



PRESS RELEASE

iq digital takes over digital marketing for Mediahouse Berlin

As of March 1, 2025, the premium marketer iq digital from Düsseldorf will take over the digital marketing of the media brands Rolling Stone, Musikexpress and Metal Hammer from the renowned Mediahouse Berlin.

Düsseldorf, February 6, 2025. A bang at the start of the year in the marketing industry: from March 1, 2025, premium marketer iq digital will take over cross-digital marketing for the entertainment and culture brands Rolling Stone, Musikexpress and Metal Hammer from Mediahouse Berlin. From July, the marketing of podcast shows such as “Rolling Stone Weekly” and “Metal Hammer Podcast” will also be added. iq digital is thus adding further valuable target groups from the culture and lifestyle sector to its quality and impact portfolio.

Steffen Bax, CEO of iq digital, comments: "The Rolling Stone, Musikexpress and Metal Hammer brands are true classics and a shining example of the combination of information and emotion. From now on, we offer advertisers the opportunity to create completely individual brand experiences for their target groups in these environments. These media stand for our free society, absolute journalistic quality and creativity - thus perfectly complementing the value cosmos of iq digital and its employees."

Mediahouse Berlin, or MHB for short, unites the three relevant brands under one roof: Rolling Stone is the largest international music media brand, with the German edition celebrating its 30th anniversary in October 2024. Rolling Stone itself is a pop culture legend and stands not only for brilliant music journalism, but also for its opinionated view on important topics from the fields of politics, society and entertainment. Musikexpress is regarded as a driving force and trend barometer in Germany and offers a lively platform for almost all facets and the entire diversity of pop culture, from pop to electro to rap. Metal Hammer is the leading brand for one of the biggest music genres worldwide and its entire community. As the leading medium for metal and hard rock, Metal Hammer is firmly anchored in the ever-growing scene.



“iq digital impresses with the marketing of some of the leading quality and leading media in the German market,” says Mediahouse publisher Petra Kalb. "There is a large overlap with our brands in terms of topics, target groups and journalistic standards. Mediahouse Berlin is the most important address for pop culture in Germany - with iq digital, we are perfectly positioned for the coming years. We are very much looking forward to working together."

Together, Mediahouse Berlin and iq digital are pursuing a tailor-made, customer-centered marketing approach, both in all digital channels and in supplementary events and cultural marketing by MHB itself. Mediahouse Berlin will decide on the allocation of print marketing within the next few weeks.

About Mediahouse Berlin

Mediahouse Berlin GmbH, which has been operating independently since July 2023 and in which Axel Springer holds a 20 percent stake, is regarded as a nationwide leader in the field of music and cultural media. Its titles are united by their cross-media presence on all channels: in print with the three monthly magazines and with a wide range of digital offerings (web, social media, audio, video). In addition, Mediahouse Berlin's newly founded agency unit offers a crossover of media offerings, cultural marketing and creative services, from brainstorming and conception to implementation.

About iq digital

iq digital media marketing gmbh is the exclusive marketer for leading media in Germany. The portfolio includes top-class media in the areas of general news, business & finance, specialist media and millennials. Websites such as DER SPIEGEL, FAZ.NET, Handelsblatt Online, Süddeutsche Zeitung, WirtschaftsWoche Online, manager magazin, Harvard Business manager and Der Tagesspiegel provide decision-makers with daily information on all relevant topics. As a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Verlag, Düsseldorf-based iq digital stands for high reach in the areas of news and business/finance as well as for special interest offerings to address specific target groups. With a total digital reach of 25.4 million* digital unique users, iq digital is one of the leading marketers for digital quality media and mediabrands.

*Source: agma DNA, net reach / October 2024

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