
- Others

Booking period: 4 weeks per posting

Title of the ad will be displayed as reference in the newsletter and on the homepage www.versicherungsjournal.de in varying bookable intervals.



Marketplace for Job Ads

Bookable combinations:

No.	Posting in the marketplace plus ...	Price
1	**4 references** newsletter/homepage	€ 450
2	**8 references** newsletter/homepage	€ 550
3	**12 references** newsletter/homepage	€ 650
4	**16 references** newsletter/homepage	€ 770
5	**20 references** newsletter/homepage	€ 890

No agency discount.

Posting options:

- Body copy with 2.000 characters
- PDF file
- HTML file
- Via hyperlink to a webpage

Publication via online form or via e-mail to our sales department (see page 34)



On the VersicherungsJournal.de homepage

Discounts and Delivery of Ad-Materials



Discounts for online, newsletter and mobile advertising (examples)

from € 4.000: 2 percent

from € 7.000: 5 percent

from € 13.000: 8 percent

from € 21.000: 10 percent

from € 35.000: 15 percent

from € 60.000: 20 percent

The applied discount depends on order volume per customer per year.

All prices are before taxes and 19 % VAT will be added.

Delivery of advertising materials
Please deliver the advertising materials at the latest 5 working days before publication to:
werbung@versicherungsjournal.de





Print Advertising

VersicherungsJournal Extrablatt

Publication: 3 issues per year

Number of pages: 28 – 36

Circulation: 12.000

Audience: Insurance brokers, agencies, financial brokers, decision makers of the insurance sector und members of related fields, e.g. publishers, training providers, analysts

Reach: more than 11.000 direct subscribers, additionally free distribution at trade fairs, to associations and learning institutions

Publisher:
Claus-Peter Meyer
VersicherungsJournal Verlag GmbH
Klaus-Groth-Straße 16 a
22926 Ahrensburg
Deutschland



Print Advertising Formats

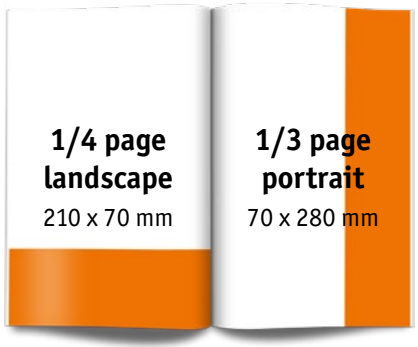
Bleed Ads

(+ 3 mm bleed)



1/1 page
Product ad: € 6.530

1/2 page
Product ad: € 3.918



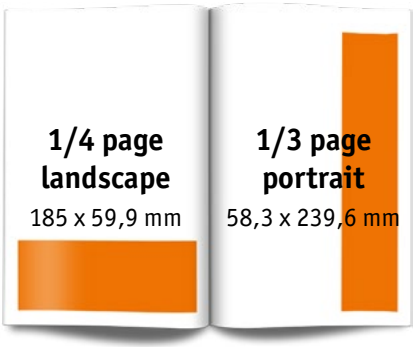
1/4 page landscape
Product ad: € 2.600

1/3 page portrait
Product ad: € 3.424

Price details on the next page.

Type Area Ads





Extrablatt VersicherungsJournal

Ad Prices

Format	Product base price for CMYK	Job ad base price for CMYK
1/4 landscape	€ 2.600	€ 1.542
1/3 portrait	€ 3.424	€ 2.048
1/2 landscape	€ 3.918	€ 2.365
1/1 page	€ 6.530	€ 3.918

Special Formats:
Banderole, insert or bound-in on inquiry

Discount for Multiple Bookings:
5 percent with 2 bookings
10 percent with 3 bookings

Additional Costs for Special Placements:
20 percent for back cover
15 percent for inner front/inner back cover

Dates, Topics, Technical Specifications:

Issue	Booking deadline	Printing material	Puclication date
1|2026	4/23/26	5/7/26	5/24/26
2|2026	7/30/26	8/13/26	8/30/26
3|2026	9/24/26	10/8/26	10/25/26

For further information regarding the content of issues please contact us (see page 34).

Format: 210 x 280

Production:
offeset printing (computer to plate), binding with two staples, color profile: PSOCoated_v3.icc

Delivery of Printing Files:
Please send the printing files (PDF or high resolution JPG, TIF) to:
anzeigen@versicherungsjournal.de

Contact us

Your Contact at our Sales Department

For quotes, support, booking and delivery of advertising as well as the planning of release dates please contact:

Vertrieb des VersicherungsJournals
Wehnertstraße 45
12277 Berlin
Germany
Phone +49 (0)30 72019729



Simona Salzburg
Head of Sales
s.salzburg@versicherungsjournal.de



Kathrin Kattenbaum
Sales Assistant
k.kattenbaum@versicherungsjournal.de

Publisher

VersicherungsJournal Verlag GmbH
Klaus-Groth-Straße 16 a
22926 Ahrensburg
Germany
Phone: +49 (0)4102 7777880
e-mail: kontakt@versicherungsjournal.de

Managing Director Claus-Peter Meyer
Registered at the commercial register of Lübeck at number HRB 4295 AH

VersicherungsJournal

General Terms and Conditions

Scope
These general terms of VersicherungsJournal Verlag GmbH (hereafter: VersicherungsJournal) apply to all of VersicherungsJournal's media. Terms and conditions that vary are only valid with written confirmation. Business conditions that deviate from these general terms and conditions are not acceptable.

Purpose of business
VersicherungsJournal provides advertising space according to the current price list. VersicherungsJournal reserves the right to mo - dify the offer at any time. Orders can only be accepted if there are advertising spaces available.

Content of ads
Advertising spaces are clearly marked as such. The advertiser shall bear sole responsibility for advertising content or graphics. The same applies to linked websites. The advertiser relieves VersicherungsJournal from any claims by third parties (e.g. caused by infringement of a property right or copyright). The Publisher is not obliged to check advertising to see whether it infringes on the right of third parties. VersicherungsJournal reserves the right to refuse orders for or cancel contracts due to content or origin.

Delivery and technology
The advertiser is to deliver advertising materials according to the sizes and data formats defined in our Media Kit. Otherwise, VersicherungsJournal is not able to guarantee accurate reproduction of the advertisement. Advertising in electronic form: the presentation of content depends on the software used by the reader. Advertisements and banners are optimised for leading browsers. All closing dates for advertisements and printing deadlines mentioned in this Media Kit shall apply. If advertising materials are delivered late, VersicherungsJournal uses the materials from the latest advertisement. If advertising materials are missing, the purchase order shall be considered null and void.

Payments and setoffs
Prices result from the Publisher's price list valid at the time of publication. All prices exclude value added tax. The charges for advertising must be paid without any deductions on the first day of publication. If the customer is responsible for late payment the consequences are:

- interest at 9 percentage points over the base rate for the German Federal Bank (Deutsche Bundesbank)
- return debiting fees (10 Euro)
- reminder fees (10 Euros)

We charge fees for cancellations of or reductions in advertising spaces already booked, unless other arrangements have been made.
These are the cancellation fees:

- 85 days to publication: free of charge
- 56 days to publication: 30 percent
- 28 days to publication: 50 percent
- less than 28 days to publication: 80 percent

Liability
Advertising on our homepage is always on display, except in cases of inspection or maintenance work. VersicherungsJournal shall not be liable for errors caused by suppliers, network providers, internet providers or other third parties. Further claims against VersicherungsJournal are invalid, unless based on willful misconduct or gross negligence on our part. The publisher will bear no liability for damages incurred by the absence of guaranteed quality. In other cases, the liability for negligence against the business partner is limited to the amount of the actual contract. All warranty or liability claims are invalid in the case of force majeure.

Data protection
VersicherungsJournal states clearly that all personal and work-related data is stored during implementation of the contract. The data is occasionally forwarded to partners, assistants or service providers. In this context, the customer accepts a transfer via e -mail.

Third parties and transfers
VersicherungsJournal trusts third party service providers or assistants with providing the whole or parts of the service. The sale of individual business units of VersicherungsJournal or changes to its legal form are no grounds for right of termination. Written for contracts and acceptance, modification of contracts, supplements and ancillary agreements must be in written form to be valid. E -mails shall be deemed to be the written form. Both parties are obliged to inform the other party of new or altered e -mail adresses.

Place of jurisdiction
As far as legally permissible, the place of jurisdiction is Ahrensburg, Germany. The laws of the Federal Republic of Germany shall apply, even if the customer has its head office abroad.

Miscellaneous
If individual provisions of this contract or the terms and conditions become invalid, this shall not affect the validity of the contract or the terms and conditions as a whole. The ineffectual clause will be replaced by a determination, which comes to the sense and purpose of the ineffectual clause in a legally effective manner. The same shall apply for the completion of gaps in the contract.