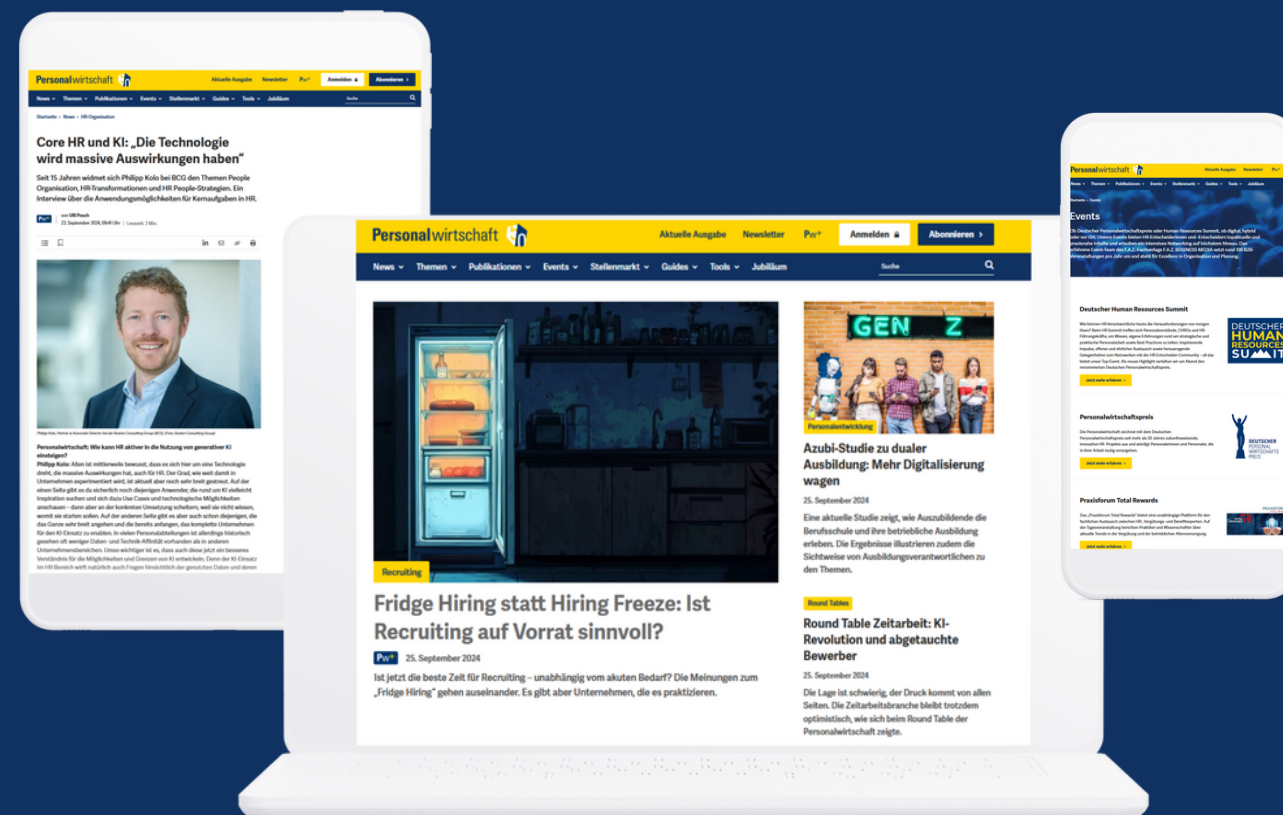


MEDIA DATA 2025

Print | Digital | Mobile

Prices valid from 01.01.2025



1. INFORMATION ABOUT THE PUBLISHER

Publisher

F.A.Z. BUSINESS MEDIA GmbH –
Ein Unternehmen der F.A.Z.-Gruppe
Pariser Straße 1
60486 Frankfurt am Main
verlag@faz-bm.de
www.faz-bm.de

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Volume/Frequency

51. volume 2025
9 main issues plus special issues and guides.

Website

www.personalwirtschaft.de

Subscription options

Personalwirtschaft Digital, monthly subscription	€ 25.00
Personalwirtschaft Digital, annual subscription for students	€ 29.00
Personalwirtschaft Digital, annual subscription	€ 175.00
Personalwirtschaft Digital & Print, annual subscription Germany	€ 199.00
Personalwirtschaft Digital & Print, domestic team subscription	from € 238.90
University and company licenses	on request

You can find all information about the product world here:
<https://www.personalwirtschaft.de/abo/>

Bank Details

Frankfurter Volksbank e.G.
IBAN: DE91 5019 0000 6000 0172 03
BIC: FFVB DE FF

Terms and Conditions

No discount is applied to payments made within 30 days of the billing date. Payments made in advance and through direct debit receive a 2% discount. The discount does not apply if the customer has outstanding bills due.

General terms and conditions

The general terms and conditions apply to the handling of orders. These can be reviewed online at www.faz-bm.de/AGB or obtained from the publisher. The information provided in the price list may be updated throughout the year. The latest, binding price list is provided at <https://www.personalwirtschaft.de/mediadaten.html>

2. EDITORIAL CONCEPT

Personalwirtschaft: Make HR better!

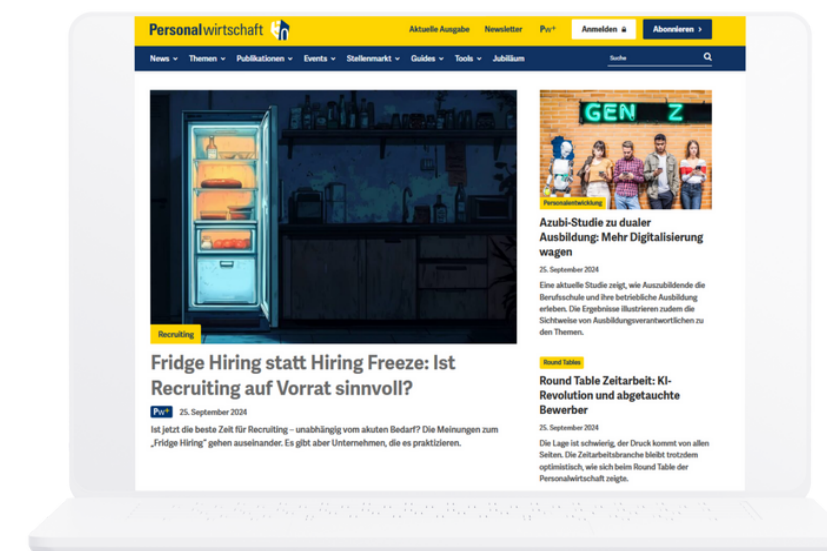
Which organisations are driving innovative HR projects? Where are new trends emerging? And what clever minds are behind them? For the past 50 years, Personalwirtschaft has been providing high-quality, journalistic specialist information for HR professionals. Whether the topic is digitalisation, the future of work, recruitment, change management, labour law, occupational health management, total rewards or company pension schemes: We cover all relevant HR themes and explore them in depth in cross-media online dossiers, comprehensive cover stories, newsletters or special issues. We explain contexts, supply decision-making tools, expertise and perspectives. Topical, close to the market, geared towards your daily business.

Personalwirtschaft is published in German by F.A.Z. BUSINESS MEDIA, the F.A.Z. Group's specialist publisher for finance and business.

Join us now and take the next step into the future:

- In 2025, we will continue to expand our current and in-depth reporting on our website www.personalwirtschaft.de.
- Our new online dossiers on the most important HR action areas and topics will offer you a customized advertising environment.
- Our new magazine concept, which has a modern structure, clear reader guidance and cross-media links to our online content, will enable you to select your advertising environment according to your needs.

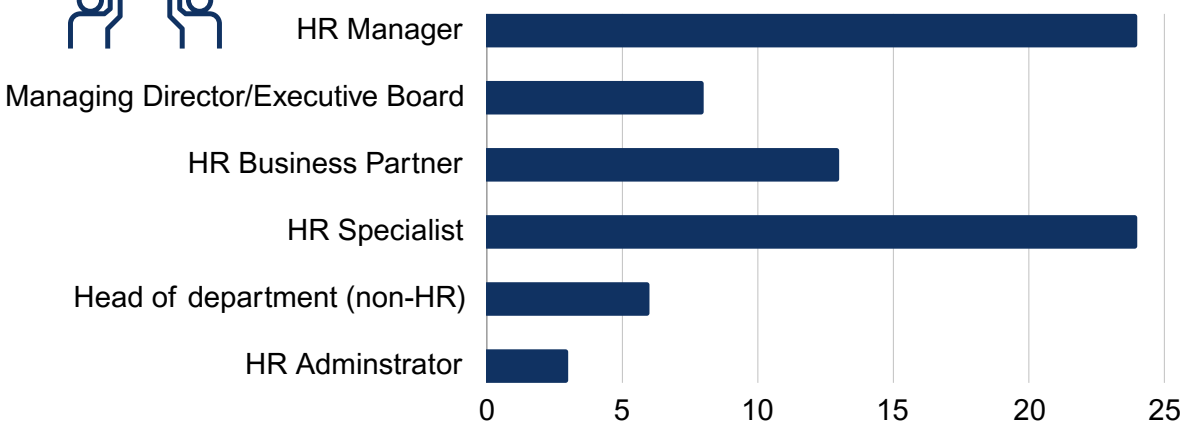
Our renowned flagship event for decision makers, the “Deutscher Human Resources Summit” (German Human Resources Summit), offers you a variety of opportunities to position your message. Furthermore, our webinars, practical forums and conferences – in person, virtual or hybrid – enable you direct contact to HR decision makers.



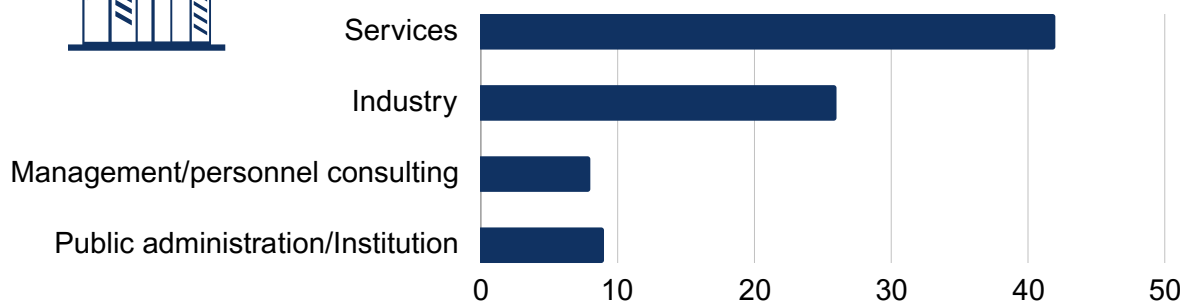
3. PRINT: CIRCULATION AND READERSHIP



Position



Branch

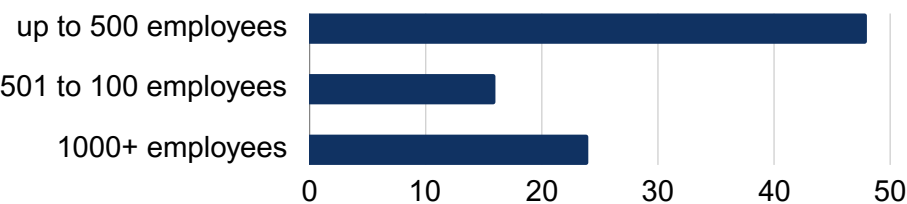


Circulation Magazine/Special Editions

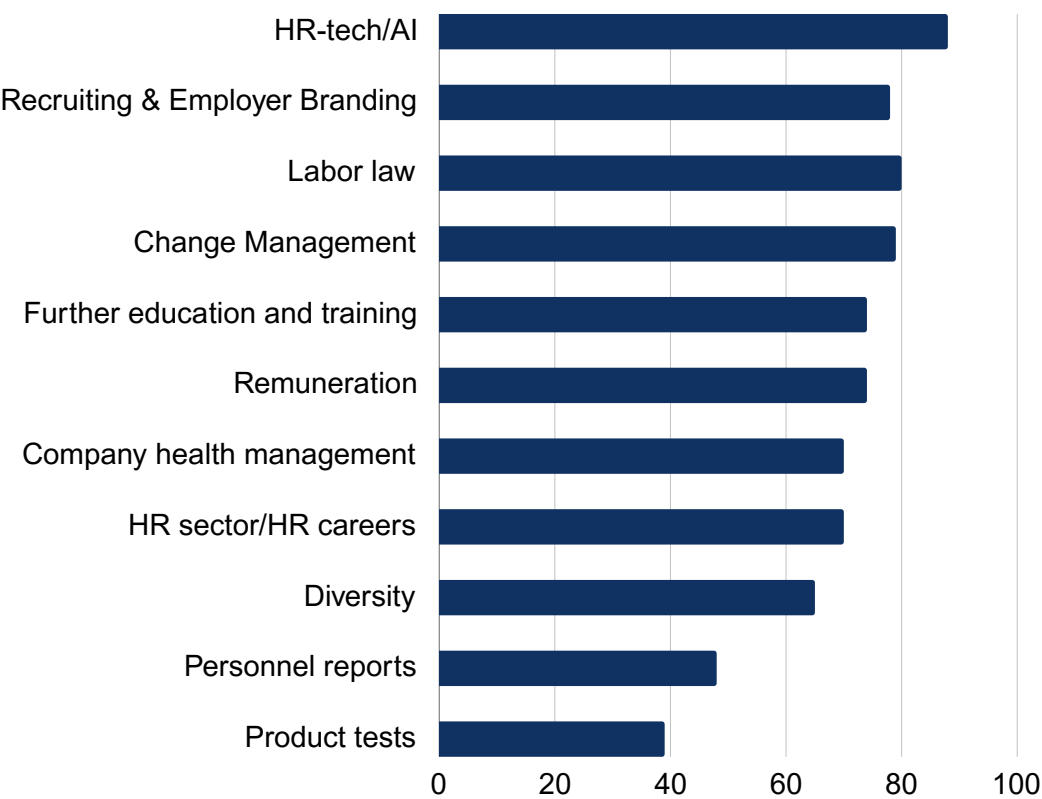
Print Run 4,700
Subscribers 2,100



Company size

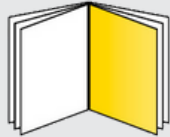
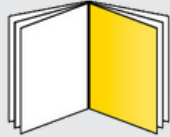
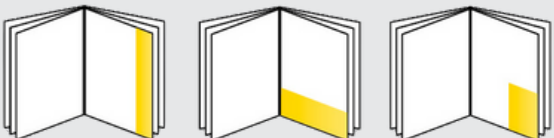


Topical Interests



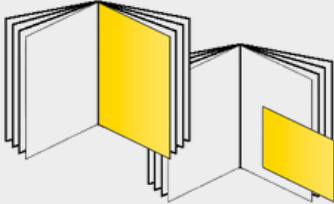
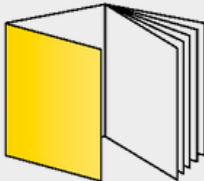
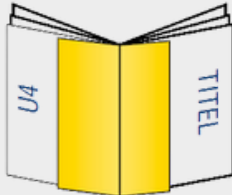
*all data in percent

4. FORMAT OVERVIEW AND PRICING

Size		Color	Price	Position	Trade Magazine Print Space	Trade Magazine Bleed*	Special Edition Print	Special Edition Bleed*
1/1 Page		4c	€ 4,400		175 x 244	210 x 280	174 x 240	200 x 270
U2 U3 U4		4c	€ 5,100 € 4,400 € 5,300		175 x 244	210 x 280	174 x 240	200 x 270
1/2 Page		4c	€ 3,100	Portrait Landscape	85 x 244 175 x 120	100 x 280 210 x 138	84 x 240 174 x 115	96 x 270 200 x 130
1/3 Page		4c	€ 2,350	Portrait Landscape 2 columns	55 x 244 175 x 78 115 x 120	70 x 280 210 x 96 130 x 138	45 x 240 174 x 78 110 x 115	66 x 270 200 x 91 122 x 130
1/4 Page		4c	€ 2,200	Portrait Landscape 2 columns	40 x 244 175 x 58 85 x 120	55 x 280 210 x 76	39 x 240 174 x 54 84 x 115	51 x 270 200 x 68

*1 ad with bleed: 5 mm trim on each side.
Other formats on request. All prices exclude VAT

5. FORMAT OVERVIEW AND PRICING

Advertising	Advertorial	Flap	Wrap-Around Cover
			
Details	Possible formats: 1/1 Page or 1/2 Page landscape Personalwirtschaft is in charge of page design. Advertorials are marked “advertorial”.	Attached to the front cover or the back of the trade magazine is a flap that is printed on both sides. Format open: 623 x 280 mm Individual pages: 205/208/210 mm Cover: 2 mm smaller	Page-sized wrap-around on trade magazine cover front and back. On the outside, the wrap-around cover is filled with editorial cover stories and your logo. Your ad can be placed on the inside of the wrap-around. The wrap-around is possible in conjunction with an ad on the 4th cover page. Ad format front inside: 120 mm wide x 280 mm high. Logo format outside: 35 mm wide x 40 mm high. Ad format wraparound backside: 105 mm wide x 280 mm high. Ad format 4th cover page: 210 mm wide x 280 mm high. At least 3 mm trim on all sides.
Price	1/1 Page € 5,300 1/2 Page € 3,750	€ 18,800	€ 8,300

Further special formats on request. All prices exclude VAT.

6. RECRUITING AND HR-SOFTWARE GUIDE

In December 2025, Personalwirtschaft will once again publish new editions of its successful guides: Published in German, the Recruiting Guide and the HR-Software Guide are tried and tested information sources for personnel professionals. They examine current topics and challenges in these central HR action areas and provide a structured overview of the market-leading companies. Both guides are available both as print editions as well as e-papers.

As online extensions of the guides, the topics page www.personalwirtschaft.de/guides supports HR decision makers in their day-to-day work and provides information on relevant services and offers.

Services	Packages		
	Basic	Premium	Platinum
Short profile provider overview print: address, logo, short text (250 characters incl. spaces)	✓	✓	✓
2-page company portrait 4c (incl. 2 release loops)		✓	✓
Short profile supplier overview online: Address, logo and short text (450 characters incl. spaces, running time 12 months)	✓		
Company profile Supplier overview online: Address, logo and long text (3,000 characters incl. spaces, running time 12 months)		✓	✓
U2, U3 or U4 depending on availability			✓
Banner on www.personalwirtschaft.de (Bigsize or Skyscraper, 7,500 AD impressions)			✓
Logo in the 2-monthly themed newsletter (6 times a year)		✓	✓
Price	€ 990	€ 5,000	€ 8,900

Example 2-pages company portraitt



7A. PRINT: EDITORIAL CALENDAR AND EVENTS 2025

Edition	PD*	AD**	PM***	Topics	Trade Fairs/Events
1/25 January	20.12.24	26.11.24	29.11.24	Cover Topic: Outlook and review Special: Outsourcing	
2/25 Feburary	31.01.25	07.01.25	10.01.25	Cover Topic: How HR can shape collaboration with other departments	DIGICON, online, 07.02.2025 didacta, Stuttgart, 11.02. – 15.02.2025
3/25 March	28.02.25	04.02.25	07.02.25	Cover Topic/Theme hub (online): Change Management & Leadership Special: ESG	Zukunft Personal Nord, Hamburg, 26. – 27.03.2025
4/25 April	31.03.25	05.03.25	10.03.25	NOTE: SPECIAL ISSUE MBA & CO. - NOTE SPECIAL FORMAT Special: Time and access/Workforce Planning	Praxisforum Total Rewards, Frankfurt, 29.04.2025
5/25 May	30.04.25	02.04.25	07.04.25	Special: Remuneration Special: Assignment abroad/Global Mobility Theme hub (online): Corporate Learning	LEARNTEC, Karlsruhe, 06. – 08.05.2025
6/25 June	30.05.25	05.05.25	08.05.25	Cover Topic: Mental health and occupational health management Special: Human resources consulting/Executive Search	TALENTpro, Munich, 04. – 05.06.2025 COPETRI CONVENTION, Mainz, 03. – 04.06.2025

Explanation:

PD* = Publication Date
 AD** = Avertising Deadline
 MD*** = Material Deadline

7B. PRINT: EDITORIAL CALENDAR AND EVENTS 2025

Edition	PD*	AD**	MD***	Topics	Trade Fairs/Events
7+8/25 July/August	30.06.25	28.05.25	04.06.25	Cover Topic: Labor law Theme hub: HR-Tech/AI	
9+10/25 September/October	29.08.25	05.08.25	08.08.25	Cover Topic/Theme hub (online): Recruiting and Employer Branding NOTE: SPECIAL ISSUE MBA & CO. - NOTE SPECIAL FORMAT	Zukunft Personal Europe, Cologne, 09. – 11.09.2025
11+12/25 November/December	31.10.25	07.10.25	10.10.25	Cover Topic: Employee Survey Theme hub (online): SAP & Partner	
01+02/26 January/February	18.12.25	24.11.25	27.11.25	Cover Topic: Company Pensions Schemes Themenhub (online): Outsourcing	

Explanation:

PD* = Publication Date
AD** = Avertising Deadline
MD*** = Material Deadline

8. TECHNICAL DATA

General Information

Trade Magazine

Magazine format: 210 mm x 280 mm (WxH)
Print space: 175 mm x 244 mm (WxH)
2 or 3 columns (85 mm or 55 mm)
Bleed: 220 mm x 290 mm (WxH)

Special Edition

Magazine format: 200 mm x 270 mm (WxH)
Print space: 174 mm x 238 mm (WxH)
2 or 3 columns (70 mm or 54 mm)
Bleed: 210 mm x 280 mm (WxH)
Color: 4c Euroskala
Print process: Offset printing with up to 70 screen frequency
Processing: Saddle stitch binding

Images

It is very important that you produce your color images in CMYK or change them to CMYK later. For images and graphics please only use the file formats EPS and Tiff. Please do not use compressed versions. Make sure the image documents have minimum resolution of 300 dpi, relating to the later mapping value. This corresponds to a double quality factor with 60 screen frequency. Lower resolutions result in mediocre or bad image quality! Minimum resolution for line art: 1200 dpi.

Ads

Please do not send us open data of your ad! Please send your data as a PDF or EPS with embedded fonts, CMYK color space and/ or special colors and in 300 dpi resolution. Make sure to reduce existing transparencies (300 dpi instead of 150 dpi). Do not write additional text in your document or it will be printed. If you want to send us additional information, just send a separate text file.

Important: Generate the PDF, EPS or Tiff file with crop marks but without register marks, if the ad is proportionate to the page size. Full-page bleed ads should be produced with trim marks and include a 5 mm trim on each side. All text and image elements running into bleed must allow for at least 5 mm trim.

Data delivery

The PDF format is the optimum format for data delivery as it offers more production reliability. Please produce PDF files according to the ISO standards PDF/X-1a. Output Intent: ISOcoated_v2_300. Please do not use pre-separated pages, RGB colors, calibrated or ICC based colors, transfer functions (printing characteristic), transparencies, JBIG2 and LZW compression.

Please e-mail your file to anzeigen@faz-bm.de. For larger amounts of data we are happy to provide access to our external server.

Inserts/bound inserts/adhesives

Delivery at the earliest ten working days, at the latest seven working days before publication date to:

L.N. Schaffrath GmbH & Co. KG
Beiproduktverwaltung, Marktweg 42-50, 47608 Geldern, Germany

The delivery must be marked with the name of the publication and the issue. A sample must be sent to the publisher sample to the publisher in advance. In the event of any processing difficulties the completion of the issue shall have the completion of the issue shall take precedence over the insertion, bound-in or glued-in insert.

- Inserts must be perfectly packaged and machine-processable, i.e. closed at the spine (i.e. only with closed at the spine (i.e. only with cross fold, wraparound fold or centre fold).
- Minimum format: 105 mm wide x 148 mm high
- Maximum format: Main issue: 200 mm wide x 270 mm high, Special inserts: 190 mm wide x 260 mm high
- Minimum weight: 2 pages min. 115 g/m² max 250 g/m², 4-6 pages min. 80 g/m², 8+ pages min. 50 g/m²

9. ONLINE: CHANNELS AND REACH

Daily updates. Profoundly researched. Multimedia. Industry news, research results, expert interviews as podcasts and videos:
Our website keeps you informed about the full range of HR management. Choose from multiple advertising options via our online channels.

Coverage Website



Page Impressions:
142,000 Ø per month



Visits:
86,000 Ø per month



User:
78,000 Ø per month

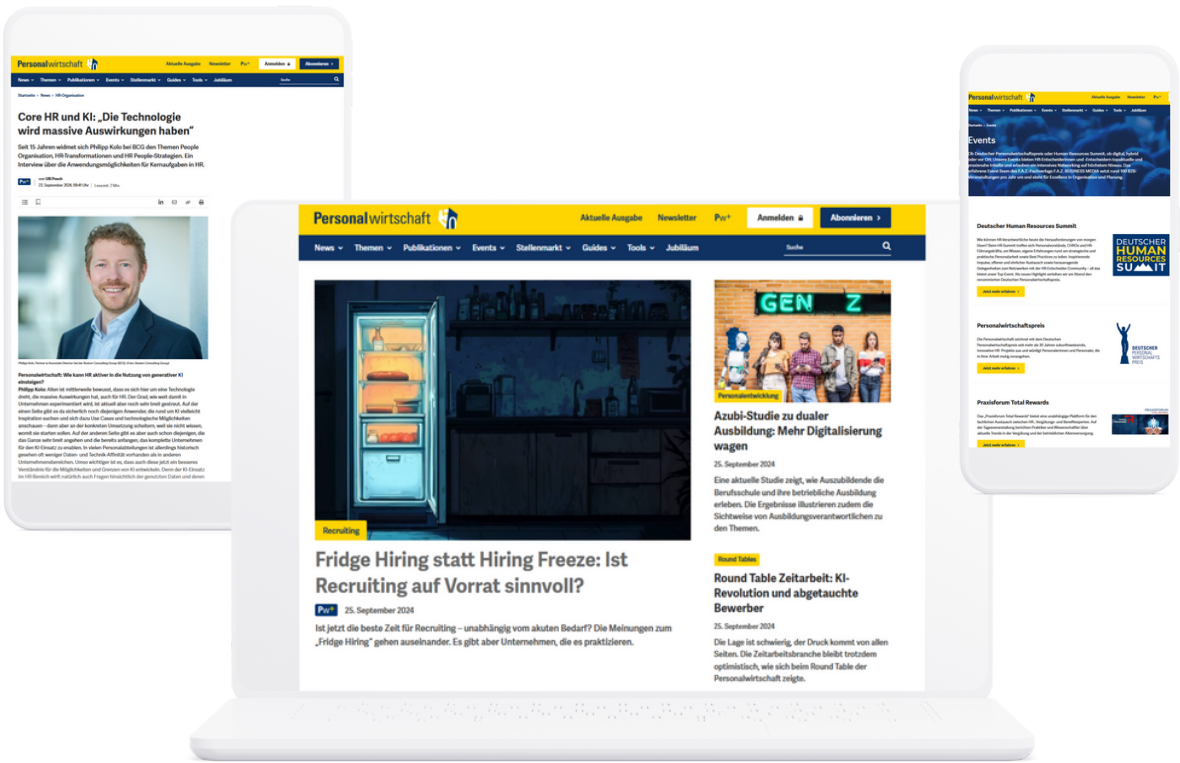
Range Social Meida



XING Newsfeed:
32,000 followers



LinkedIn:
50,000 followers



10. ONLINE: BANNER FORMATS AND PRICING

Advertising media	Wallpaper	(Wide) Billboard	Half Page	Medium Rectangle	(Wide) Skyscraper	(Wide) Superbanner
						
Desktop Pixel (WxH)	Top: 728 x 90, Right: 160 x 600	930 (Wide: 970) x 250	300 x 600	300 x 250	120 (Wide: 160) x 600	728 (Wide: 800) x 90
File format	JPEG, PNG, GIF, RichMedia	JPEG, PNG, GIF, RichMedia	JPEG, PNG, GIF, RichMedia	JPEG, PNG, GIF, RichMedia	JPEG, PNG, GIF, RichMedia	JPEG, PNG, GIF, RichMedia
File Size	max. 80 KB	max. 80 KB	max. 50 KB	max. 40 KB	max. 40 KB	max. 40 KB
Ad price/1000	€ 170	€ 170	€ 110	€ 140	€ 170	€ 140

Notes: The URL of the landing page must be specified.
The AD impressions are distributed to the advertising media used in the booked period according to their availability

11. ONLINE: SPONSORED POST (SPONSORED ARTICLE)

A sponsored post is paid by the advertising customer and labelled as such. The content is created by the advertising customer, and re-viewed and possibly edited by our editorial staff. The articles should offer readers an added value, e.g. reports, interviews or features. Our editorial staff is happy to advise you to ensure the best possible address of your target group.

Material for the teaser box on the homepage of Personalwirtschaft.de

- Headline: max. 60 characters, incl. spaces
- Teaser: max. 160 characters, incl. spaces
- Image: Size 1,200 x 900 px; Format: .JPG, max. 150 KB

Material for the detailed view of the article

- Headline: identical with Headline in the teaser box
- Teaser: identical to the text in the teaser box
- Text: max. 4,500 characters
- Subheadings for better readability
- Image: Same as in the teaser box! Wide 300 px; Format: .JPG, max. 150 KB
- Caption: max. 1 sentence (approx. 90 characters, incl. spaces)
- Source of picture: e.g.
- Author's reference: please provide if desired, if no details are supplied, we use the company name
- Link: max. three links marked with nofollow
- Logo
- Change requests can be taken into account with a correction loop

Placement and Duration

- Two weeks on the personalwirtschaft.de homepage and in a suitable category
- a total of 12 months in a suitable category
- Promoted in the next Personalwirtschaft newsletters (2 circuits)
- Application on personalwirtschaft.de for one month via banner

Price: € 2,470



Social+ extension
One-time push via our 50,000 followers on LinkedIn
Price: € 1,850

12. ONLINE: CONTENT JOURNEY

With a Content Journey (CJ) on personalwirtschaft.de you present your topic to the HR target group to convince it with your expertise. A CJ is an online dossier consisting of several content elements, e.g. an article, interview, picture gallery or lead campaign. All contents are interlinked and lead the reader to the desired end point, which could be a landing page or a content element.

The Personalwirtschaft team is happy to help with content conception and creation. Your CJ has a core duration of four weeks. During this time, it will be promoted cross-media, and afterwards, the content will remain online for another 11 months.

Content Journey – Basic Package	Content Journey – Premium Package
The basic package consists of four content elements delivered by the customer. These are: • 3 text elements (e. g. article, interview, case study or guideline) • 1 photo gallery of max. 5 pictures • lead campaign Price: € 8,900	A premium package consists of max. six content elements. It may include the following elements: • Article, interview, case study, guideline, checklist, study results, photo gallery or video • Lead campaign (lead collection and download via customer website) Price: € 15,400



13. ONLINE: WEBINAR

Our webinars give you the opportunity to address specific issues, position yourself as a thought leader and generate leads that are GDPR-conformant. Furthermore, the SEO-optimised webinars are available as recordings for 12 months afterwards on www.personalwirtschaft.de. Content design takes place in collaboration between yourself and the specialist editorial team at Personalwirtschaft. All webinars are conducted in German.

Content design and execution:

Collaboration between the co-organisers and the specialist editorial team at Personalwirtschaft.

Hosting: Moderation of the 60-90 minute webinar by the editorial team.

Technical support and project management:

Complete support, organisation and technical assistance before and during the webinar. Provision of a project report about 1 week after the webinar (participant list and opt-ins).

Real-time interaction:

Flash surveys taken during the webinar and analysed immediately.

Marketing and participant acquisition:

Broad marketing of the webinar through the Personalwirtschaft channels: print, online and social media.

Webinar recording:

SEO-optimised recording of the webinar will be available for 12 months on www.personalwirtschaft.de and will additionally be made available to you for your own use.

Price: € 8,500

Webinar PLUS (additional package)

Extended reporting: Subsequent high-quality reporting takes place via several channels:

- 2-page article in print magazine Personalwirtschaft
- Short report on www.personalwirtschaft.de including embedded webinar video.

Price: € 12,900



Go to the Webinars

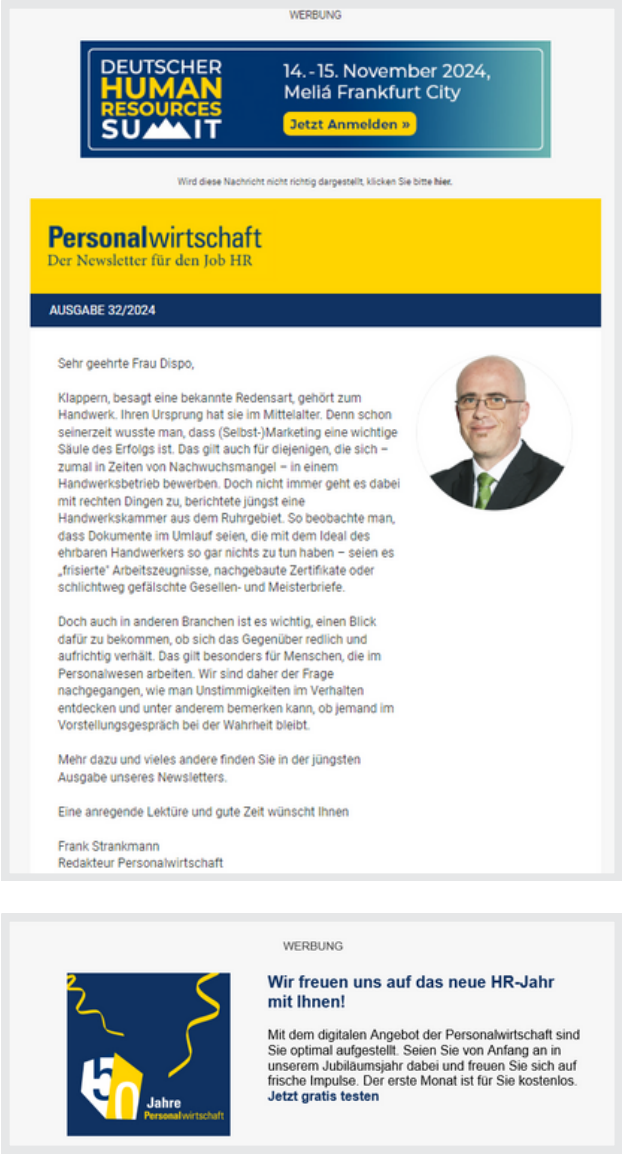
14. NEWSLETTER: FORMATS AND PRICING

With our free Personalwirtschaft email newsletter, subscribers keep quickly and easily informed about the top news from management, the HR industry, HR development, recruiting, further education, labour law, payment and HR software. Choose between three different types of newsletters.

Frequency of newsletter publication		Recipients	
Personalwirtschaft:	mondays/thursdays	Personalwirtschaft:	11,500 (Increase in 50% compared to 2023)
Recruiting:	6 times per year	Recruiting:	5,100
HR-Software:	6 times per year	HR-Software:	3,600

Format	Text ad with image (Advertorial)	Headerbanner
Details	• Headline: 50 characters (incl. spaces) • Continuous text: maximum of 400 characters (incl. spaces) • Link line: 40 characters • Image format: max. 200 x 200 pixels, jpg, max. 40 kB	• Image Format: 600 x 150 Pixel jpg, max. 40 kB
Price	€ 1,250	€ 1,460

We reserve the right to change formats, prices and the number of recipients.
All prices exclude VAT. (As of September 2024)



15. STANDALONE NEWSLETTER

In addition to our content formats, we offer you the exclusive opportunity to send your individual standalone newsletter to the HR community.
Reach your target group directly and precisely - with the standalone newsletter for HR decision-makers.

Place your customized content exclusively in your Personalwirtschaft look and feel.
The special feature here is that the mailing is sent out in your individual design.

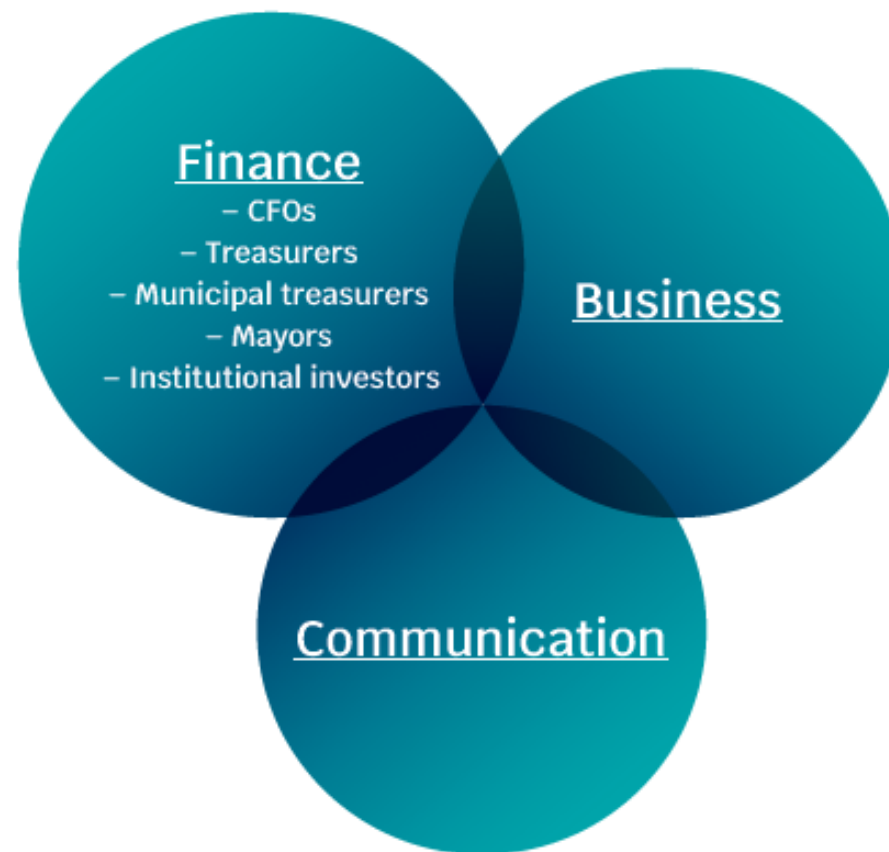
- Distributor size: 11,500 recipients (Increase in 50% compared to 2023)
- Header provided by Personalwirtschaft
- Your html template with your content
 - max. 50 KB
 - max. 600 pixels Width, no restriction on height
 - not recommended: Scripting, Flash or rich media
 - well-balanced text/image content
 - all images must be defined in html and linked to the source
 - do not deliver images separately
 - subject (60 characters incl. spaces) and preheader (120 characters incl. spaces)
- Footer provided by the editors of Personalwirtschaft
- one correction loop included

Price: € 6,900



16. B2B-STUDIES

When it comes to our **premium B2B studies**, our preferred approach is to join forces: With FINANCE and our studies editors at **F.A.Z. BUSINESS MEDIA | research**, you have two strong partners by your side. Together, we implement your study project: **tailor-made for your target group**.



We support you from **concept & study design** through **conducting the survey** right up to **communicating the results**. This allows you to create numerous valuable opportunities for dialogue and interaction with your stakeholders.

Our full service for you:

- We know your target group
- We facilitate exclusive access to decision makers
- We enhance your reach
- We guarantee excellent communication of results
- We position you as an opinion leader

What can we do for you? We would be happy to advise you.



Overview of our services:
<https://research.faz-bm.de/leistungen>

Contact:

Jacqueline Preußner (Head of research)
jacqueline.preusser@faz-bm.de

18. F.A.Z. BUSINESS MEDIA

Für kluge
Entscheidungen.



A selection of our brand portfolio

FINANCE

dpn
DEUTSCHE PENSIONS-
& INVESTMENTNACHRICHTEN

DIE
STIFTUNG
MAGAZIN FÜR STIFTUNGSWESEN UND PHILANTHROPIE

DerTreasurer
NACHRICHTEN FÜR DIE FINANZABTEILUNG

Personalwirtschaft

wir
Das Magazin für Unternehmerfamilien

Der Neue
Kämmerer

Deutscher
AnwaltSpiegel
Das Online-Magazin von Anwälten für Unternehmen

Frankfurter Allgemeine
Konferenzen

#stadtvonmorgen
Die Plattform für die Transformation der Stadt

F.A.Z.
BUSINESS
MEDIA
research

Personalwirtschaft