

We get your story to your target groups!

news aktuell rates and services

All prices excl. statutory VAT. news aktuell GmbH's general terms and conditions for ordered products can be read at: www.newsaktuell.com/tcu/ | Prices effective from 1 September 2025.
We charge a service fee of €175 for distributions that are carried out outside our office hours at the explicit request of the customer or sent by the customer by e-mail, as well as for changes to published stories (we may pass on any fees charged by the international partner agencies).

01/26

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Arnulfstraße 25
80335 Munich



The PR Distribution Network

- ✓ Targeted distribution of your press releases
- ✓ Directly into the editorial systems of all relevant media
- ✓ Strong partner network
- ✓ Automatically distributed in social media

Germany & DACH	
Combined text-multimedia distribution Germany Distributed by news satellites, Pressortal.de, email, social media and smartphone apps. Additional distribution of your image via dpa-Bildfunk, dpa Picture-Alliance and Picturemaxx, distribution of your video via dpa Picture-Alliance and YouTube, distribution of audio files/podcasts or distribution of your document.	€975
Additional image/video/audio/document to the bundle	+ €340
Combined text-multimedia distribution DACH Distributed by news satellites, Presseportal.de, Presseportal.ch, ots.at, email, social media, smartphone apps, Picture Alliance and Picturemaxx	€1,550
Additional image/video/audio/document to the bundle	+ €475
Text up to 300 words for Germany • each additional 50 words	€515 + €85
Text up to 300 words for DACH • each additional 50 words	€800 + €135
Highlighted in Presseportal	+ €175

Add-ons	
Call to action button	+ €175
ots-Monitoring by ARGUS	+ €490
dpa coverage of your events	+ €175
ots text checking	+ €175

Specialised distribution	
More than 130 regional and subject-specific distributors have been compiled for you – simply select those you like and use them directly. The database meets the highest standards with our in-house team maintaining and constantly expanding it.	
Specialist and regional press distribution in Germany, Austria or Switzerland • Special trade media distribution covering topics such as cars, energy, medicine, health and travel/tourism	€290
Specialist and regional press distribution DACH • Special trade media distribution covering topics such as cars, energy, medicine, health and travel/tourism	€410

ots-international

- ✓ Reach target groups worldwide and gain visibility in foreign markets
- ✓ Access to a strong international news network
- ✓ Flexibly select target countries – from individual nations and continents to a global distribution
- ✓ Individually book extras – e.g. the Investor Network, translations and image or video distribution

Europe

Our Offers

Basic prices up to 300 words

Germany

- Text distribution **€ 515**
- each additional 50 words **+ € 85**
- Specialist media (per distributor) **+ € 285**
- Text-image distribution incl. extended length **€ 975**
- each additional image **+ € 340**

Austria or Switzerland

- Text distribution **€ 300**
- each additional 50 words **+ € 50**
- Specialist media (per distributor) **+ € 285**
- Text-image distribution incl. extended length **€ 550**
- each additional image **+ € 250**

DACH (Germany, Austria and Switzerland)

- Text distribution **€ 800**
- each additional 50 words **+ € 135**
- Specialist media (per distributor) **+ € 405**
- Text-image distribution incl. extended length **€ 1,550**
- each additional image **+ € 475**

Country of your choice

(excl. Germany, Austria, Switzerland)

- Text distribution **€ 555**
- Text-image distribution **€ 765**
- each additional 50 words **+ € 95**
- Specialist media (per distributor) **starting at + € 185**

Our Offers

Basic prices up to 300 words

Europa

55 Countries; 5 possible languages from the following: English, German, French, Italian, Spanish, Dutch, Portuguese

- Text distribution **€ 3,445**
- Text-image distribution **€ 3,655**
- each additional 50 words **+ € 570**
- Specialist media (per distributor) **starting at + € 645**
- per active image distribution via agency **+ € 895**

Western Europe

24 Countries; 5 possible languages from the following: English, German, French, Italian, Spanish, Dutch, Portuguese

- Text distribution **€ 1,850**
- Text-image distribution **€ 2,060**
- each additional 50 words **+ € 305**
- Specialist media (per distributor) **starting at + € 575**
- per active image distribution via agency **+ € 895**

Eastern Europe

21 Countries; Language: English

- Text distribution **€ 2,225**
- Text-image distribution **€ 2,435**
- each additional 50 words **+ € 370**
- Specialist media (per distributor) **starting at + € 575**
- per active image distribution via agency **+ € 895**

A selection of our distribution partners



Africa

Our Offers

Basic prices up to 300 words

Africa

54 Countries; Language: Englisch

- Text distribution **€ 1,120**
- Text-image distribution **€ 1,330**
- each additional 50 words **+ € 185**

Country of your choice

- Text distribution **€ 555**
- Text-image distribution **€ 765**
- each additional 50 words **+ € 95**

Asia and Australia

Our Offers

Basic prices up to 300 words

Asia and Australia

24 Countries; Language: Englisch

- Text distribution **€ 2,225**
- Text-image distribution **€ 2,435**
- each additional 50 words **+ € 370**
- Specialist media (per distributor) **starting at + € 645**
- per active image distribution via agency **+ € 800**

Country of your choice

- Text distribution **€ 555**
- Text-image distribution **€ 765**
- each additional 50 words **+ € 95**
- Specialist media (per distributor) **starting at + € 185**

Middle East

Our Offers

Basic prices up to 300 words

Middle East

21 Countries; Language: Englisch

- Text distribution **€ 1,120**
- Text-image distribution **€ 1,330**
- each additional 50 words **+ € 185**
- per active image distribution via agency **+ € 550**

Country of your choice

- Text distribution **€ 555**
- Text-image distribution **€ 765**
- each additional 50 words **+ € 95**

Distribution in the respective national language is also often possible – contact us for details!

A selection of our distribution partners



MediaOutReach
Newswire

America

Our Offers

Basic prices up to 300 words

North America

USA and Canada; Language: Englisch

- Text distribution **€ 1,120**
- Text-image distribution **€ 1,330**
- each additional 50 words **+ € 185**
- Specialist media (per distributor) **starting at + € 370**
- per active image distribution via agency **+ € 965**

Latin America

17 Countries; Language: Spanish, Portuguese

- Text distribution **€ 1,120**
- Text-image distribution **€ 1,330**
- each additional 50 words **+ € 185**
- Specialist media (per distributor) **starting at + € 370**
- per active image distribution via agency **+ € 965**

USA

- Text distribution **€ 795**
- Text-image distribution **€ 1,005**
- each additional 50 words **+ € 135**
- Specialist media (per distributor) **starting at + € 185**
- per active image distribution via agency **+ € 965**

Country of your choice (excl. USA)

- Text distribution **€ 555**
- Text-image distribution **€ 765**
- each additional 50 words **+ € 95**
- Specialist media (per distributor) **starting at + € 185**

Welt

Our Offers

Basic prices up to 300 words

World

161 Countries; 5 possible languages from the following: English, German, French, Italian, Spanish, Dutch, Portuguese

- Text distribution **€ 3,690**
- Text-image distribution **€ 3,900**
- each additional 50 words **+ € 615**
- Specialist media (per distributor) **starting at + € 775**
- per active image distribution via agency **+ € 1,075**

World lite

46 Countries; Language: English, German, French

- Text distribution **€ 3,090**
- Text-image distribution **€ 3,300**
- each additional 50 words **+ € 515**
- Specialist media (per distributor) **starting at + € 620**

Country of your choice

(excl. Germany, Austria, Switzerland, USA)

- Text distribution **€ 555**
- Text-image distribution **€ 765**
- each additional 50 words **+ € 95**
- Specialist media (per distributor) **starting at + € 185**

A selection of our distribution partners



europa
press



Extras

Investor Network

Investor Network puts you in contact with analysts and investors in your sector. Reach out to the world's leading research platforms for institutional investors.

- Europe
- North America
- Latin America
- Asia

each € 1,130

Translations

On request, we can translate your press release into the language(s) of your distribution country(ies)

- up to 300 words per language **€ 225**
- each additional 50 words per language **+ € 35**

Overview of all distribution partners on newsaktuell.com

We charge a service fee of €175 for distributions that are carried out outside our office hours at the explicit request of the customer or sent by the customer by e-mail, as well as for changes to published stories (we may pass on any fees charged by the international partner agencies).

Image distribution

Active distribution via Associated Press (AP) channels to leading international media, photo editors and news agencies. Hosting and archiving in the Presseportal www.presseportal.de and in the Associated Press image databases, APimages and the AP Multimedia Newsroom.

- World (86 Countries) **€ 1,075**
- Europe (33 Countries) **€ 895**
- Asia **€ 800**
- Middle East **€ 550**
- USA **€ 965**
- UK and Ireland **€ 315**

Distribution via APA

- Austria **€ 250**

AP Lite International

- Only hosting and archiving in the Associated Press image databases, APimages and the AP Multimedia Newsroom **€ 360**

Video distribution

Distribution via Associated Press (AP) channels to leading international media, video editors and news agencies. Hosting and archiving in the Presseportal www.presseportal.de, in the Associated Press video databases and the AP Multimedia Newsroom.

- World **€ 4,420**
- Reporting **+ € 4,420**
- Only hosting and archiving **€ 1,815**

native ads

Your content best placed

- ✓ Guaranteed placement
- ✓ Your content given high visibility
- ✓ Directly adjacent to editorial content
- ✓ Wide network of media partners with high reach

Individual booking

Native ads in the online editions of:

Berliner Morgenpost	€850
Frankfurter Rundschau	€850
Hamburger Abendblatt	€850
Hessische/Niedersächs. Allgemeine (HNA)	€850
Münchner Merkur	€850
Rheinische Post	€850
Süddeutsche Zeitung	€1,020
Tagesspiegel	€850
Thüringer Allgemeine	€850
WAZ	€850

As an add-on to an ots distribution

Price in addition to the cost of an ots distribution

Native ads in the online editions of:

Berliner Morgenpost	€390
BUNTE	€590
CHIP	€590
FitForFun	€590
FOCUS	€590
Frankfurter Rundschau	€390
Hamburger Abendblatt	€375
Handelsblatt	€590
Hessische/Niedersächs. Allgemeine (HNA)	€390
Münchner Merkur	€390
Rheinische Post	€390
Süddeutsche Zeitung	€590
Tagesspiegel	€390
Thüringer Allgemeine	€390
WAZ	€390
Wirtschaftswoche	€590

Native Ads International

Price in addition to the cost of an ots text/image distribution

Austria:

Der Standard, Die Presse, Kurier, Kleine Zeitung,
nachrichten.at, OE.24, Puls.24 **€390 each**

Switzerland:

- 20Minuten **€1,990**
- Neue Zürcher Zeitung (NZZ) **€3,090**
- Aargauer Zeitung, Luzerner Zeitung,
St. Galler Tagblatt, Südostschweiz.ch **€2,990 each**

Bundles

Germany:

Price in addition to the cost of an ots distribution

- **Bundle S** (6 partners) **2.290 €**
Save 27 %
Every additional partner **+ 375 €**
- **Bundle M** (10 partners) **3.290 €**
Save 30 %
Every additional partner **+ 375 €**
- **Bundle L** (13 partners) **3.930 €**
Save 33 %

DACH (Germany, Austria, Switzerland):

Price in addition to the cost of an ots text/image distribution

- **Bundle M** **7.490 €**
(DE: 10 partners; AT: all 7 partners; CH: 20Minuten)
Save 20 %
- **Bundle L** **9.990 €**
(DE: 13 partners; AT: all 7 partners; CH: 20Minuten, NZZ)
Save 25 %

ots Display Ads

Your content on Programmatic Digital Out-of-Home-screens (DOOH)

- ✓ Maximum visibility for your message in (semi-)public spaces
- ✓ Over 11,000 highly frequented locations throughout Germany
- ✓ Flexible booking in addition to every ots distribution
- ✓ Detailed reporting after completion of the campaign

Your messages placed for maximum visibility: With us, you can reach your target group directly at highly frequented locations throughout Germany. Our partner FRAMEN's programmatic DOOH screens, can be found in coworking spaces, fitness studios, hotels, doctor's surgeries, fast food restaurants, and other locations.

In combination with ots distribution, we ensure that your content gains even greater reach as "Presseportal News." And all this from a single source: simply send us your press release via our my news aktuell order system, and we will take care of the rest.



All prices are subject to statutory value added tax. The terms and conditions of news aktuell GmbH for ots apply and can be viewed at <https://www.newsaktuell.com/tcu/distribution/>. Prices valid from September 1, 2025.

At a glance

- Broadcasting throughout Germany
- Public and semi-public programmatic DOOH screens in e.g. coworking spaces, gyms, hotels, doctor's surgeries or fast food restaurants
- Two formats 16:9 and 9:16; depending on location
- Visibility: 10 to 15 seconds each

Booking options:

- | | |
|--|--------------------|
| • ots Display Ads S
(3 days runtime, 250.000 impressions) | EUR 790,- |
| • ots Display Ads M
(3 days runtime, 500.000 impressions) | EUR 1.290,- |
| • ots Display Ads L
(3 days runtime, 750.000 impressions) | EUR 1.690,- |
| • ots Display Ads XL
(24 hours runtime, 1.000.000 impressions) | EUR 1.890,- |



Visual Collections

Your images on Germany's leading visual marketplace

- ✓ Placement of your images on picture-alliance.com and in the picturemaxx media search engine
- ✓ Direct access to editorial offices, agencies and organisations
- ✓ Greater reach for your PR photos and infographics

Thanks to the presence at dpa Picture-Alliance – Germany's leading picture agency – and picturemaxx, Visual Collections give your image material maximum visibility and reach. Your images and infographics are available where journalists search for them every day.

Further benefits

- Direct availability increases publication opportunities
- Targeted keyword assignment
- Optional: editorially optimised metadata
- Addition to your newsroom on presseportal.de

See examples here!



www.picture-alliance.com/visual-collections/beispiel-unternehmenskollektionen

Booking options

Visual Collection **1.590 EUR**

- Up to 50 pictures
- Import and hosting for 3 years in the dpa Picture-Alliance image database and at picturemaxx
- Displayed as a collection folder in the search results on the platform
- Optional: Editorial metadata optimisation

+ 250 EUR

Visual Collection Plus **1.990 EUR**

- Up to 200 pictures
- Import and hosting for 3 years in the dpa Picture-Alliance image database and at picturemaxx
- Presentation in up to 5 thematic collections in the Brand Portal of dpa Picture-Alliance
- Displayed as a collection folder in the search results on the platform
- Optional: Editorial metadata optimisation

+ 300 EUR

zimpel

The media directory and PR tool

- ✓ Create your own press distributors
- ✓ Easily research contacts
- ✓ Over 612,000 GDPR compliant data sets worldwide
- ✓ Time-saving, intuitive mailing tool included

DACH Rates

Germany	€455
Germany/Austria/Switzerland	€510
<ul style="list-style-type: none"> • Price per month • Twelve months • Five accesses 	
129,000 data records	included
One-time licence fee	€765
Other Options (price per month)	
• Additional users in D/DACH	€55 each
• Additional users in Europe/world	€65 each
• zimpel Influencer	included
• Your own newsroom at Presseportal.de (20 million visits per month)	€150
• Data export	€100

Advantages of zimpel

Data updates	included
Mailing tool incl. dispatch protocol	included
Distributor indexing	included
Daily media updates and suggested contacts	included
Free support	included

International Rates

Europe	
<ul style="list-style-type: none"> • Price per month • Twelve months • Five accesses 	€685
World	
<ul style="list-style-type: none"> • Price per month • Twelve months • Five accesses 	€870
612,000 data records	included
One-time licence fee	€765

zimpel individual distribution

Especially suitable for one-off mailings, invitations and limited campaigns, our support team customises the distribution to exactly meet the requirements for your topic.

Research	
• National	€290
• International	€390
Flat rate for contacts	
• Up to 100 contacts	€220
• Up to 200 contacts	€340
• Up to 500 contacts	€460
• Up to 1000 contacts	€690

Content- Production

Professional communication content and materials

- ✓ Turning your ideas into content
- ✓ Reputable production partners
- ✓ More in-house resources for you

Text production

Let us write your press releases for you. Our colleagues at dpa Custom-Content are pros at putting your ideas into words in the best possible way: professionally, appropriately and with attention to detail.

(300 words incl. one correction loop)

Text production

starting at €570

**CONCEPT,
IMPLEMENTATION
AND DISTRIBUTION
– ALL FROM
A SINGLE SOURCE**

Infographics

We help you put figures in a nutshell and get to the point on complex issues in a clear way that fits with the times. Our successful graphics enliven dry, staid text and boost your content.

Infographics

starting at €790

- Production of an infographic
- Incl. one draft and two correction loops
- Output formats:
AI, EPS, JPG and PDF file
- Format adaptation add. according to expenditure

XL Infographics

starting at €1,590

- Incl. on draft and two correction loops
- Output formats:
AI, EPS, JPG and PDF file
- Format adaptation add. according to expenditure

Infopost for social media

starting at €790

- Incl. one draft and two correction loops
- Output formats:
AI, EPS, JPG and PDF file
- Microanimation for existing
social media infopost

starting at €790

Options

- Press releases distributed
by ots plus graphics
- Further correction loops

**starting at + €975
each starting at + €80**