



# IQ DIGITAL PODCAST

iq digital

# WE KNOW HOW TO PODCAST!

## HIGHEST-REACH PORTFOLIO

iq digital offers more than **75**  
**PODCASTS**  
and dominates with  
**20 %**  
of reach in the  
AGMA Top 20



## GREATEST VARIETY OF TOPICS

iq digital offers  
**13 topics**

## MOST INDIVIDUAL OCCUPANCY

**Fixed position placement:** Episode or  
Roadblock

**Volume booking:** Channel, network or  
contextual targeting

## PROFESSIONAL PRODUCTION

Consulting and production  
**individual tailored** to your campaign goals

## COMPREHENSIVE REPORTING

**IAB certified**

Exact key figures of the audio impressions user  
structure of the listeners

# AGENDA

01	Portfolio
02	Advertising Effect
03	Placement & Advertising Media
04	Individual Booking Options
05	Reporting & Production
06	Podcast Channel
07	Podcast Brand
08	Podcast Episodes

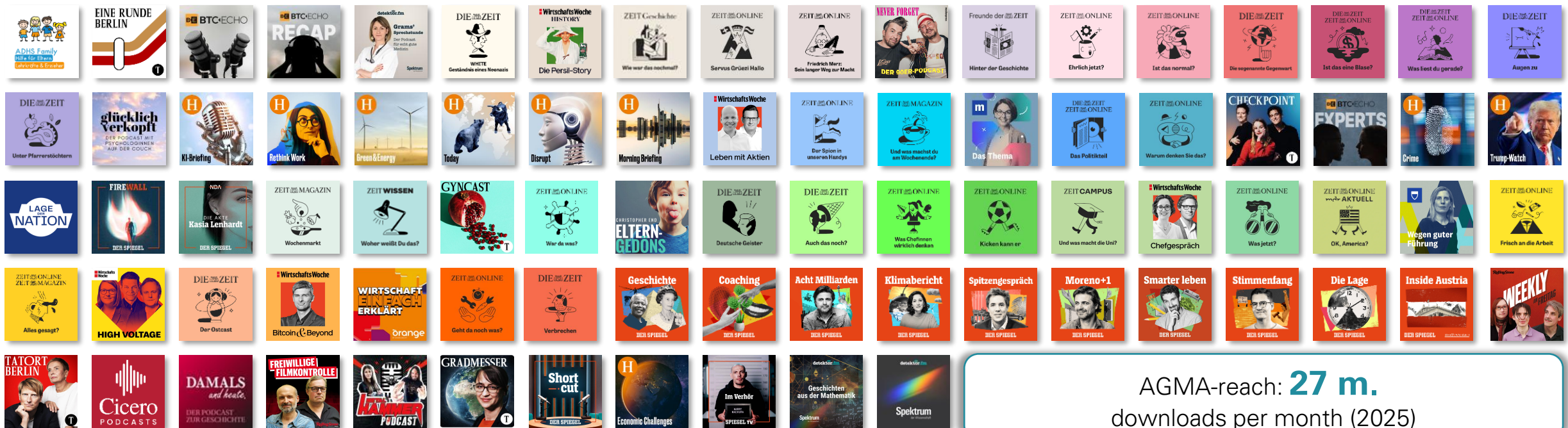


01

## OUR PORTFOLIO

## OUR PORTFOLIO

Strong brands - Exciting topics - High relevance



AGMA-reach: **27 m.**  
downloads per month (2025)

Handelsblatt  Harvard Business manager manager magazin  musikexpress. DER SPIEGEL

Wirtschafts  
WocheZEIT  ONLINE

TAGESSPIEGEL



**Cicero**  
MAGAZIN FÜR POLITISCHE KULTUR

Spektrum.de

# OUR CHAMPIONS

Our podcast shows in the agma TOP 20



01



5.5 m  
downloads

05



3.8 m  
downloads

17



1.7 m  
downloads

02

# **ADVERTISING EFFECT**

# PODCAST ADVERTISING WORKS

With the iq digital quality portfolio, you can reach an exclusive target group in a trustworthy environment.

Podcast advertising has a brand-activating effect on **66%** of listeners

**74 %** of listeners accept adverts in podcasts

Highly educated:  
**63 %** have a high school diploma



**53 %** have a university or university of applied sciences degree

High-income & affluent:



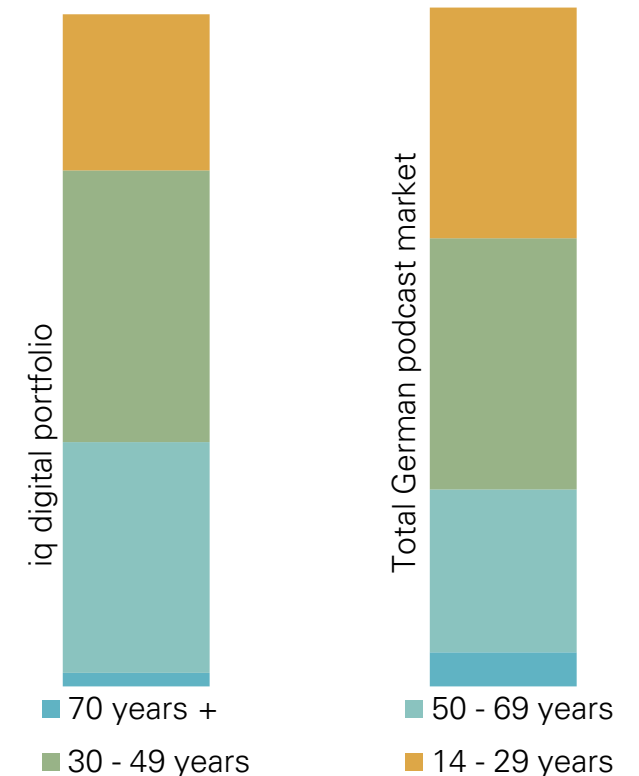
**69 %** with a HHNE above € 3,500  
**29 %** have an HHNE over € 5,000

Curious listeners:



For **82%**, the primary reason for using podcasts, apart from entertainment, is to gain information and knowledge.

Age distribution



# THE OPTIMAL ADVERTISING SOLUTION

Acceptance and credibility - We rely on Presenter Reads

- ◆ Clear separation of journalistic content and advertising message for an authentic and trustworthy environment
  - ◆ maximum flexibility and diverse use of your native audio ads
- 



**74 %** find Presenter Read Ads reputable



**71 %** perceive Presenter Read Ads as credible



**84 %** find the sender of Presenter Read Ads easily recognisable

# 03

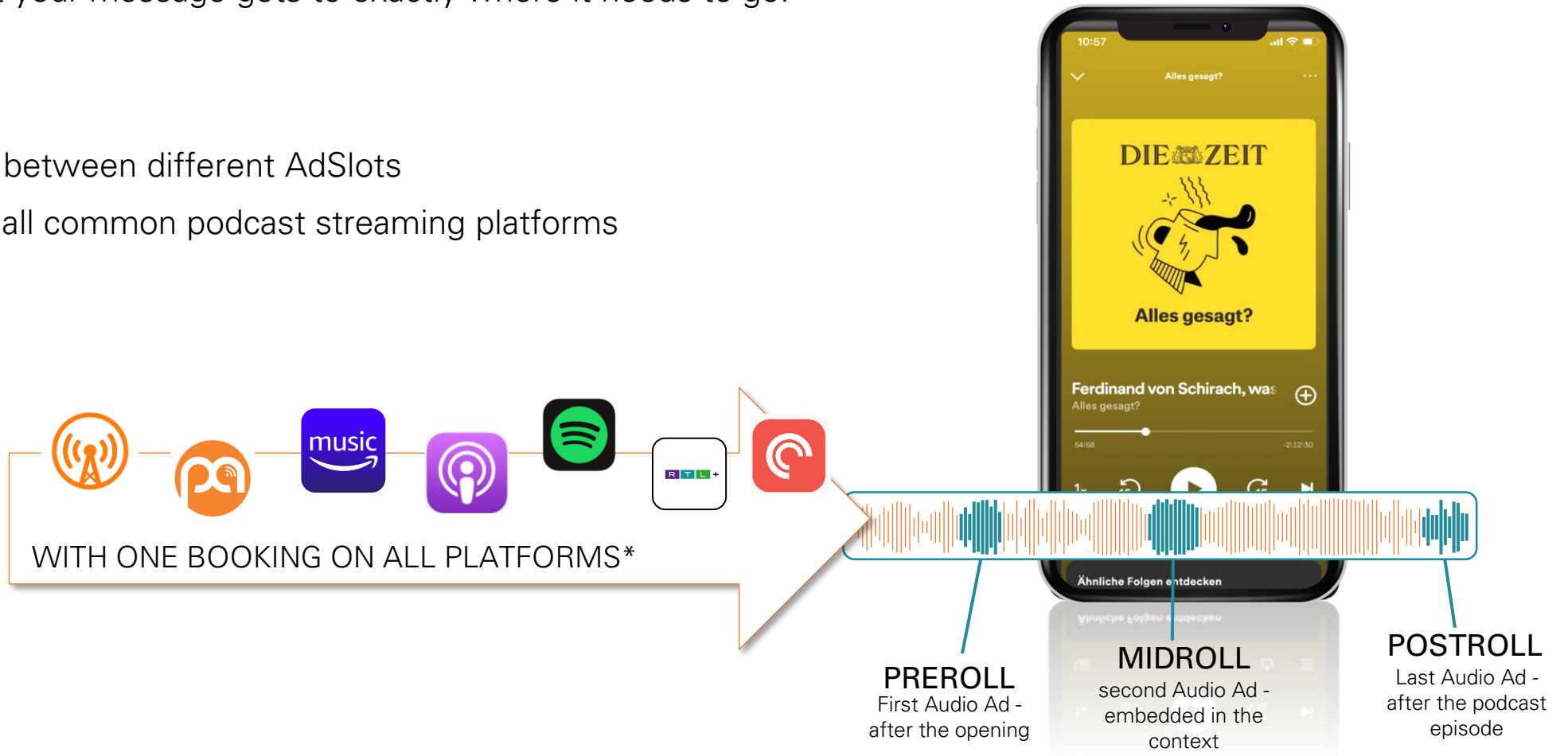
## **PLACEMENT & ADVERTISING MEDIA**

# OUR DISTRIBUTION LOGIC

To make sure that your message gets to exactly where it needs to go.

- ◆ Flexible choice between different AdSlots
- ◆ Distribution on all common podcast streaming platforms

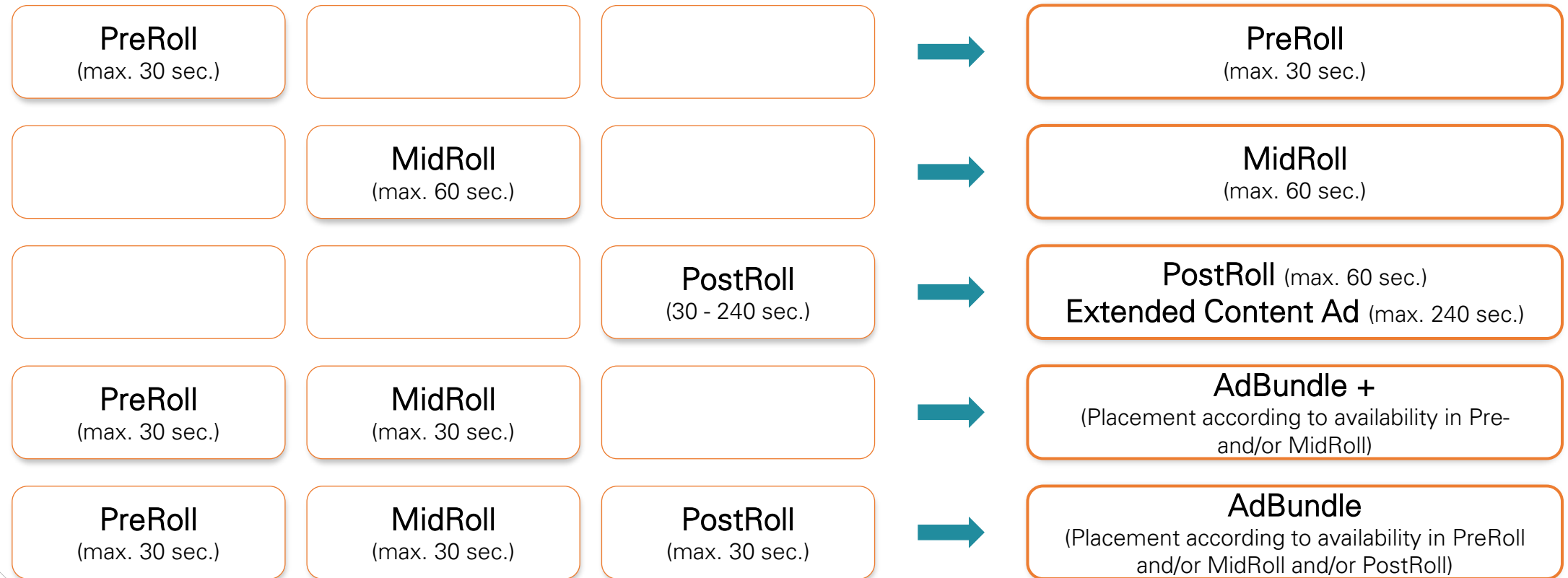
iq digital



\*Sample selection of the most frequently used podcast streaming platforms

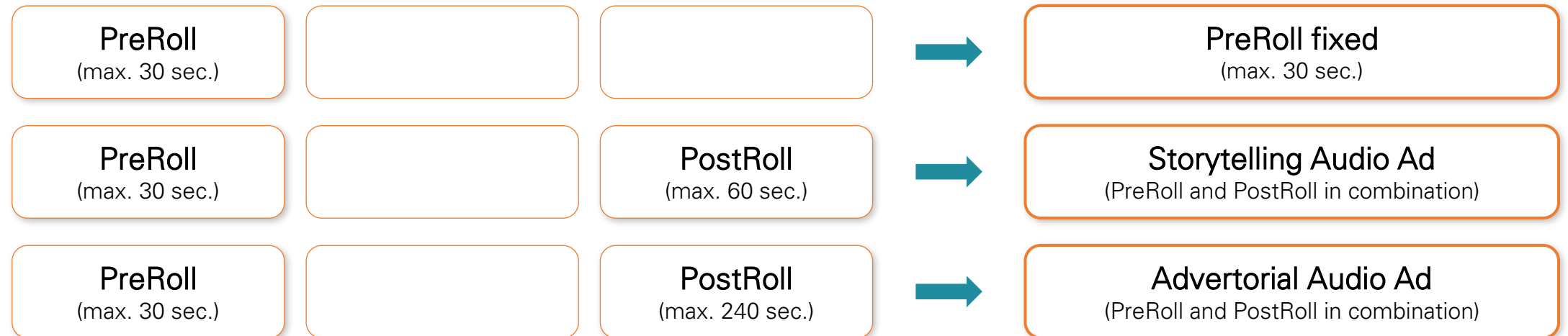
# YOUR PLACEMENT OPTIONS

Native Audio Ad as volume booking



# YOUR PLACEMENT OPTIONS

Native Audio Ad as fixed placement



# NATIVE AUDIO AD

Authentic Advertising

- ◆ Your advertising message is natively recorded by professional speakers and thus perfectly embedded in the podcast show
- ◆ Voice only: neither background noise, music nor jingles disturb the native listening experience
- ◆ Bookable as PreRoll (max. 30 sec.), MidRoll (max. 60 sec.) or PostRoll (max. 60 sec.)



*Click on the audio button to listen to the audio sample*



# NATIVE 3D-AUDIO AD

Dive into a new advertising dimension with us



- ◆ Your advertising message, recorded by professional speakers, is enriched by native background sounds and thus becomes a 360-degree audio experience
- ◆ The native 3D audio ad becomes a unique and intense sound and listening experience
- ◆ Bookable as PreRoll (max. 30 sec.), MidRoll (max. 60 sec.) or PostRoll (max. 60 sec.)



*Click on the audio button to listen to the audio sample*

**Tip:** Listen to the audio spot with headphones to capture 3D audio.

# NATIVE DIALOGUE AUDIO AD

Authentic and close - your message in conversation



- ◆ Two selected speakers in natural dialog convey their advertising message as part of a personal conversation
- ◆ Voice only: neither background noise, music or jingles disturb the personal dialog and preserve the native character
- ◆ Bookable as PreRoll (max. 30 sec.), MidRoll (max. 60 sec.) or PostRoll (max. 60 sec.)



*Click on the audio button to listen to the audio sample*

# NATIVE EXTENDED CONTENT AUDIO AD

A big stage for your story

- ◆ Individual Content Deep Dive
- ◆ Your advertising message as a short interview, audio sample or extended native audio ad
- ◆ Bookable as PostRoll (max. 240 sec.)
- ◆ Introduced with "An advert follows..."



*Click on the audio button to listen to the audio sample*



# NATIVE STORYTELLING/ ADVERTORIAL AD

Telling stories from beginning to end

- ◆ Tell your story over the entire duration of the podcast
- ◆ Opener in PreRoll (max. 30 sec.) and second spot in PostRoll (max. 260 sec.)
- ◆ Advertorial Ad PostRoll is introduced with "An advertising post follows..."



*Click on the audio button to listen to the audio sample*



# AI NATIVE AUDIO AD

Short lead times and simple realisation for maximum flexibility.

- ◆ Professional spot text by our editorial team, including 2 text samples
- ◆ Creation of the native audio spot (30 seconds), using AI, according to our technical specifications
- ◆ Delivery of 2 spot versions, incl. 2 correction loops
- ◆ Finished audio spot in just 10 days



*Click on the audio button to listen to the audio sample*

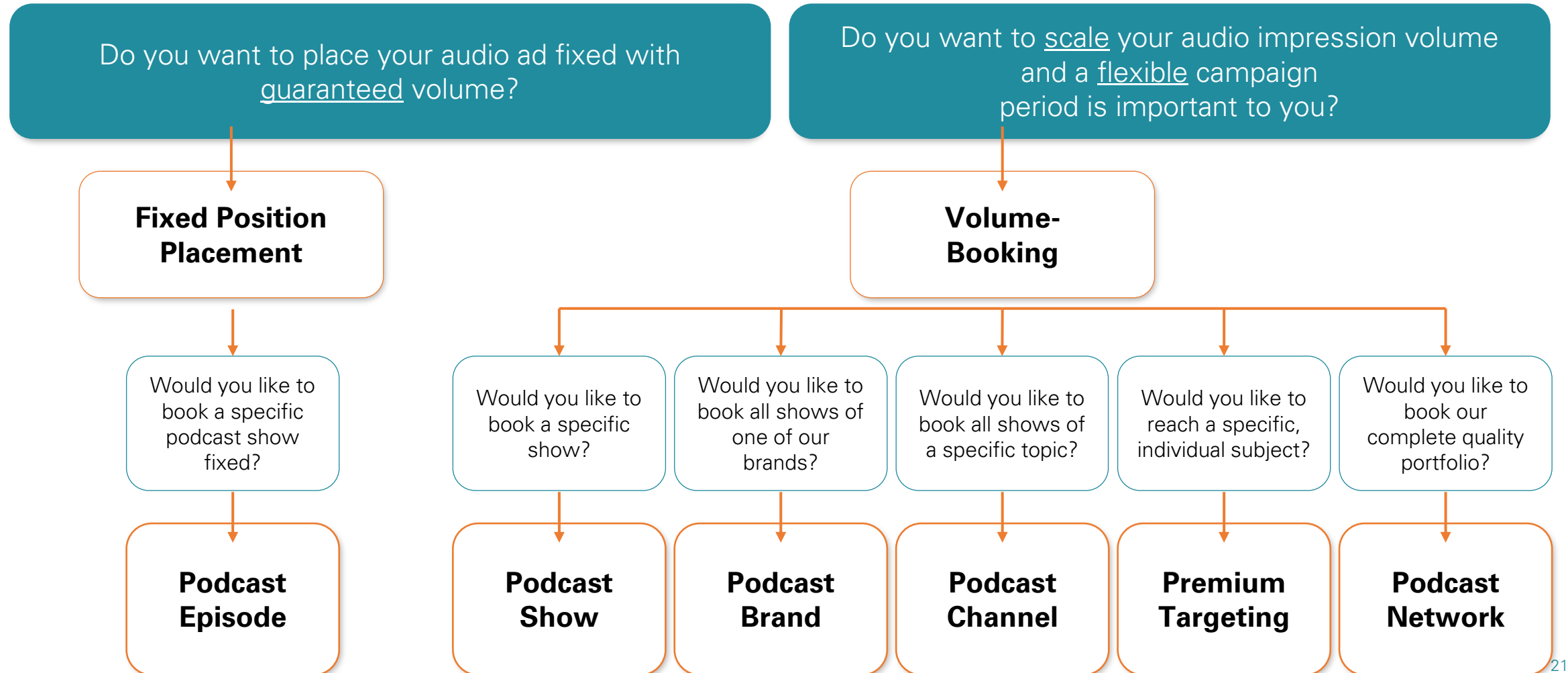


# 04

## **INDIVIDUAL BOOKING OPTIONS**

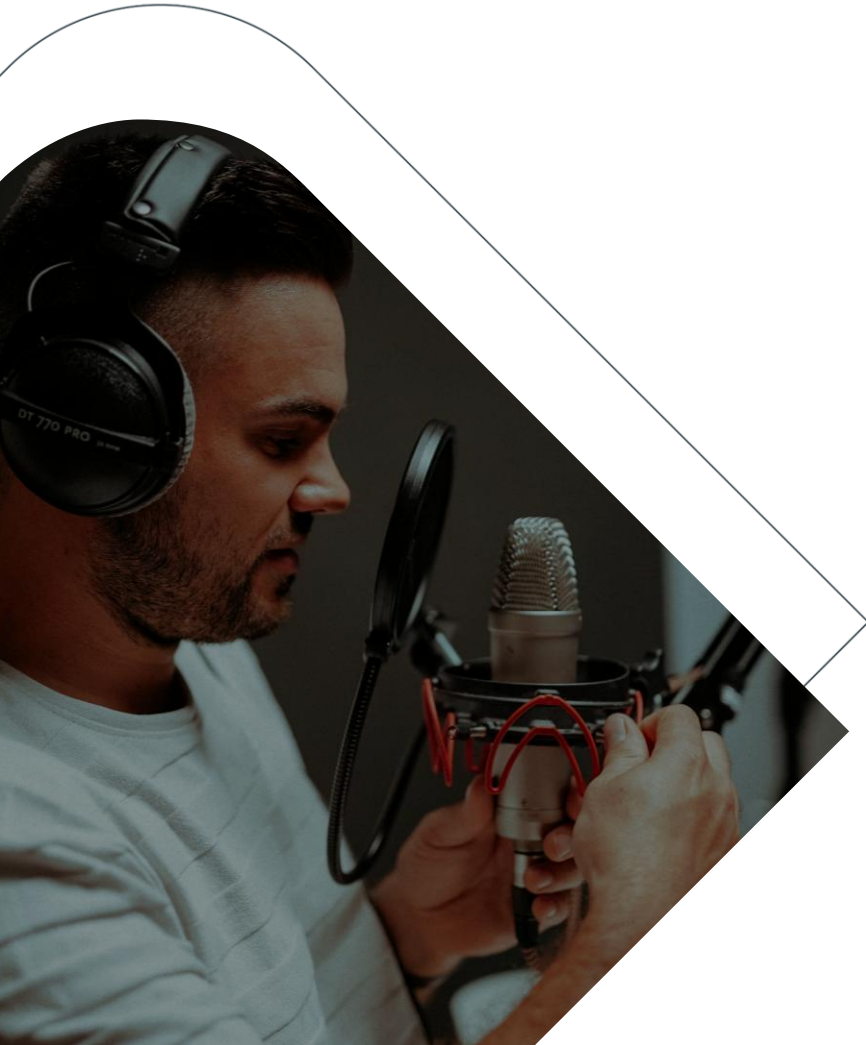
# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



# PODCAST CPM PRICE LIST

iq digital Portfolio | Natives Audio Ad



Placement	Price category	PreRoll/ MidRoll	Ad Bundle Plus	AdBundle/ PostRoll
<b>PODCAST SHOW</b> or <b>PREMIUM TARGETING</b>	PC1	130 €	115 €	90 €
<b>PODCAST BRAND</b> or <b>PODCAST CHANNEL</b>	PC2	100 €	85 €	60 €
<b>PODCAST NETWORK</b>	PC3	70 €	65 €	50 €

Price categories:

PK1: Podcast Show & Premium Targeting in the network = CPM booking of a single show, e.g. "Zeit Verbrechen"

PK2: Podcast Brand = CPM booking of all podcasts of a brand, e.g. all podcasts of "Handelsblatt"  
Podcast Channel = CPM booking of a topic category, e.g. all podcasts on the topic of "Politics"

PK3: Podcast network = CPM booking of all podcasts in the iq digital portfolio

AdBundle: Placement either on PreRoll, MidRoll or PostRoll. No guaranteed placement.

AdBundle Plus: Placement either on PreRoll, MidRoll. No guaranteed placement

Minimum booking volume EUR 7,500 net/net

Premium targeting only possible in the iq digital podcast network / Basic targeting in PC1 & 3 included, in PC2 +15% surcharge

# GREATER REACH IN THE MATCHING ENVIRONMENT?

Podcast volume packages

	Impressions	Duration	Saving
"Quality media" and "Politic" podcast show (PC1)	from 500,000	1 - 6 weeks	20 %
	from 1,000,000		30%
"Quality media" and "Politic" channel (PC2)	from 2,000,000		40 %
Portfolio (PC3)	from 5,000,000		50 %

\*Volume discounts cannot be combined with other special discounts (e.g. agency discounts: the higher discount applies here)

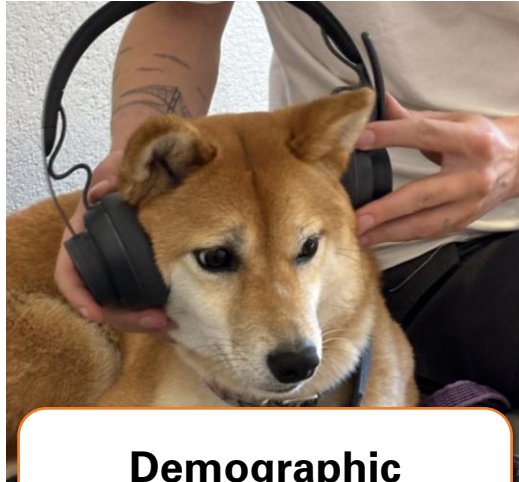
\*\*Basic targeting, geo-targeting and FC possible, provided there is sufficient availability

\*\*\*No volume discounts for premium targeting

# YOUR INDIVIDUAL TARGETING

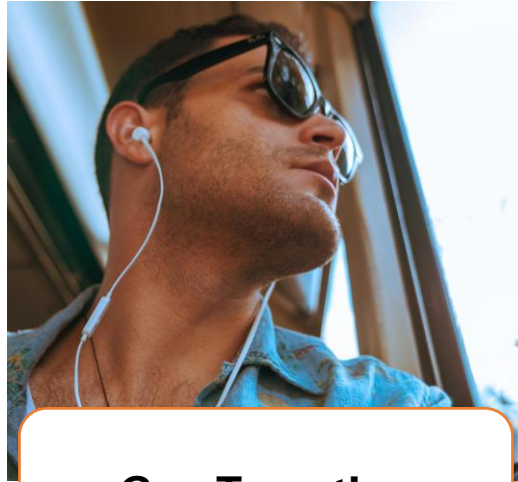
What we can do

**Who is your target group?**



**Demographic Targeting**

**Where is your target group?**



**Geo-Targeting**

**What content does your target audience engage with?**



**Contextual Targeting**

**What topics is your target group interested in?**



**Predictive Audiences Targeting**

# TARGETING FUNCTIONALITY

We offer customised targeting solutions for the ideal target group fit

## DEMOGRAPHIC TARGETING

- ◆ Data aggregation through our AdServer
- ◆ Combination of 1st and 3rd party data
- ◆ Additional data enrichment through SONAR for targeted payout



## CONTEXTUAL TARGETING

- ◆ Transcribing the episodes using speech-to-text technology
- ◆ Screening of content according to context (keywords and subject areas) and corresponding tagging in the AdServer
- ◆ Payout in the selected segment



## PREDICTIVE AUDIENCE TARGETING

- ◆ First industry-wide cookie-free targeting function
- ◆ Cooperation between our AdServer and Comscore (source for target group data)
- ◆ Playing out the interest clusters formed in correspondingly affine podcast environments



# BASIC TARGETING

Reach your target group

## Demographic targeting



18-24  
years

21-24  
years

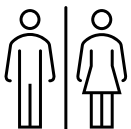
25-34  
years

35-44  
years

45-54  
years

55-64  
years

65+  
years



Male

Female

## Geo-targeting



Land

State

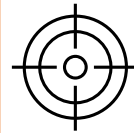
Frequency  
Capping

# CONTEXTUAL TARGETING

Reach your target group in the right environment



## Targeting segments



Automobile

Business  
decision-  
makers

E-Mobility

Energy &  
Resources

Food &  
Drink

Finance

HealthCare

Education

IT

Fashion &  
Luxus

Sustain-  
ability

Journey

Sport

Science &  
Technology

Economy

Music

Event

Logistics  
&  
Transport

Film  
&  
Cinema

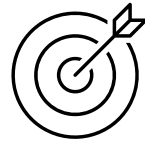
\*Targeting to the whole of Germany is - if desired - included with every booking

# PREDICTIVE AUDIENCE TARGETING

Reach your target group in their favourite environment



## Targeting segments



Interested in  
new cars

Investor &  
Shareholders

Health &  
Fitness Fans

Food Lovers

Streaming  
Junkies

Electronic  
Fans

DIY  
enthusiast

Beauty  
Queen/King

Gamer

Household  
income

Life phases

Consumer  
behaviour

\*Targeting to the whole of Germany is - if desired - included with every booking

\*\* Individual segments possible on request, depending on availability

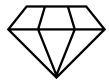
05

## **REPORTING & PRODUCTION**

# HIGHEST MEASUREMENT STANDARDS FOR YOUR CAMPAIGN

Standardised performance values for transparent campaigns and reporting

- ◆ Comprehensive standard for podcast-specific performance indicators
- ◆ Standardised definition of reach measurement (downloads) across different marketers
- ◆ Reliable measurement and reporting of audio impressions within your campaign



Transparent measurements and reliable data

**IAB 2.1  
STANDARD**

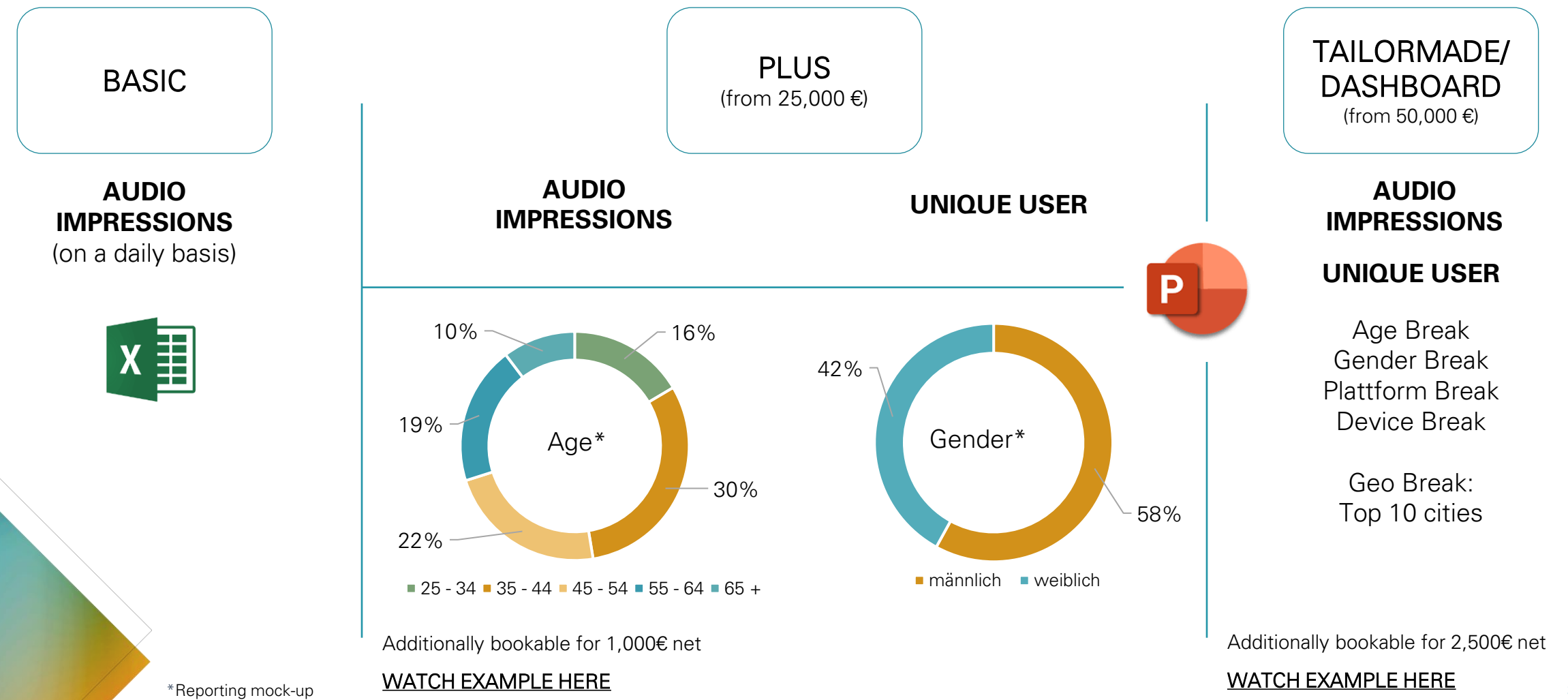
CLICK HERE TO  
DOWNLOAD



**iab.**europa

# PODCAST REPORTING

We want to offer you the best possible insights. That's why you receive a weekly update every Monday after the start of the campaign, as well as detailed reporting at the end of the campaign.



# PODCAST REPORTING DASHBOARD

All data at a single glance. Almost in real time.

- ◆ Dynamic visualization of key insights from your podcast campaign
- ◆ Added customer value through data aggregation and analysis
- ◆ Sustainable insights and added value for follow-up campaigns



# PODCAST BRAND LIFT STUDY

We make your brand's uplift measurable.

The questionnaire takes the following parameters into account:

Campaign assessment

Campaign perception

Brand awareness

Brand image incl. brand sympathy

Activation questions

Placement of the advert

Recognition spot by integrating the audio file into the questionnaire

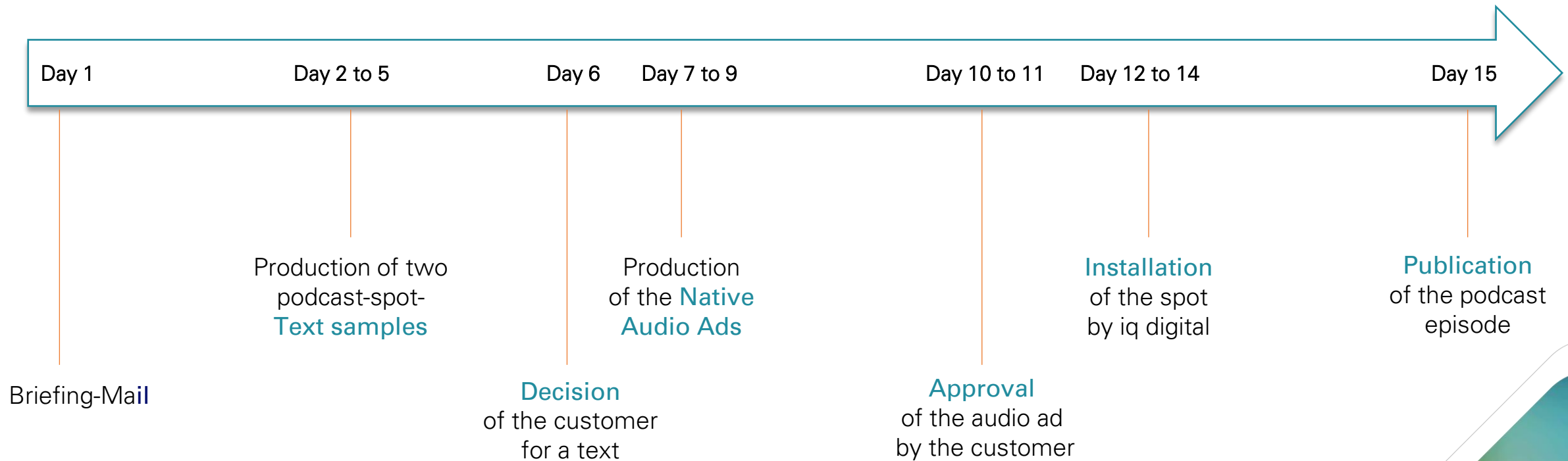
Socio-demographics (gender, age, occupation, level of education, HHNE)

Survey conducted via an online panel (n=400)



# PRODUCTION NATIVE AUDIO AD

Procedure and timings



\* all other Native Audio Ads (3D, Dialogue, Storytelling, Advertorial and Extended Content) have lead times of at least 4 weeks

# AUDIO SAMPLES OF THE SPEAKERS

We give your messages the right voice.



## Speaker list for general audio ads

Listen to the audio examples  
and choose the voice that best  
suits your campaign and your  
brand.

We will be happy to advise you.  
Just get in touch with us.



SPEAKER FILE



## Speaker list for Native-Dialogue-Ads

To produce special conversions  
such as Native-Dialogue-Ads,  
chosen speakers must record  
in the same studio. This is how  
we achieve the best sound  
result.

This is why we recommend a  
combination of two speakers of  
the same studio.



SPEAKER FILE



# PRODUCTION

## Pricing

SEE TECHNICAL  
SPECIFICATIONS HERE



### Single Native Audio Ads

Native Audio Ad 1.000€  
(Pre\*-, Mid- and PostRoll | max. 60 sec.)

Native 3D Audio Ad 1.500€  
(Pre\*-, Mid- and PostRoll | max. 60 sec.)

Native Dialogue Audio Ad 1.500€  
(Pre\*-, Mid- and PostRoll | max. 60 sec.)

Native AI-Audio Ad 500€  
(Pre-, Mid- and PostRoll | max. 30 sec.)

Native Extended Content Ad 3.000€  
PostRoll | max. 240 sec.)

### Native Audio Ads in combination

Native Storytelling Audio Ad 1.700€  
(Combination Pre- and PostRoll | max. 30 + 60 sec.)

Native 3D Storytelling Audio Ad 2.500€  
(Combination Pre- and PostRoll | max. 30 + 60 sec.)

Native Dialogue Storytelling Audio Ad 2.500€  
(Combination Pre- and PostRoll | max. 30 + 60 sec.)

Native Advertorial Ad 3.500€  
(Combination Pre- and PostRoll | max. 30 + 240 sec.)

Each additional Native Audio Ad per booking +700€, each additional Native 3D or Dialogue Audio Ad per booking +1.000€.  
\*Native Audio Ad PreRoll max. 30 sec.



# SHOW NOTES INTEGRATION

With our shownotes your campaign goes even further.

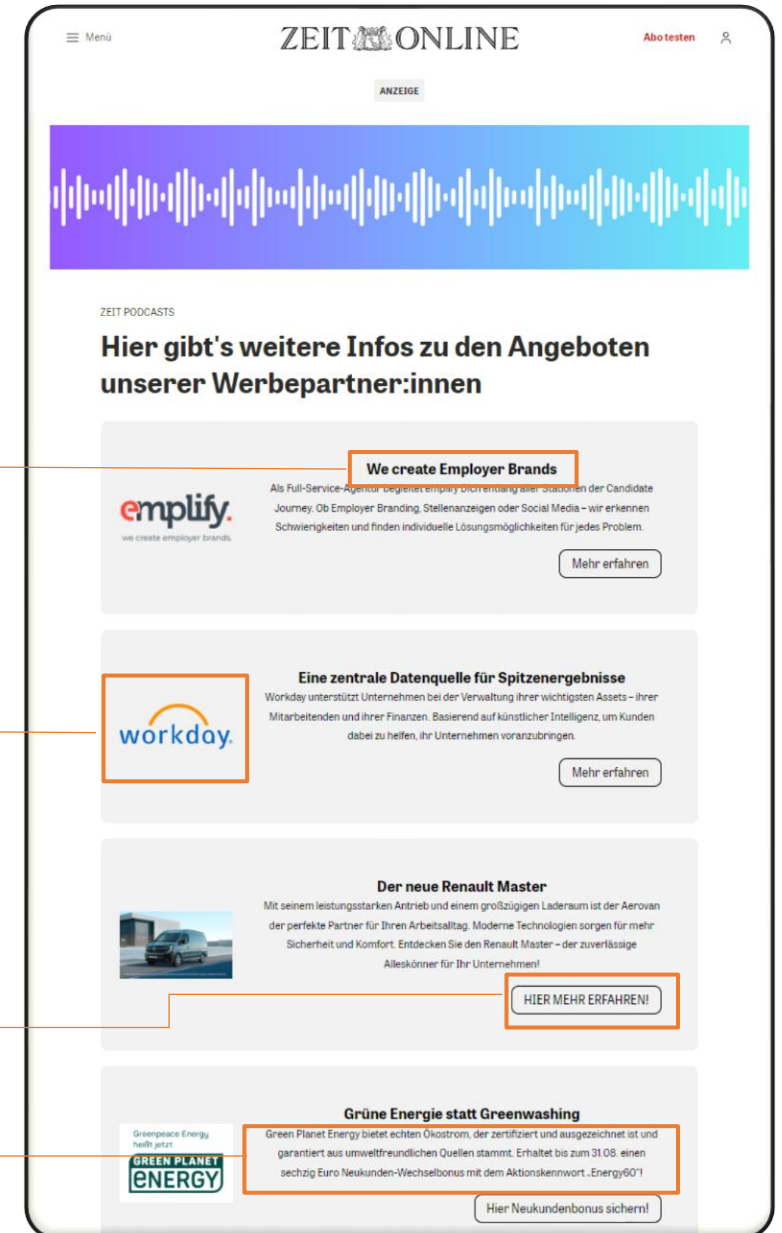
- ◆ Provide further information for interested listeners
- ◆ Click-out to the customer website
- ◆ Increased visibility

**TITLE/ HEADLINE**

**GRAPHIC**

**TARGET-URL**

**TEXT**  
**MAX. 250 CHARACTERS**  
(spaces included)



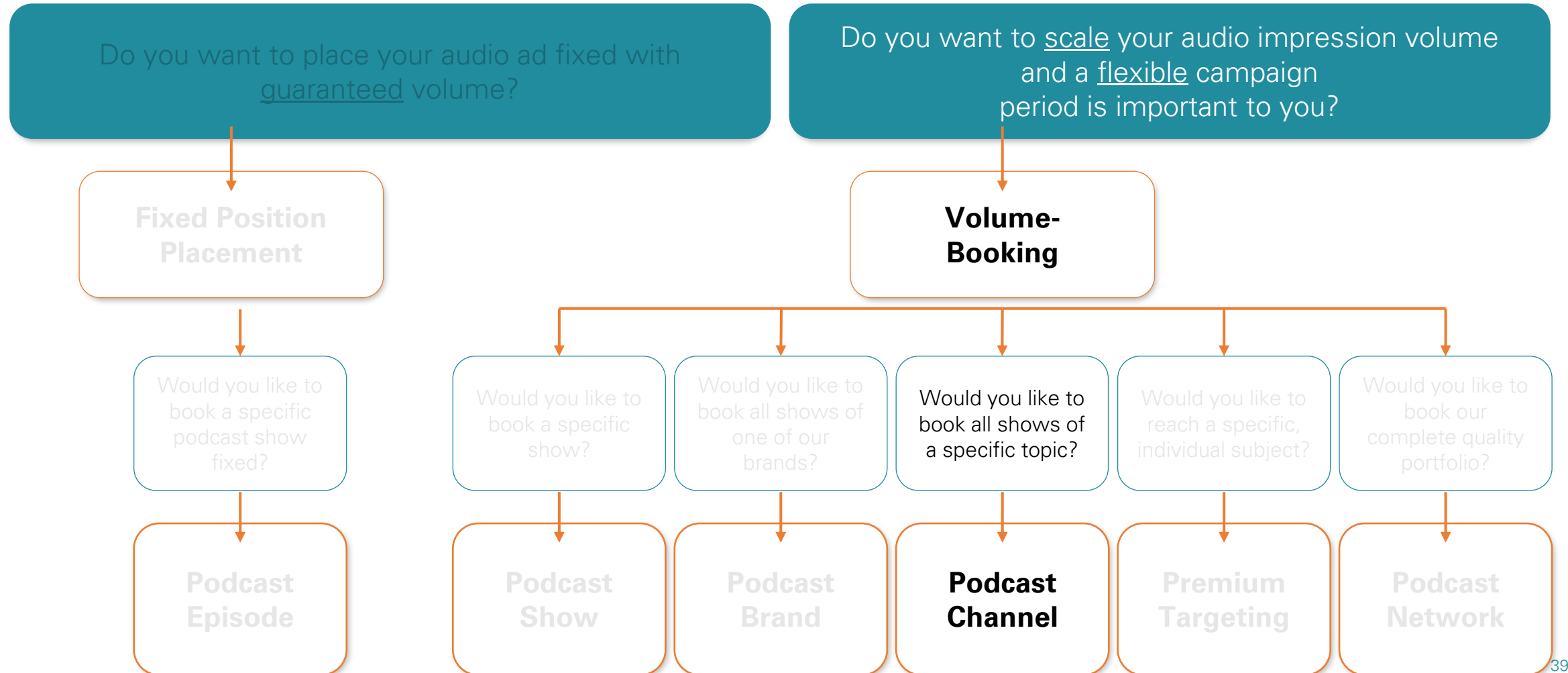
# PODCAST CHANNEL

iq digital



# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



# PODCAST CHANNEL

The most exciting podcast shows bundled for you by topic

WORK &  
CAREER



CRIME



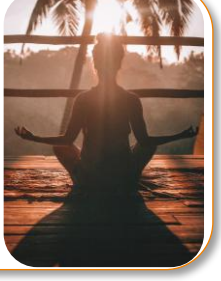
DIGITALI-  
ZATION



FAMILY &  
PARENTING



HEALTH



SUSTAINABI  
LITY



QUALITY  
MEDIA



LIFESTYLE &  
CULTURE



POLITICS



ECONOMY &  
FINANCE



KNOW-  
LEDGE



CUSTOM



# PODCAST CHANNEL “WORK & CAREER”

Place yourself in 5 podcast shows with just one booking



AGMA reach:  
**132,148**  
Downloads per  
month (2025)

Native  
**PreRoll**  
Audio Ad

Native  
**MidRoll**  
Audio Ad

Native  
**PostRoll**  
Audio Ad

DER SPIEGEL

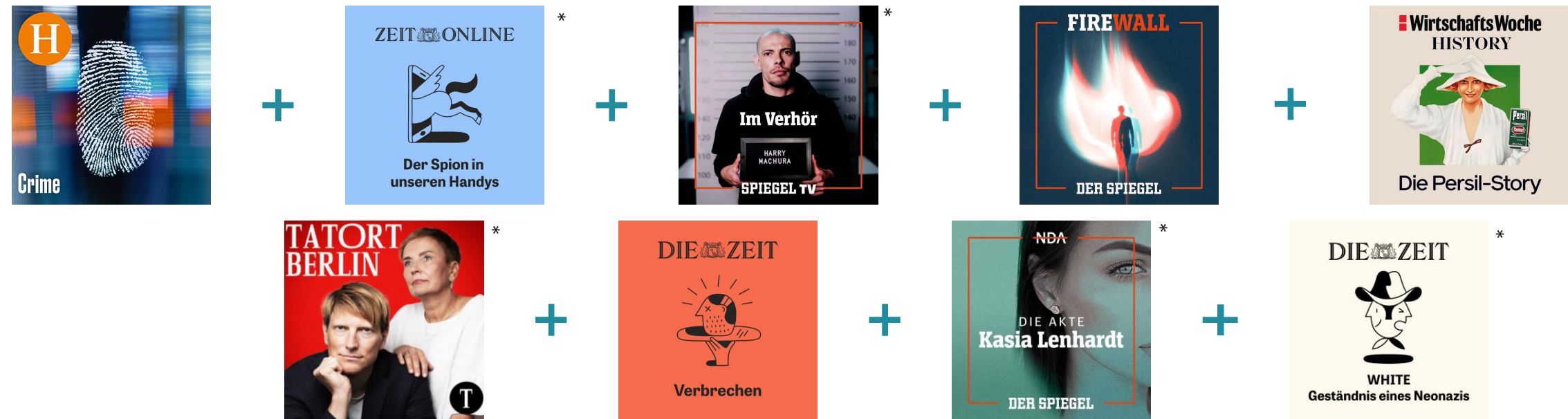
Handelsblatt

ZEIT ONLINE

\*Distribution only within archive range

# PODCAST CHANNEL "CRIME"

Place yourself in 9 podcast shows with just one booking



AGMA reach:

**2,664,452**

Downloads per month (2025)

Native

**PreRoll**

Audio Ad

Native

**MidRoll**

Audio Ad

Native

**PostRoll**

Audio Ad

Handelsblatt

DER SPIEGEL

WirtschaftsWoche

ZEITUNG ONLINE

TAGESSPIEGEL

\*Distribution only within archive range

# PODCAST CHANNEL "DIGITALISATION"

Place yourself in 7 podcast shows with just one booking



AGMA reach:

**141,535**

Downloads per month (2025)

Native

**PreRoll**

Audio Ad

Native

**MidRoll**

Audio Ad

Native

**PostRoll**

Audio Ad

**BTC ECHO**

**Handelsblatt**

**WirtschaftsWoche**

\*Distribution only within archive range

# PODCAST CHANNEL "FAMILY AND PARENTING"

Place yourself in 6 podcast shows with just one booking



AGMA reach:  
**194,229**  
Downloads per  
month (2025)

Native  
**PreRoll**  
Audio Ad

Native  
**MidRoll**  
Audio Ad

Native  
**PostRoll**  
Audio Ad

TAGESSPIEGEL

\*Distribution only within archive range

# PODCAST CHANNEL "HEALTH"

Place yourself in 8 podcast shows with just one booking



AGMA reach: <b>679,996</b> Downloads per month (2025)	Native <b>PreRoll</b> Audio Ad	Native <b>MidRoll</b> Audio Ad	Native <b>PostRoll</b> Audio Ad
DER SPIEGEL	Spektrum.de	TAGESSPIEGEL	ZEIT ONLINE

\*Distribution only within archive range

# PODCAST CHANNEL "LIFESTYLE & CULTURE"

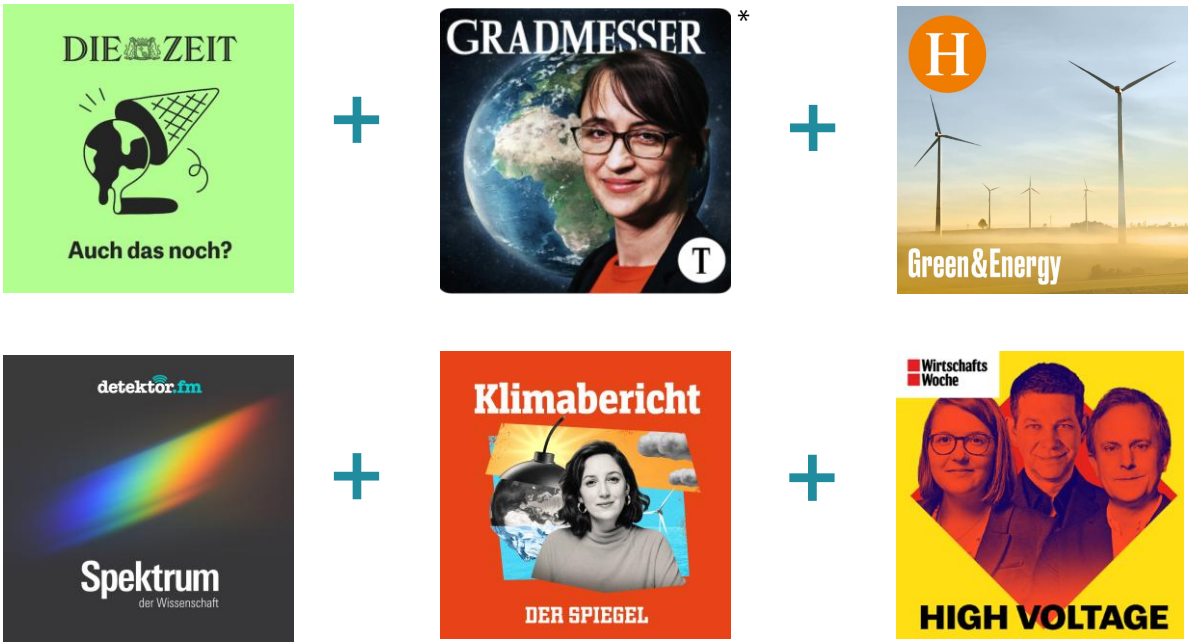
Place yourself in 9 podcast shows with just one booking



\*Distribution only within archive range

# PODCAST CHANNEL "SUSTAINABILITY"

Place yourself in 6 podcast shows with just one booking



AGMA reach:

**175,853**

Downloads per  
month (2025)

Native  
**PreRoll**  
Audio Ad

Native  
**MidRoll**  
Audio Ad

Native  
**PostRoll**  
Audio Ad

Handelsblatt

Spektrum.de

TAGESSPIEGEL

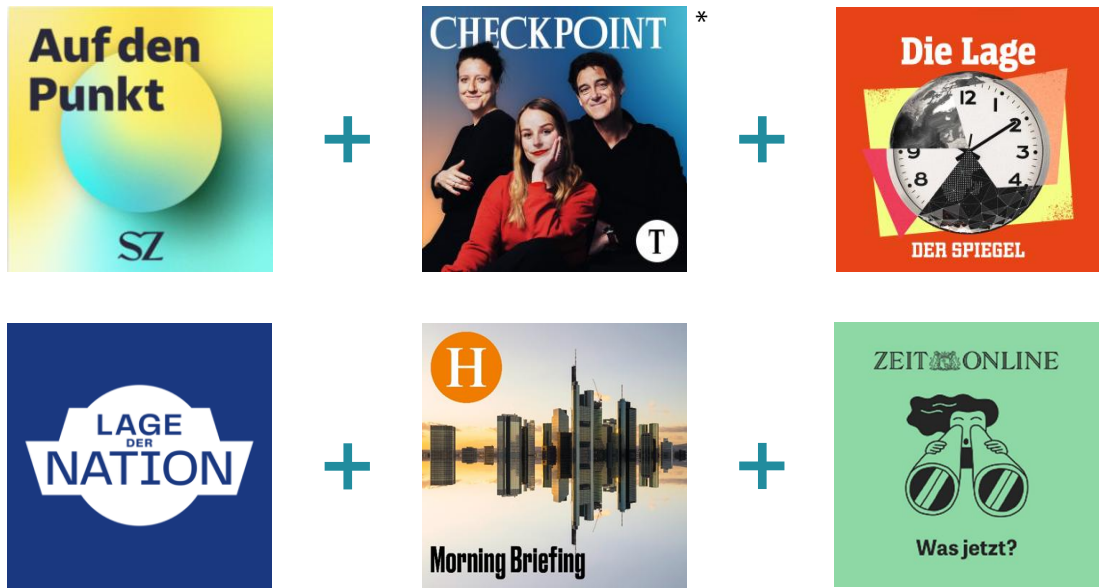
Wirtschafts  
Woche

ZEIT  ONLINE

\*Payout only within archive reach

# PODCAST CHANNEL „QUALITY MEDIA“

Place yourself in 5 podcast shows with just one booking



AGMA reach:  
**13,394,536**  
Downloads per  
month (2025)

Native  
**PreRoll**  
Audio Ad

Native  
**PostRoll**  
Audio Ad

DER SPIEGEL

Handelsblatt

TAGESSPIEGEL

ZEIT ONLINE

\*Payout only within archive reach

# PODCAST CHANNEL "POLITICS"

Place yourself in 19 podcast shows with just one booking



AGMA reach:

**3,144,045**

Downloads per  
month (2025)

Native  
**PreRoll**  
Audio Ad

Native  
**MidRoll**  
Audio Ad

Native  
**PostRoll**  
Audio Ad

Cicero  
MAGAZIN FÜR POLITISCHE KULTUR

DER SPIEGEL


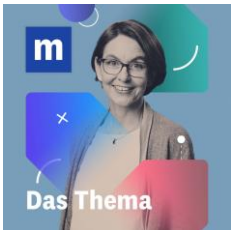



TAGESSPIEGEL






ZEIT ONLINE






\*Playout only within archive  
reach

# PODCAST CHANNEL "ECONOMY & FINANCE"

Place yourself in 15 podcast shows with just one booking







AGMA reach:  
**4,788,324**  
Downloads per  
month (2025)

Native  
**PreRoll**  
Audio Ad

Native  
**MidRoll**  
Audio Ad

Native  
**PostRoll**  
Audio Ad



\* Payout only within archive reach

# PODCAST CHANNEL "KNOWLEDGE"

Place yourself in 16 podcast shows with just one booking



AGMA reach:  
**998,361**  
Downloads per month  
(2025)

Native  
**PreRoll**  
Audio Ad

Native  
**MidRoll**  
Audio Ad

Native  
**PostRoll**  
Audio Ad

\* Playout only within archive reach

# CUSTOM CHANNEL

A podcast channel tailored to your wishes

The existing channels don't fit perfectly? - No problem!  
With our custom channel, you can put together an individualised channel

- ◆ Maximum scalability and flexibility
- ◆ Additional podcast shows can be integrated into the ongoing campaign at any time
- ◆ Reporting at show level
- ◆ Recommendation: at least 10 podcasts for a flexible reach
- ◆ From € 50,000



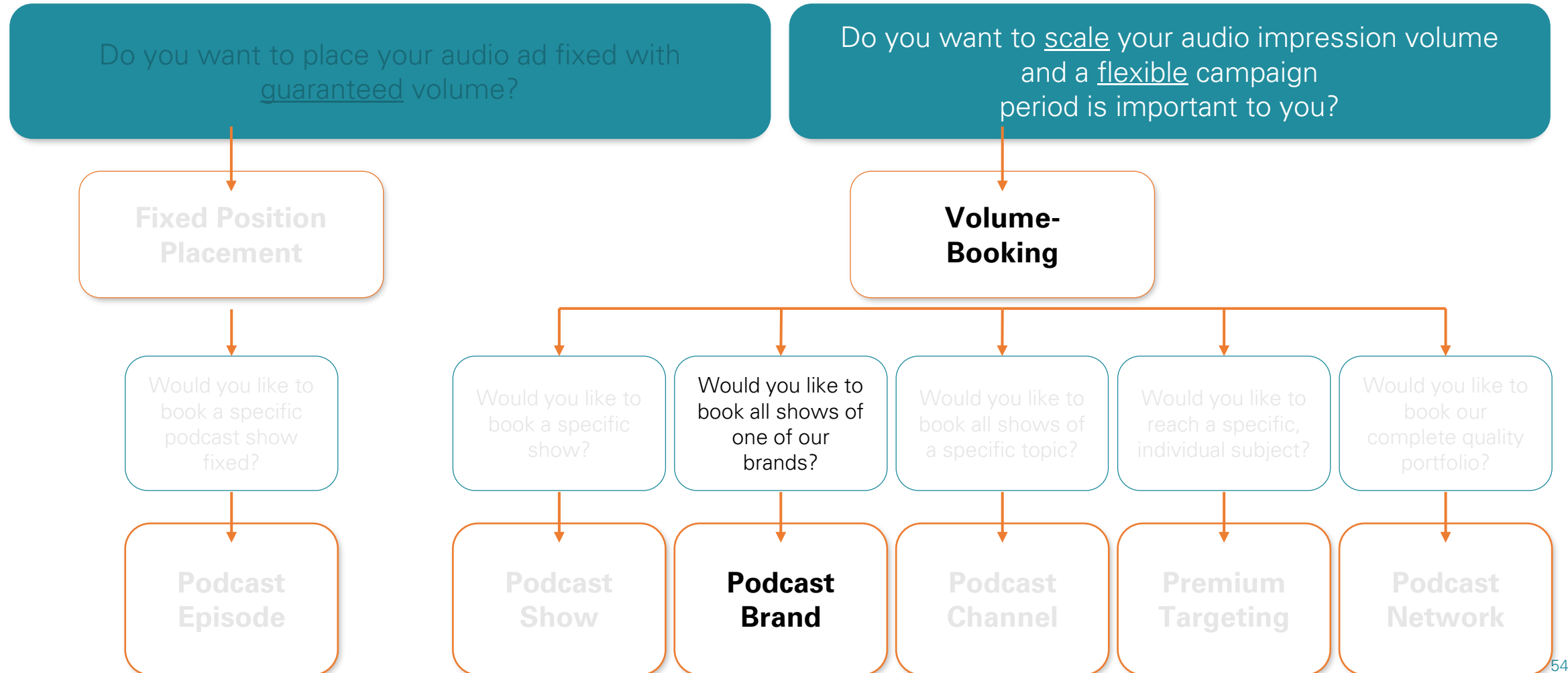
# PODCAST BRANDS

iq digital



# YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



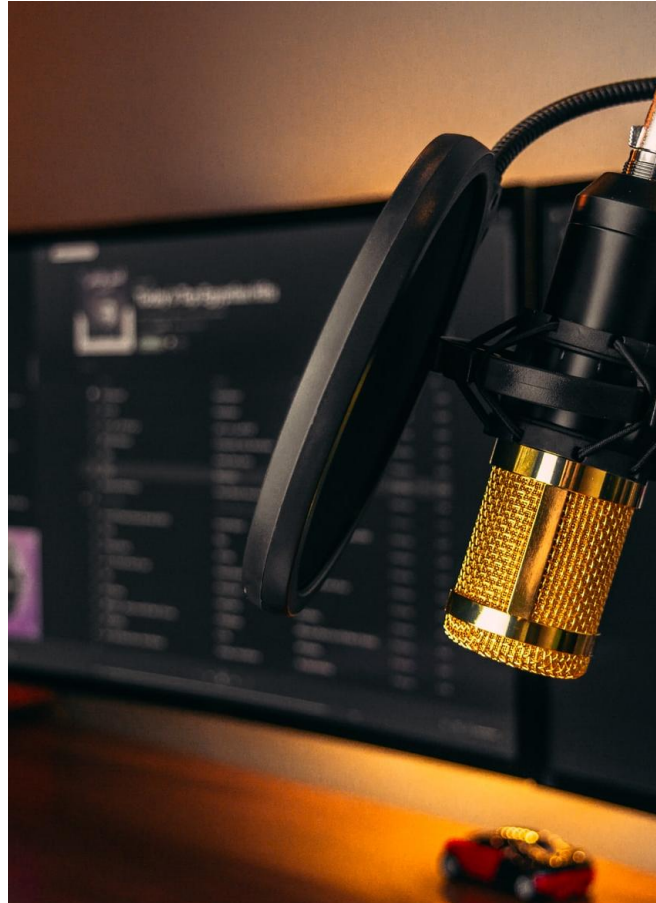
# PODCAST BRAND

All podcast shows of one of our media brands bundled for you

**DER SPIEGEL**

Handelsblatt

**TAGESSPIEGEL**



ZEIT  ONLINE

■ **Wirtschafts**  
■ **Woche**

# PODCAST BRAND HANDELSBLATT

Place yourself in 9 podcast shows with just one booking



AGMA-reach:  
**4,8 million**  
Downloads per month  
(2025)

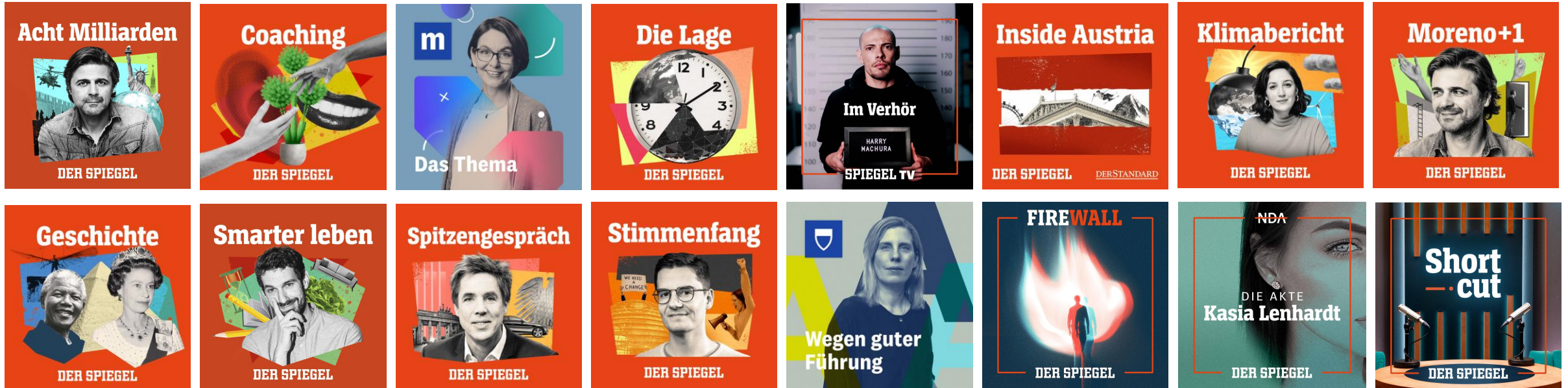
Native  
**PreRoll**  
Audio Ad

Native  
**MidRoll**  
Audio Ad

Native  
**PostRoll**  
Audio Ad

# PODCAST BRAND DER SPIEGEL

Place yourself in 16 podcast shows with just one booking



AGMA-reach:

**3,4 million**

Downloads per month  
(2025)

Native

**PreRoll**

Audio Ad

Native

**MidRoll**

Audio Ad

Native

**PostRoll**

Audio Ad

# PODCAST BRAND WIRTSCHAFTSWOCH

Place yourself in 5 podcast shows with just one booking



AGMA-reach:

**141,899**

Downloads per month  
(2025)

Native

**PreRoll**

Audio Ad

Native

**MidRoll**

Audio Ad

Native

**PostRoll**

Audio Ad

# PODCAST BRAND ZEIT ONLINE

Place yourself in 32 podcast shows with just one booking



AGMA-reach:  
**20,7 million**  
Downloads per month  
(2025)

Native  
**PreRoll**  
Audio Ad

Native  
**MidRoll**  
Audio Ad

Native  
**PostRoll**  
Audio Ad

A young woman with long brown hair is sitting cross-legged on a light-colored floor. She is wearing a white t-shirt, black high-waisted pants with a gold belt, and white sneakers. She has large headphones on her head and is smiling with her eyes closed, appearing to be listening to music. A large, stylized graphic on the left side of the image transitions from teal at the top to yellow at the bottom, with a diagonal split.

# PODCAST EPISODE

iq digital

# ADHS FAMILY

Help for parents, teachers & educators

Family & Parenting



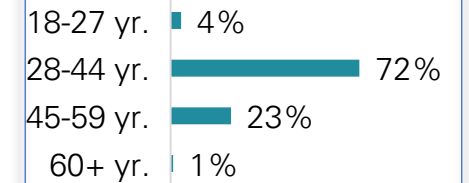
**ADHS Family**  
Hilfe für Eltern  
Lehrkräfte & Erzieher

The podcast is dedicated to practical solutions, encouraging stories and relaxation techniques that help parents of children and young people with ADHD to create a fulfilling family and school life.

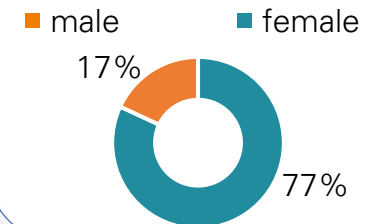
Every two weeks on Thursdays, ADHD expert Anna Maria Sanders conducts informative interviews with experts from various fields, including psychology, education and medicine.

## Target Group

### Age reach



### Gender



## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

bi-weekly  
20 minutes

# GLÜCKLICH VERKOPFT

The psychology podcast (*happily cerebral*)

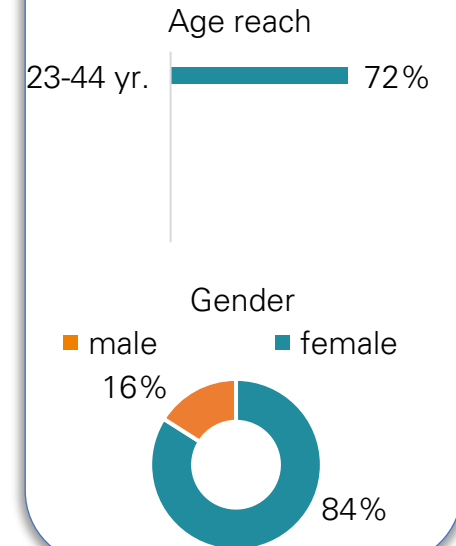
Family &  
Parenting



How do I increase my self-esteem? What makes a fulfilled life? How can I learn to deal with difficult emotions?

These and other exciting questions from the fields of psychology, psychotherapy and personal development are discussed and answered in depth in the "glücklich verkopft" podcast.

## Target Group



## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

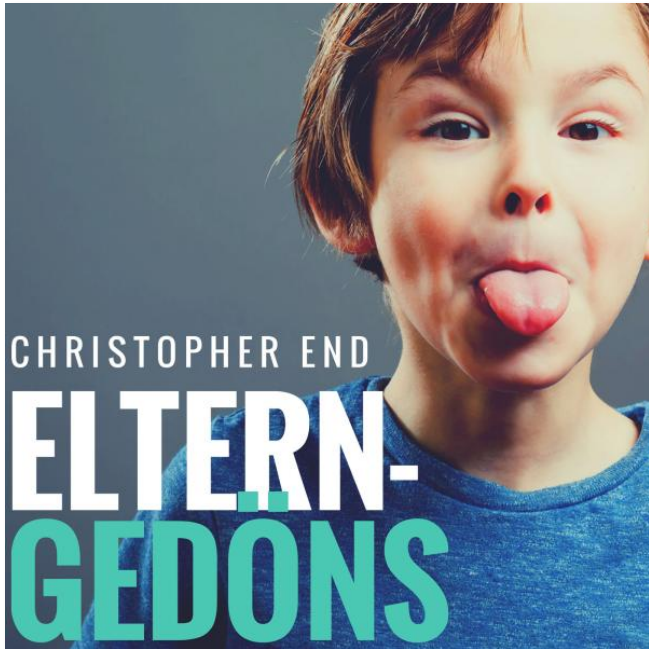
## Rhythm & Duration

monthly  
60 minutes

# ELTERN-GEDÖNS

Life with children: Interviews & tips on mindful parenting (Parent-led)

Family &  
Parenting



Conscious parenting, relationship-orientated, needs-orientated and mindfulness-based.

Eltern-Gedöns is a weekly interview podcast that has been published since 2018. Every week there is an interview with experts in psychology, education or mindful living with children.

The question is always: How can life with children be successful?

The podcast is aimed at parents who want to consciously organise life with their children.

## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

weekly  
45 minutes

# DAMALS UND HEUTE

The podcast on history (*Then and now*)

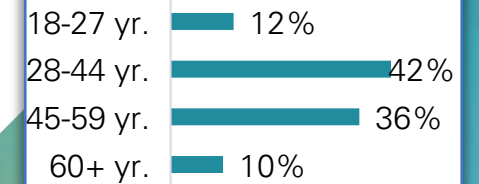
Knowledge



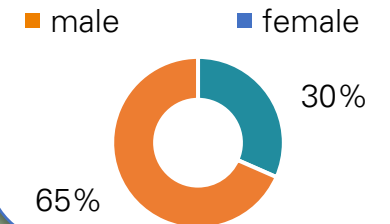
DAMALS – the podcast for the history magazine of the same name offers listeners a captivating and informative way to explore the past **twice a month on Thursdays**, bringing history to life through interesting narratives and in-depth research.

## Target Group

### Age reach



### Gender



## Placement Options

Only bookable in the Channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

40 minutes

\* No new podcast episodes appear | Payout only within archive reach

# CICERO PODCASTS

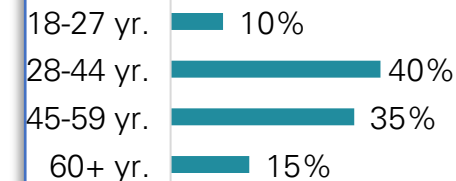
Cicero – Magazine for political culture



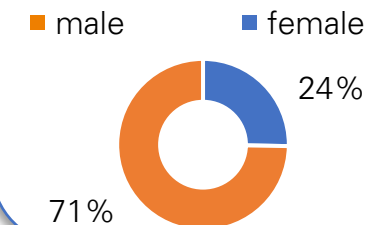
On Cicero, the podcast named after the magazine about political culture, the editorial team discusses current topics with guests from politics, society, business, culture and science every Thursday. from politics, society, business, culture and science on current topics from Germany and abroad and presents creative and innovative decision-makers and their companies.

## Target Group

### Age reach



### Gender



## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

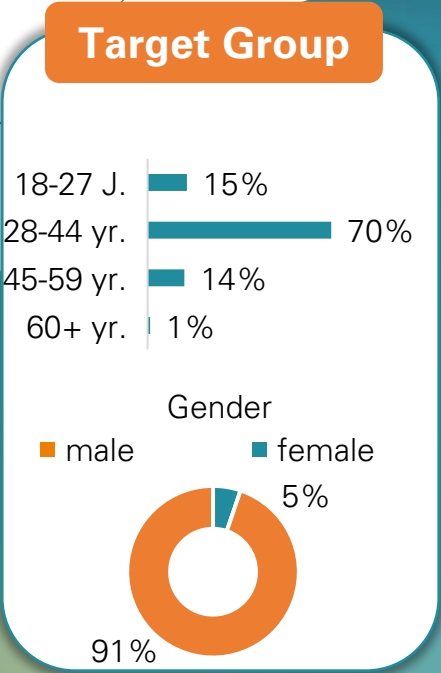
weekly  
55 minutes

# BTC-ECHO EXPERTS

Insights from the Bitcoins & Blockchains scene



Every Wednesday, Sven Wagenknecht and David Scheider have the top-class minds of the crypto and blockchain scene at the microphone: CEOs, politicians, activists and specialists in their field dive deep into the topics and bring the most exciting insights from the Bitcoin and blockchain scene to the surface.



**Placement Options**  
Only bookable in the Channel\*

**Ad Slots**  
Pre-, Mid- & Post-Roll

**Rhythm & Ø-duration**  
archive reach

\* No new podcast episodes appear | Payout only within archive reach

# BTC-ECHO | BITCOIN & KRYPTO PODCAST

Bitcoins, shares & finance

Economy &  
Finance

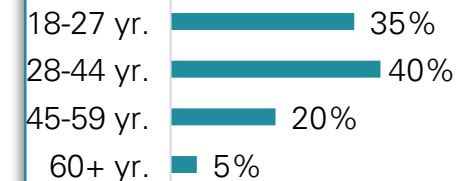


The crypto world is constantly evolving. Both beginners and advanced investors can always discover new developments and trends. With the BTC-ECHO podcasts on cryptocurrencies such as Bitcoin (BTC), blockchain technologies and the DeFi sector, you are always up to date.

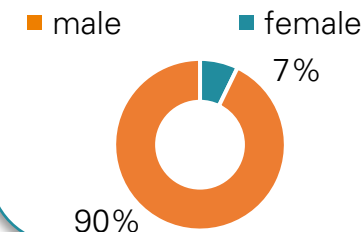
Our presenters offer in-depth analyses, exciting interviews and valuable insights. We summarise complex topics in a compact and understandable way for you as a listener. Critical, informative and always up to date - our podcast is dedicated to the most exciting crypto developments of our time.

## Target Group

### Age reach



### Gender



## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

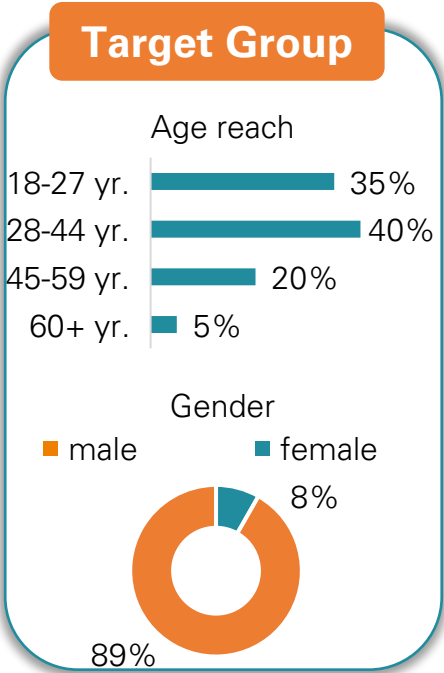
3 times the week

# BTC-ECHO RECAP

Top topics on bitcoins, blockchains & crypto



Every Friday, BTC-ECHO editor-in-chief Sven Wagenknecht, Bitcoin expert David Scheider and editor Giacomo Maihofer take a look at the most important crypto events of the past week for listeners, categorize them and provide a comprehensive summary of the last seven days in the Bitcoin & blockchain scene.



**Placement Options**  
Only bookable in the Channel\*

**Ad Slots**  
Pre-, Mid- & Post-Roll

**Rhythm & Duration**  
archive reach

\* No new podcast episodes appear | Playout only within archive reach

# ACHT MILLIARDEN

Der SPIEGEL foreign podcast

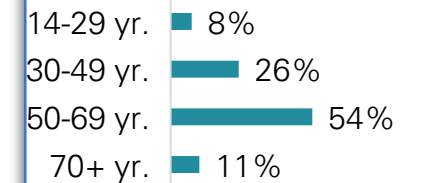
Politics



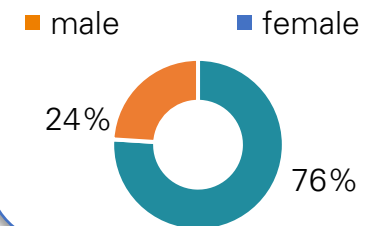
How do global challenges affect politics and society? This is about the big issues that are making headlines around the world. Every week, Olaf Heuser talks to SPIEGEL correspondents about news and stories from politics and society in the foreign podcast. The new foreign podcast for a political and economic view of the world.

## Target Group

Age reach



Gender



### agma-Reach

778,288 Downloads  
2025

### Placement Options

Volume booking  
Fixed placement

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Ø-duration

weekly  
30 minutes

# COACHING

Ideas, motivation and strategies for a better life

Health



Life is a construction site, but sometimes you don't know how to organize your everyday life better. SPIEGEL Coaching helps with practical and, above all, simple training sessions. Listeners learn how to achieve their goals, how to get rid of inappropriate habits and develop new ones. And they gain insights into the psychological relationships that shape our behavior and experience. SPIEGEL Coaching deals with many areas of daily life, such as nutrition, health, psychology, mindfulness, everyday life and work-life balance.

## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre- &  
Post-Roll

## Rhythm & Ø-duration

7 minutes

\* No new podcast episodes appear | Playout only within archive reach

# DIE LAGE

Our most important topics of the day

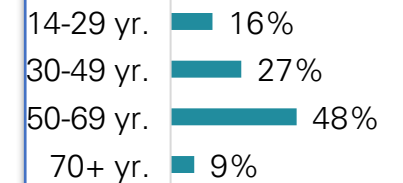
Quality  
Media



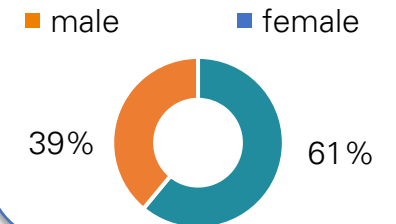
The most important news of the day - supplemented by opinions and recommendations from the SPIEGEL editorial team. **On weekdays**, the podcast updates its reports in the morning and evening. **On Saturday** mornings, the authors look back on the past week - and explain what will be important in the coming week.

## Target Group

### Age reach



### Gender



## agma-Reach

1,553,846 Downloads  
2025

## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre- &  
Post-Roll

## Rhythm & Duration

daily  
5 minutes

# GESCHICHTE

In order to understand ur present we have to look at the past (*history*)

Knowledge



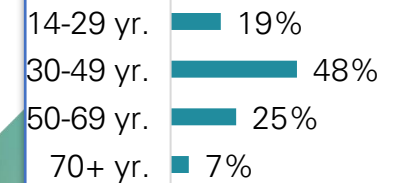
Know history, understand the present: With this podcast, SPIEGEL dives deep into the past, provides background knowledge on current developments and exciting insights into earlier times.

Researchers explain major connections, authors tell stories from history, reporters talk about their research.

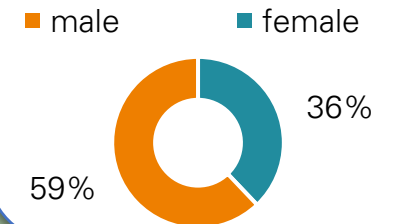
The conversations are sometimes personal, sometimes political, always analytical and entertaining. Their topics range from antiquity through the Middle Ages to the present day.

## ZIELGRUPPE

### Age reach



### Gender



## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

Archive reach

\* No new podcast episodes appear | Payout only within archive reach

# IM VERHÖR

SPIEGEL's crime podcast (*in interrogation*)



In the new crime format "In Interrogation", SPIEGEL TV editor Christina Pohl looks at spectacular criminal cases, the criminal machinations of Arab clans and the world of lateral thinkers. **In several episodes**, she delves into the facts and talks to experts and journalists about the background and people behind the crimes.

## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

Season format  
45 minutes

# INSIDE AUSTRIA

The political Austria podcast

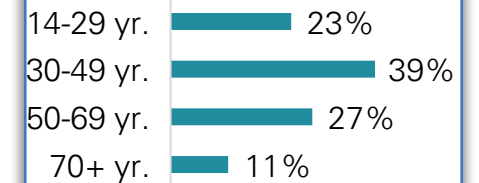
Politics



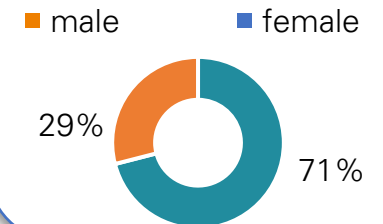
The Austria podcast from SPIEGEL and "Standard". For anyone interested in the political depths of Austria. Lucia Heisterkamp and Antonia Rauth explain what moves the republic, from the Ibiza affair to current national political issues.

## Target Group

### Age reach



### Gender



### agma-Reach

241,981 Downloads  
2025

### Placement Options

Volume booking

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Duration

weekly  
30 minutes

# KLIMABERICHT

The climate podcast of the SPIEGEL

Nachhaltigkeit



What needs to happen to save our climate? Regina Steffens meets people who are taking a stand against the crisis. Who argue, try things out and give hope. New every Tuesday.

## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

30 minutes

\* No new podcast episodes appear | Playout only within archive reach

# MORENO +1

The SPIEGEL interview podcast

Lifestyle &  
Culture



Constructive, open, surprising conversations with interesting people. In the SPIEGEL interview podcast, Juan Moreno talks to leading figures from the worlds of business, sport, culture and gastronomy every Wednesday.

## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

weekly  
40 minutes

\* No new podcast episodes appear | Playout only within archive reach

# NDA: DIE AKTE KASIA LENHARDT

The SPIEGEL investigative podcast



NDA is a podcast about stories that shouldn't be told. In season one, SPIEGEL reporter Nora Gantenbrink and investigative journalist Maike Backhaus investigate the case of Kasia Lehnhardt.

Kasia Lenhardt dies at the age of 25 in Berlin. She became famous through 'Germany's Next Topmodel' and her relationship with footballer Jérôme Boateng. Shortly before her death, Kasia Lenhardt signs an NDA. The non-disclosure agreement prohibits her from speaking publicly about her relationship with Jérôme Boateng.

## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

Season format  
34 minutes

# SHORTCUT

»SPIEGEL Shortcut« – Understand more, more quickly



We explain an important topic to you every day - briefly and clearly. Lara Schulschenk and Maximilian Sepp invite colleagues from SPIEGEL and ask them the questions that really interest them. We look behind the headlines and want to understand: How is this connected and what can we do?

## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

monday - friday  
18 minutes

# SMARTER LEBEN

The SPIEGEL ideas podcast

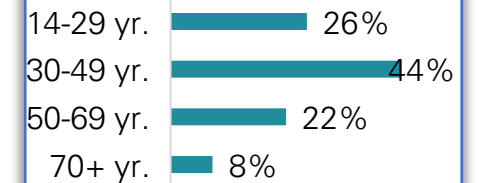
Lifestyle &  
Culture



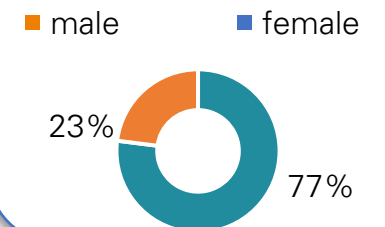
Lenne Kaffka talks about ideas for a better life and how we can implement them in everyday life. From sleep to a sugar-free diet to the ABC of wine - this podcast is for anyone who wants to take a more conscious approach to their everyday life. New every Saturday.

## Target Group

### Age reach



### Gender



### agma-Reach

485,767 Downloads  
2025

### Placement Options

Volume booking  
Fixed placement

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Ø-duration

weekly  
20 minutes

# SPITZENGESPRÄCH

The SPIEGEL Politics Talk

Politics



The political talk show "Spitzengespräch" has been an integral part of SPIEGEL's video offering since 2020. In his show, SPIEGEL editor Markus Feldenkirch receives high-profile guests on current topics from politics, business and society. The "Spitzengespräch" podcast makes the talk accessible to a broader target group.

## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

bi-weekly  
40 minutes

# STIMMENFANG

DER SPIEGEL (Vote catching)

Politics

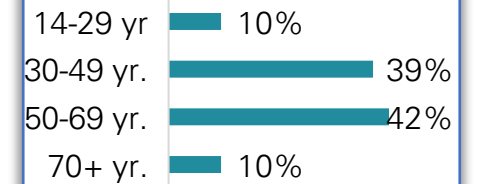


Political analyses, interviews with politicians and listeners' stories - every week, SPIEGEL ONLINE goes out to catch voices.

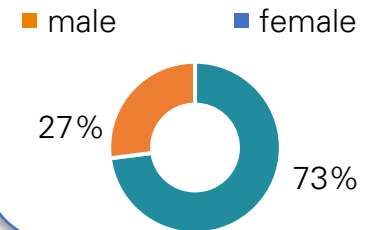
"Stimmenfang" aims to provide answers to questions - "How is Germany doing?", "How does politics work and where does it need to improve?"

## Target Group

Age reach



Gender



### agma-Reach

15,366 Downloads  
09/2024

### Placement Options

Volume booking  
Fixed placement

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Duration

weekly  
25 minutes

# FIREWALL

The investigative podcast



When systems fail, everyone wants to know: How was that possible?

At Firewall, we tell the true story of an attack in every episode. For example, the story of how Russian intelligence services turned a German agent into a mole. Why China is instrumentalizing the AfD. Why Wirecard fraudster Jan Marsalek escaped the German authorities. And how scam farms exploit Tinder users.

Together with SPIEGEL reporters, host Sandra Sperber searches for vulnerabilities in systems every thursday and finds those who exploit them.

## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

Season format  
26 minutes

\* No new podcast episodes appear | Playout only within archive reach

# WEGEN GUTER FÜHRUNG

The honest leadership podcast

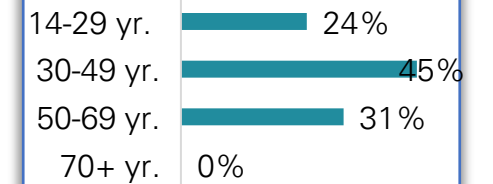
Work &  
Career



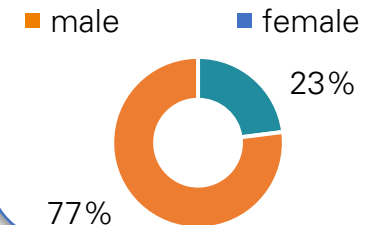
In her new podcast **Wegen guter Führung**, editor-in-chief Antonia Götsch talks to other managers and experts from the world of science **every two weeks**. Honest, well-founded, open and sometimes funny. I share what I have learned myself, what I fail at and also try to elicit from my guests what they usually only reveal to their confidants.

## Target Group

### Age reach



### Gender



### agma-Reach

54,961 Downloads  
2025

### Placement Options

Volume booking

### Ad Slots

Pre-, Mid- &  
Post-Roll

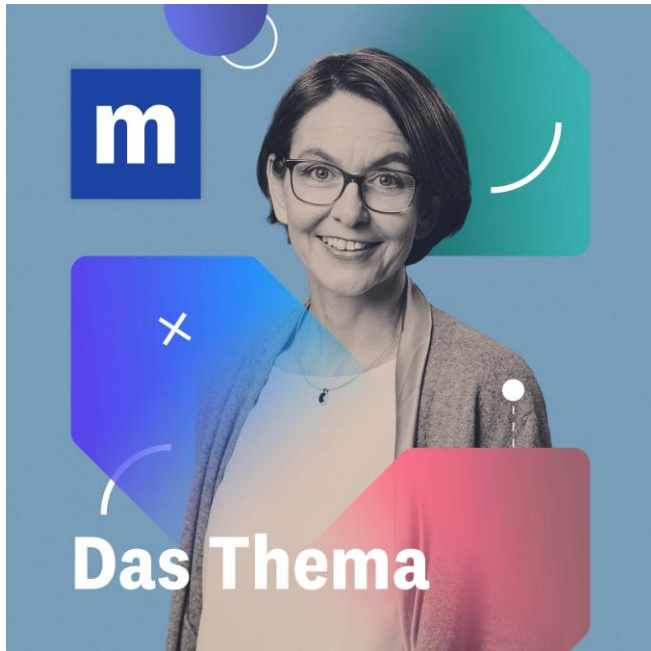
### Rhythm & Ø-duration

bi-weekly  
35 minutes

# DAS THEMA

The podcast about relevant economic topics *(the topic)*

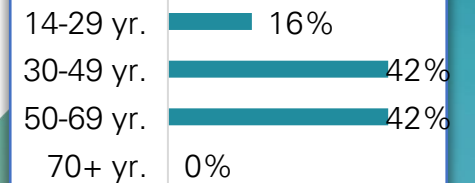
Economy &  
Finance



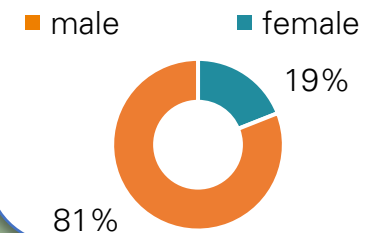
Which business models will be successful in the future?  
Which trends will shape the economy - and which people?  
For 50 years, manager magazin has been providing first-hand business information. **Once a week**, this podcast uses current events to analyze and discuss what will be really important and what you need to be prepared for if you want to be successful in business.

## Target Group

### Age reach



### Gender



### agma-Reach

97,435 Downloads  
2025

### Placement Options

Volume booking

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Ø-duration

weekly  
25 minutes

# CRIME

The most spectacular white-collar crimes

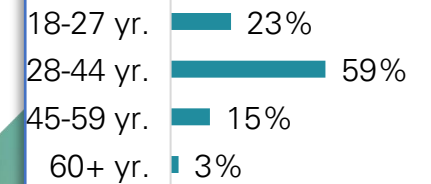
Crime



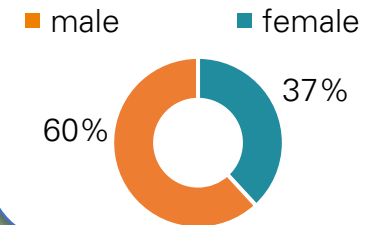
Corruption, unscrupulousness, megalomania: this podcast reports **every two weeks** on the most spectacular crimes and disputes in the German economy. The podcast accompanies the Handelsblatt Investigative team into the dark and absurd side of the German business world.

## Target Group

### Age reach



### Gender



## agma-Reach

199,069 Downloads  
2025

## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

bi-weekly  
45 minutes

# DISRUPT

The Handelsblatt podcast about groundbreaking innovations

Digitalization



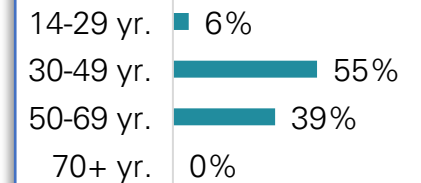
This award-winning podcast is all about the big changes and the future of business, with a clear focus on ground-breaking, disruptive technologies.

**Every Friday**, Handelsblatt editor-in-chief Sebastian Matthes discusses this with CEOs, entrepreneurs, politicians, investors and innovators.

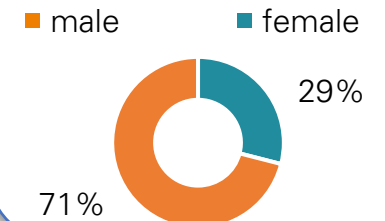
"Disrupt" is one of the **podcasts with the widest reach** in the niche area of technology/science, where it reaches a top target group of working, information-savvy experts with a high net household income. These listeners are also loyal, intensive listeners who listen to focused podcasts several times a day.

## Target Group

### Age reach



### Gender



### agma-Reach

141,535 Downloads  
2025

### Placement Options

Volume booking  
Fixed placement

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Ø-duration

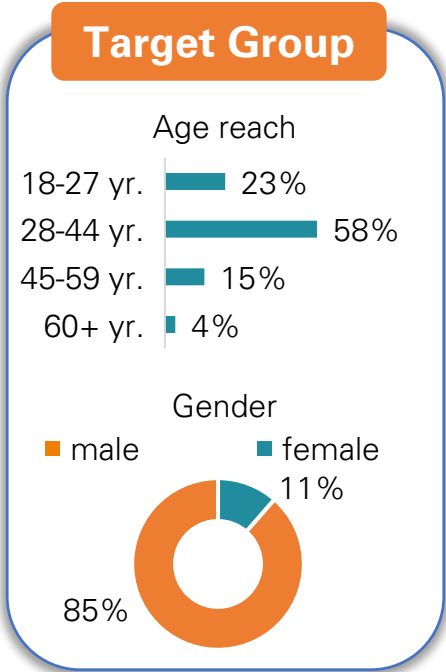
weekly  
50 minutes

# ECONOMIC CHALLENGES

The Handelsblatt podcast on global economic policy



With a keen eye on the ever-changing economy, this podcast offers expert perspectives, in-depth discussions and practical insights **every Friday** to help listeners navigate the complex world of business. Key topics such as market fluctuations, political changes, technological upheavals and societal trends give listeners a comprehensive understanding of the economic forces shaping our world.



agma-Reach

54,738 Downloads

2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

weekly

30 minutes

# GREEN & ENERGY

Facts, trends and controversies surrounding sustainability, climate and the energy transition

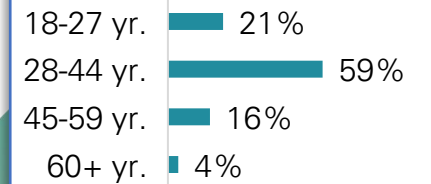
Nachhaltigkeit



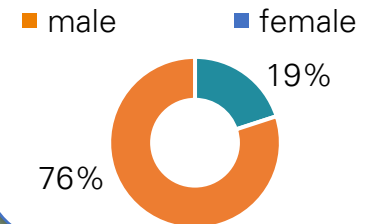
How do scientists envision a society that no longer consumes fossil fuels? The specialist editors get to the bottom of these and other questions **every second Tuesday at 6 am**. Together with experts from business, science and politics, the challenges and opportunities surrounding the topics of sustainability, climate and energy are discussed in this podcast.

## Target Group

### Age reach



### Gender



## agma-Reach

117,389 Downloads  
2025

## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

bi-weekly  
40 minutes

# KI-BRIEFING

The News update about artificial intelligence

Digitalization



With the Handelsblatt AI briefing, you will hear the most important news about artificial intelligence once a week. Find out what the AI scene is talking about, which new innovations are moving the market and how they are changing companies and the world of work.

Every Friday, we bring you up to date in less than ten minutes: here, the Handelsblatt AI team, led by journalist Larissa Holzki and our correspondents from Silicon Valley or Shanghai, report on the most exciting developments in the technology.

Larissa Holzki summarises the most important facts for you briefly and concisely in the AI briefing. However, the news overview is not presented by her herself, but by her AI-cloned voice. Our podcast about AI is also created with AI.

## Placement Options

Volume booking

## Ad Slots

Pre- &  
Post-Roll

## Rhythm & Ø-duration

weekly  
10 minutes

# MORNING BRIEFING

The classic of news podcasts

Quality  
Media

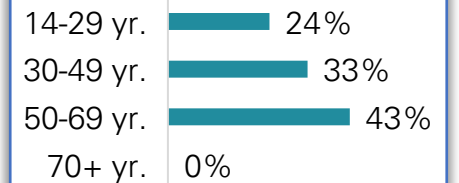


One of the absolute top news podcasts. With over 400 thousand newsletter subscribers, the Morning Briefing is the first address in the morning for a compact news overview.

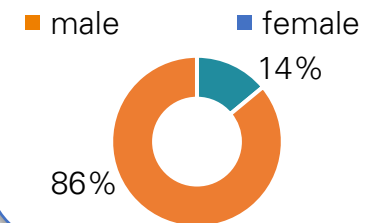
With over one million monthly downloads, it is one of the most popular podcasts in Germany. Personal, opinionated and entertaining, all relevant news from the worlds of business, politics and finance are discussed by Handelsblatt's global 24-hour editorial team **every weekday at 6.00 am**. The Morning Briefing reaches **young professionals** with a **thirst for knowledge**, almost half of whom listen to the podcast several times a day.

## Target Group

### Age reach



### Gender



## agma-Reach

3,131,296 Downloads  
2025

## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre- &  
Post-Roll

## Rhythm & Duration

monday to friday  
9 minutes

# RETHINK WORK

The podcast about the new world of work and leadership

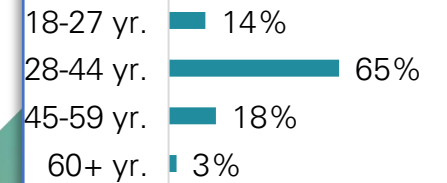
Work &  
Career



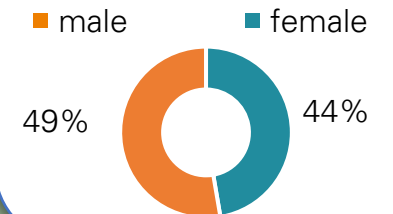
By focusing on innovations and trends in the professional world, "Rethink Work" offers valuable insights and practical advice to help listeners navigate the changing dynamics of the modern workplace. **Every other Monday**, the podcast features interviews with influential thought leaders, successful entrepreneurs and industry pioneers who share their experiences, strategies and perspectives on various work-related topics.

## Target Group

### Age reach



### Gender



## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

50 minutes

\* No new podcast episodes appear | Playout only within archive reach

# TODAY

The most important topics from the world of business and finance

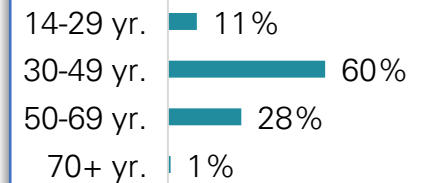


This financial podcast from the Handelsblatt newsroom draws on the concentrated expertise of renowned analysts, industry experts, politicians and correspondents from around the world. Every day, the most relevant stock market topics of the day and their impact on the financial markets are analyzed.

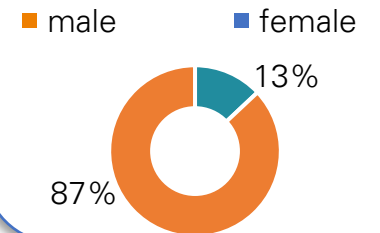
The 30-minute program reaches a top target **group every trading day at 5:30 pm**: listeners with an interest in finance and a general thirst for knowledge, working professionals with a very high income and level of education. In addition, Today fans are intensive podcast listeners who listen to podcasts in almost every situation, whether at home or on the go.

## Target Group

### Age reach



### Gender



### agma-Reach

1,193,062 Downloads  
2025

### Placement Options

Volume booking Fixed  
placement

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Ø-duration

monday to friday  
30 minutes

# TRUMP WATCH

The podcast on Donald Trump's second term brings light into the chaos



Whether it's tariffs, pressure on Ukraine, a "riviera" in Gaza or Elon Musk's chainsaw course - this podcast gives you an overview and provides background information, analyses and historical context every Wednesday afternoon.

In each episode, the hosts Nicole Bastian and Christian Lammert analyse the key topics of the 47th US President's term in office.

They discuss Trump's decrees and his international negotiations, economic decisions and their consequences for the global markets in pairs and with alternating guests. The hosts always place Trump's policies in the context of US history.

Immerse yourself in the analysis of a president who polarises the world.

## Placement option

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

weekly  
31 minutes

# WIRTSCHAFT EINFACH ERKLÄRT

The most important topics from the world of business presented simply (*economy simply explained*)

Economy &  
Finance



The podcast Economy simply explained by Orange by Handelsblatt, the young portal of the Handelsblatt, sheds light on the most important economic topic of the week and explains economic relationships. Exciting companies, steep careers and constant change are explained in a way that everyone can understand using exciting examples.

## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre- &  
Post-Roll

## Rhythm & Ø-duration

-  
15 minutes

# LAGE DER NATION

The podcast for daily political updates (*state of the nation*)

Politics

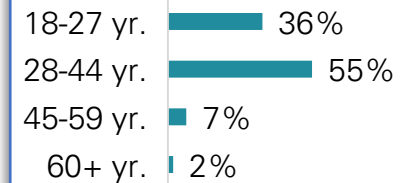


From the recent elections to hospital reform and the digitalisation of administration - the 'State of the Nation' provides an in-depth understanding of the most important political issues.

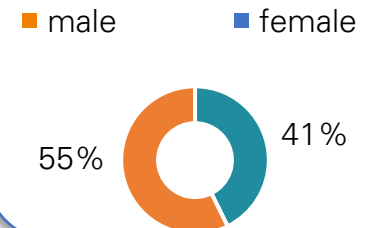
Every week, journalist Philip Banse and lawyer Ulf Buermeyer summarise current political developments at national and international level objectively, in depth and with a clear stance. In their conversation, they shed light on why things are going wrong and, in the spirit of constructive journalism, outline how problems can be solved. Thanks to their legal and journalistic expertise, listeners gain an in-depth understanding of national and international news.

## Target Group

### Age reach



### Gender



## Placement Options

Only bookable in the channel

## Ad Slots

Pre- &  
Mid-Roll

## Rhythm & Duration

weekly  
70 minutes

# FREIWILLIGE FILMKONTROLLE

The film and series podcast from ROLLING STONE (voluntary film control)

from  
July  
25

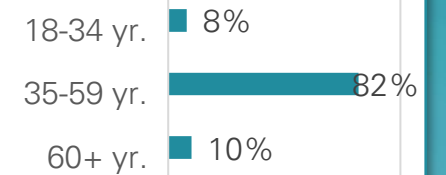
Lifestyle &  
Culture



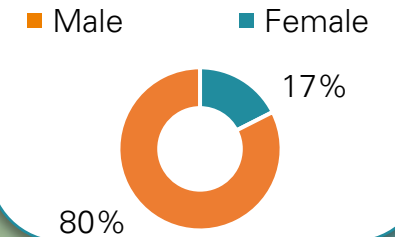
The film and series podcast from ROLLING STONE, Germany's best-known music and culture brand. Every fortnight, editors Sassan Niasseri and Arne Willander talk about new releases and classics from the cinema, TV and streaming world.

## Target Group

### Age reach



### Gender



## Placement option

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

weekly  
40 minutes

# METAL HAMMER PODCAST

Talk on the METAL HAMMER microphone

from  
July  
25

Lifestyle &  
Culture

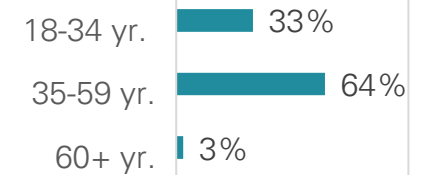


METAL HAMMER, Germany's biggest magazine for hard and heaviest sounds for 40 years, is also available for your ears!

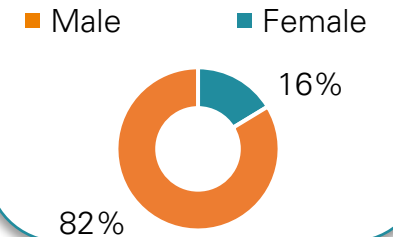
Every fortnight, the editors provide their fans with maximum metal: the latest albums, the hottest news, the heaviest sounds - plus: exciting guests from the scene for a chat on the METAL HAMMER microphone.

## Target Group

Age reach



Gender



## Placement option

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

fortnightly  
60 minutes

# NEVER FORGET

The 90s podcast from MUSIKEXPRESS

from  
July  
25

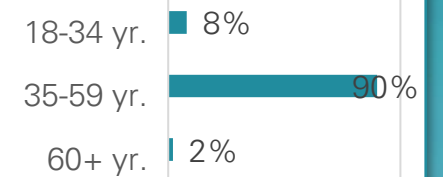
Lifestyle &  
Culture



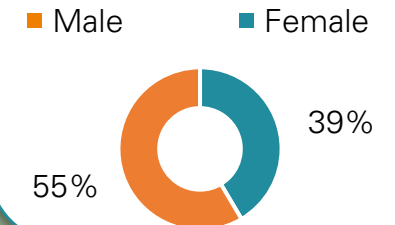
NEVER FORGET is dedicated to various phenomena and observations of the 90s every fortnight. With topics such as comebacks, festivals, soundtracks, the "Simpsons" and music television, Stephan Rehm and Fabian Soethof shed light on the cultural highlights of this iconic decade.

## Target Group

### Age reach



### Gender



## Placement option

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

fortnightly  
100 minutes

# ROLLING STONE WEEKLY

The pop podcast from ROLLING STONE!

from  
July  
25

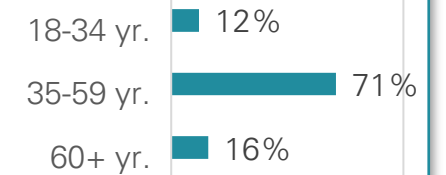
Lifestyle &  
Culture



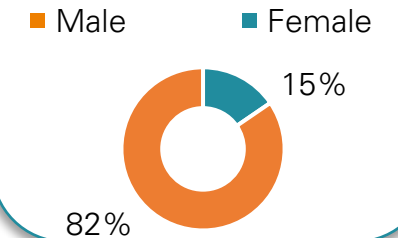
In ROLLING STONE WEEKLY, Jan Jekal, Maik Brüggemeyer and Birgit Fuß comment on the week's music news and review a brand new album.

## Target Group

### Age reach



### Gender



## Placement option

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

weekly  
41 minutes

# GESCHICHTEN AUS DER MATHEMATIK

The maths podcast from Spektrum



Maths with a different spin. This podcast focuses on the people behind mathematics and tells their story. It is about conflicts, debates or fates that have led to important ideas in mathematics. Each episode explains one of these ideas - in a way that everyone can understand.

## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

# GRAMS' SPRECHSTUNDE

The Spektrum.de health podcast (*Grams' office hours*)

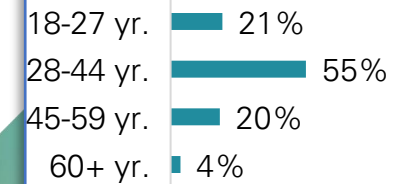
Health



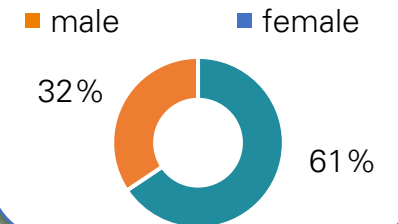
In "Grams' Consultation Hour", doctor Natalie Grams discusses the question of how all stakeholders in society can work together to provide 'genuinely good medicine' with a wide variety of people from everyday life, practice and research **every second Thursday**.

## Target Group

### Age reach



### Gender



## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

bi-weekly  
40-50 minutes

# SPEKTRUM DER WISSENSCHAFT

The podcast from detektor.fm (*spectrum of science*)

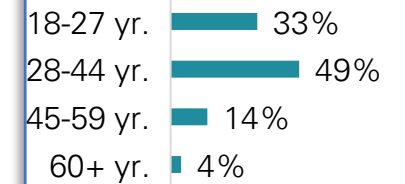
Knowledge



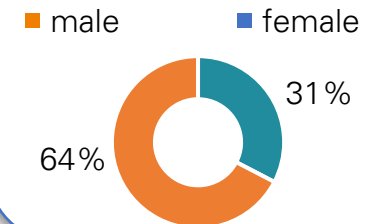
Spektrum der Wissenschaft is one of the most renowned science magazines in the German-speaking world. The magazine highlights current developments from all facets of research. In the weekly Spektrum podcast, the authors talk about the most exciting topics every Friday.

## Target Group

### Age reach



### Gender



## Placement Options

Only bookable in the Channel

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

bi-weekly  
20 minutes

# CHECKPOINT

The Berlin-Podcast

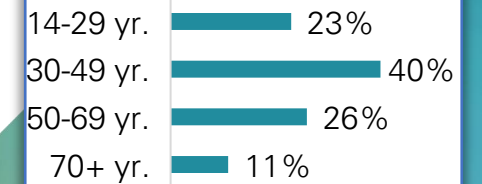
Quality  
Media



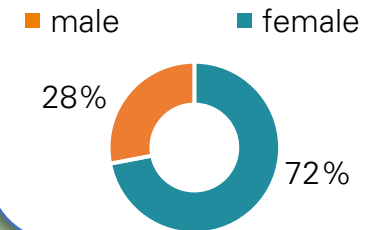
The ultimate podcast for Berlin connoisseurs and those who want to become one provides insights into the heart of the capital. **Every Friday**, deputy Tagesspiegel editor-in-chief Anke Myrrhe and Berlin experts decode a political topic that is currently moving Berlin.

## Target Group

### Age reach



### Gender



## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre- &  
Post-Roll

## Rhythm & Ø-duration

35 minutes

\* No new podcast episodes appear | Playout only within archive reach

# EINE RUNDE BERLIN

The interview podcast from Berlin (*a round of Berlin*)

Politics

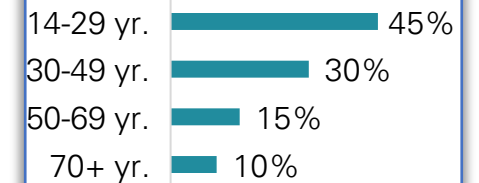


On the **second Saturday of every month**, "Eine Runde Berlin" interviews prominent Berlin personalities such as Kurt Krömer and Karoline Herfurth on the Berlin Ringbahn. The program reaches people who live in Berlin in particular, but also a broad audience beyond Berlin due to the high profile of many of the guests.

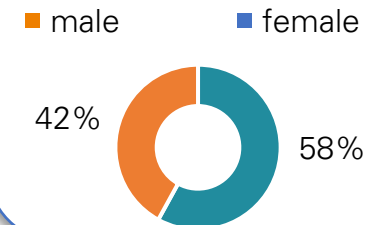
The majority of listeners are in full-time employment and have a comparatively high net household income. The podcast is listened to most by **listeners aged between 30 and 39**.

## Target Group

### Age reach



### Gender



## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Duration

1 hour

\* No new podcast episodes appear | Playout only within archive reach

# GRADMESSER

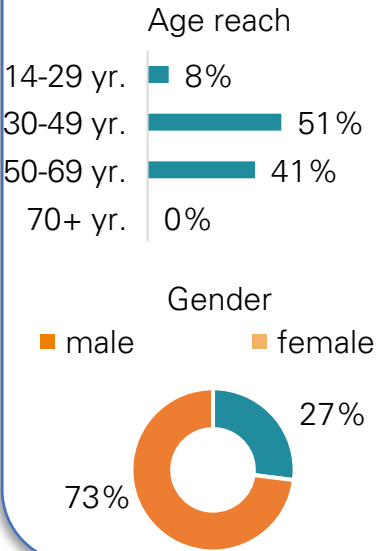
The Tagesspiegel podcast about climate change *(the yardstick)*



In this podcast, listeners join journalist Ruth Ciesinger **every other Friday** as she explores the most important and pressing climate issues.

Stimulating discussions with experts who shed light on these critical issues, as well as insightful explanations and context, help listeners understand the complexities of our changing climate and adapt their lives accordingly.

## Target Group



### Placement Options

Only bookable in the channel\*

### Ad Slots

Pre-, Mid- & Post-Roll

### Rhythm & Ø-duration

35 minutes

\* No new podcast episodes appear | Playout only within archive reach

# GYNCAST

The Tagesspiegel podcast all about women

Health

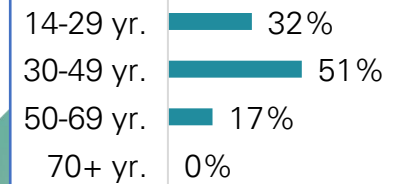


In this podcast, Tagesspiegel editor Esther Kogelboom and ZEITMagazin editor Anna Kemper discuss the areas of sexuality, menstrual cycles and pregnancy in a scientifically sound and cliché-free manner together with head physician Prof. Dr. Mandy Mangler.

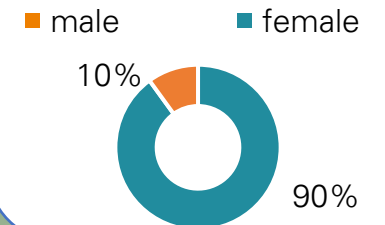
The podcast, which is published on **the second Thursday of the month**, is enjoying a growing listener base.

## Target Group

### Age reach



### Gender



## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Duration

1 hour

# TATORT BERLIN

The Tagesspiegel crime-podcast (crime-scene Berlin)

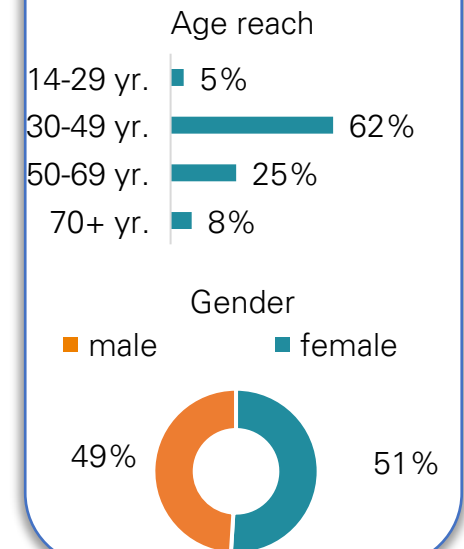
Crime



In this True Crime podcast, investigators from Berlin talk about their most exciting cases every second Saturday of the month, which are investigated by Tagesspiegel reporters Katja Fücksel and Sebastian Leber.

True Crime is one of the most popular podcast categories, especially among listeners aged between 30 and 49.

## Target Group



## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

45 minutes

\* No new podcast episodes appear | Playout only within archive reach

# BITCOIN & BEYOND | DEIN GELD NEU DENKEN

The WirtschaftsWoche Podcast on investing

Economy &  
Finance

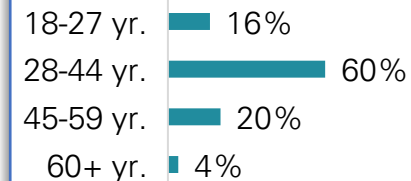


Is Bitcoin breaking new records? Which second and third-tier cryptocurrencies are interesting now? And is crypto more than just hype?

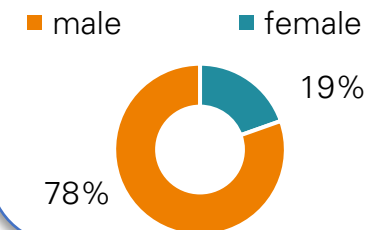
Philipp Frohn is financial editor at WirtschaftsWoche and analyses the ups and downs of the crypto market with experts every week. They explain how investors can get more out of their money with digital currencies. How the financial world is discovering Bitcoin for itself. And discuss which trends are just hot air.

## Target Group

Age reach



Gender



## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

weekly  
30 minutes

# CHEFGESPRÄCH

The podcast with and for business decision-makers (*executive talk*)

Economy &  
Finance

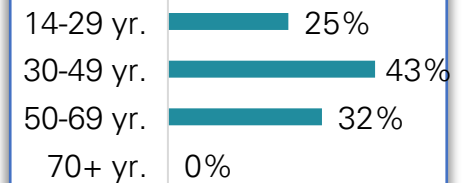


Varinia Bernau (Head of Management & Career) and Konrad Fischer (Head of Company & Technology) alternate with Germany's most important family entrepreneurs, top managers and CEOs to discuss how to successfully manage a company in the current situation - and how they became successful themselves. The guests provide fascinating and entertaining insights into their lives - as inspiration for your career path.

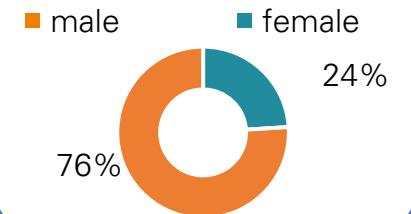
In the executive interview, the listeners are at eye level with the guests. We give them insights into worlds they would otherwise not have access to. What distinguishes this podcast is its approachability, it serves as inspiration for successful CVs or for listeners who want to become one. It is intended to educate and entertain at the same time.

## Target Group

### Age reach



### Gender



### agma-Reach

54,908 Downloads  
2025

### Placement Options

Volume booking

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Ø-duration

weekly  
50 minutes

# HIGH VOLTAGE

Renewable energies and the mobility transition are the order of the day here

Knowledge

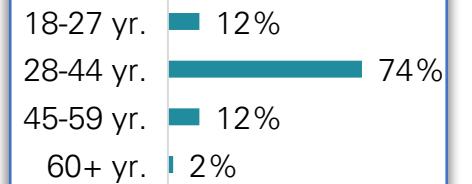


In this podcast, WirtschaftsWoche editors Florian Güßgen, Theresa Rauffmann and Martin Seiwert take turns **every Wednesday** to talk about the mobility of tomorrow.

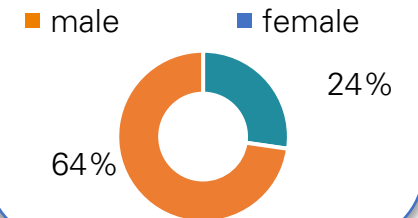
Experts from science, business and politics discuss the radical transformation of energy supply and mobility, as well as the consequences this will have for us humans.

## Target Group

### Age reach



### Gender



## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Duration

23 minutes

\* No new podcast episodes appear | Playout only within archive reach

# HISTORY

The podcast on the most exciting events in economic history

Knowledge



Persil, Grundig, Playmobil – many brands have become an integral part of our everyday lives. They've become part of who we are. They shape the economy and conquer the world. That's what we explore in the new season of WiWo History | Brands & Legends.

We talk about ideas that turned into major companies, about founders and their breakthroughs, pioneers and their patents. But also about: disputes, mistakes, bankruptcies, and family dramas.

How do brands manage to survive for decades, weathering crises and wars? How did Leica manage to change photography forever? How did Aspirin become part of pop culture? And what made Rotkäppchen a cult beverage?

We go behind the scenes – every second Saturday in WiWo History | Brands & Legends.

## Placement Options

Channel booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

Season format  
10 episodes, 45 minutes

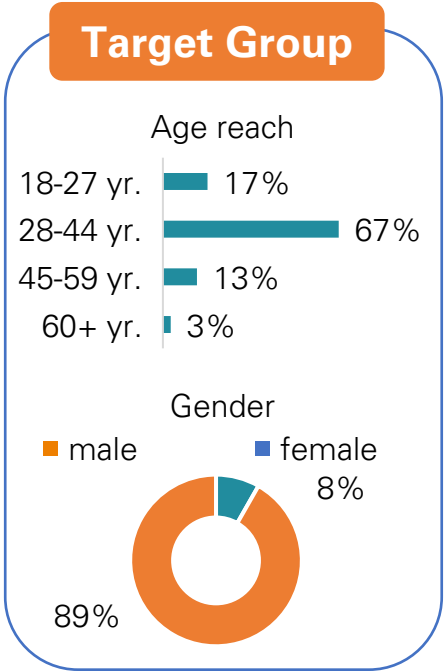
# LEBEN MIT AKTIEN

The WirtschaftsWoche podcast on the topic of wealth accumulation *(living with stocks)*



The renowned podcast (formerly "Aktien fürs Leben") by Horst von Buttlar, one of Germany's best-known business journalists and editor-in-chief of WirtschaftsWoche: **every Wednesday**, exciting questions relating to wealth accumulation are discussed here.

The format, which also appears as a column in WirtschaftsWoche, is aimed at a top target group, namely private investors interested in finance who already have experience on the stock market and save in ETFs and funds but would like to invest more specifically in individual shares from now on.



**agma-Reach**  
86,991 Downloads  
2025

**Placement Options**  
Volume booking

**Ad Slots**  
Pre-, Mid- &  
Post-Roll

**Rhythm & Ø-duration**  
weekly  
40 minutes

Source: Spotify Audience

# ALLES GESAGT?

The infinite ZEIT ONLINE interview podcast (*everything said?*)

Lifestyle & Culture



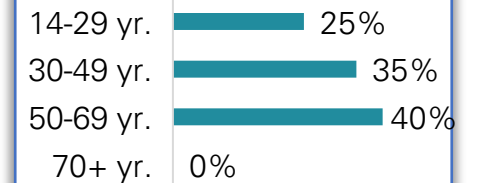
This innovative interview format is now one of the **top players** among the numerous ZEIT ONLINE podcasts. **About once a month**, editor-in-chief Jochen Wegner and ZEITmagazin editor-in-chief Christoph Amend prepare hundreds of questions and sometimes games for guests from a wide variety of fields.

They are interviewed until they declare that "everything has been said". This means that the broadcasting time can sometimes be 10 minutes, sometimes several hours - here the guest is allowed to finish speaking.

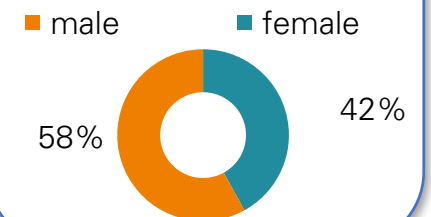
More than half of the growing audience of "Alles gesagt?" are **urban young professionals** with a **high level of education**, and around half are intensive podcast listeners who listen to podcasts several times a day.

## Target Group

### Age reach



### Gender



## agma-Reach

2,572,138 Downloads  
2025

## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

monthly  
6 hour

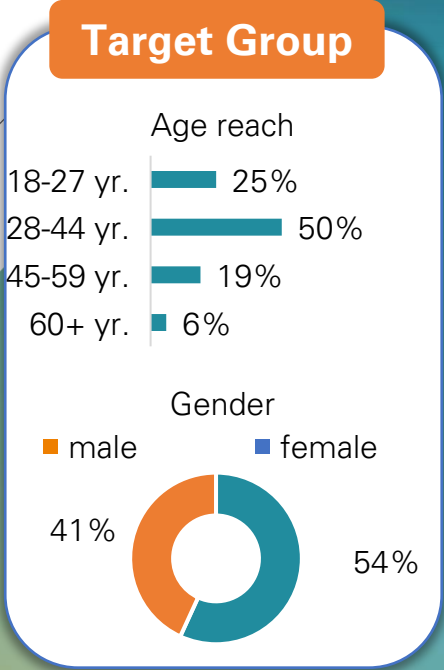
# AUCH DAS NOCH?

The friendly crisis podcast *(even that?)*



Not because they despair, but because understanding is the first step towards a solution, the science editors of Die Zeit talk about a crisis of the present **every two weeks, always on Wednesdays.**

This podcast offers a lively and thought-provoking look at a wide reach of current and social issues.



**agma-Reach**  
58,464 Downloads  
2025

**Placement Options**  
Volume booking

**Ad Slots**  
Pre-, Mid- &  
Post-Roll

**Rhythm & Duration**  
bi-weekly  
50 minutes

# AUGEN ZU

Der ZEIT art podcast (*eyes closed*)

Lifestyle &  
Culture

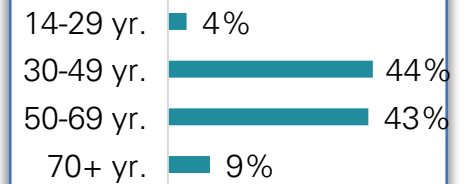


With passion, expertise and humor, ZEIT editor-in-chief and art lover Giovanni di Lorenzo and art expert Florian Illies take their listeners into the wonderful world of art **once a month on Wednesdays**.

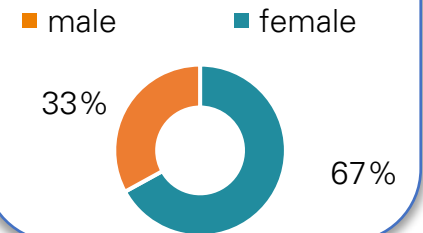
Each episode is dedicated to an artist, their biographical twists and turns, their best works and their strangest views. Surprising telephone jokers offer additional refreshing insights for listeners interested in art.

## Target Group

### Age reach



### Gender



## agma-Reach

206,132 Downloads  
2025

## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

monthly  
45 minutes

# DAS POLITICSTEIL

The ZEIT ONLINE politics podcast (politics section)

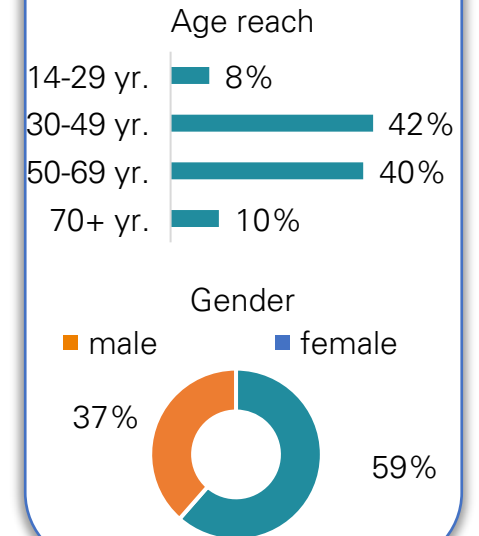
Politics



Of the many ZEIT ONLINE podcasts, this one is one of the most successful: "Das Politikteil" is the politics podcast from ZEIT ONLINE and discusses the drivers, consequences and potentials, as well as the background and contexts of politics on **Fridays**.

Almost half of all podcast listeners regularly listen to politics podcasts. The listenership of "Das Politikteil" consists mainly of intensive podcast listeners who are interested in politics and listen to podcasts several times a day. Around half are urban young professionals with a high level of education and income.

## Target Group



### agma-Reach

1,321,282 Downloads  
2025

### Placement Options

Volume booking  
Fixed placement

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Duration

weekly  
60 minutes

# DER OSTCAST

The podcast about Russia and Eastern Europe (*The eastcast*)

Lifestyle &  
Culture



ZEIT editors Alice Bota and Michael Thumann write about Eastern Europe for DIE ZEIT and ZEIT ONLINE and talk about it **every three weeks on Thursdays** in this podcast.

With a combined experience of more than 50 years in Eastern Europe, the two are contemporary witnesses and experts and talk with joy and disgust about the war, but also about life, the small freedoms and the big Russian prisons - and about Berlin as the new capital of exile.

## agma-Reach

56,728 Downloads  
2025

## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

three-weekly  
30-60 minutes

# DER SPION IN UNSEREN HANDYS

ZEIT ONLINE on perhaps the most dangerous software in the world(The spy in our cellphones)

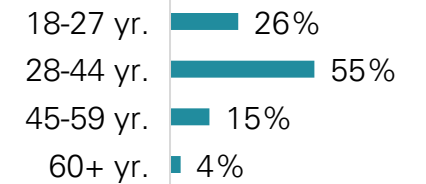


This investigative podcast delves into the world of Pegasus spy software, a digital surveillance tool. With the ability to take full control of smartphones undetected, Pegasus has been used by security agencies to track down criminals.

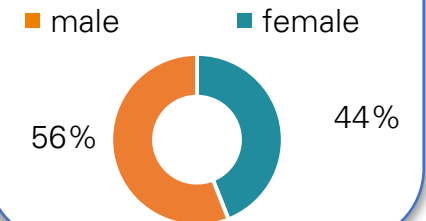
Recent research by a large international collaboration, including ZEIT Verlag, has uncovered misuse of Pegasus and discusses the topic in an exciting way in this podcast.

## Target Group

### Age reach



### Gender



## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

Seasonal format, 6 episodes  
30 minutes

\*No new podcast episodes appear | Playout only within archive reach  
Source: Spotify Audience

# DEUTSCHE GEISTER

The ZEIT ONLINE podcast about german history (german ghosts)



How close can we get to the past? And how close does it get to us?

The family of Jewish Holocaust survivor Robert Schmusch and the grandson of an SS officer, Willy Schmidt, are trying to find out what really happened over 80 years ago. Schmidt was the boss of the forced labourer Schmusch in the Warsaw ghetto.

And: Schmidt is said to have saved the life of Robert Schmusch and 100 other Jews. You can hear the whole story here - in eight episodes.

## Placement option

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

Season format, 8 episodes  
31 minutes

# DIE SOGENANNT E GEGENWART

The ZEIT Feuilleton Podcast (*The so called present*)

Lifestyle & Culture

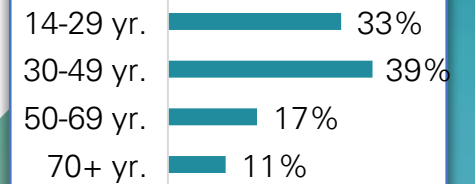


The feature editors of Die Zeit accompany listeners through the present **every second Monday**, tracking down cultural trends and movements and their impact on society and contemporary life.

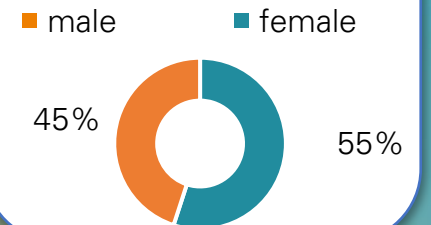
Film reviews, discussions about sociological phenomena and analyses of human traditions and lifestyles are often on the agenda.

## Target Group

### Age reach



### Gender



## agma-Reach

184,112 Downloads  
2025

## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

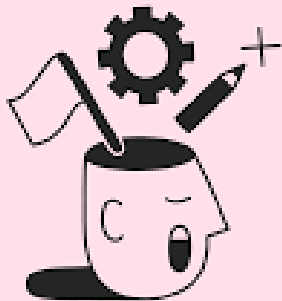
bi-weekly  
65 minutes

# EHRlich JETZT?

The slightly different politics podcast (*honestly now?*)

Politics

ZEIT ONLINE



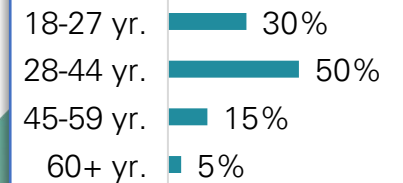
Ehrlich jetzt?

Yasmine M'Barek, who was named one of the "Top 30 to 30" journalists by Medium magazine, interviews top politicians **every other Tuesday** about their favorite topics. This is where the questions are asked for which there is no room in talk shows and news programs.

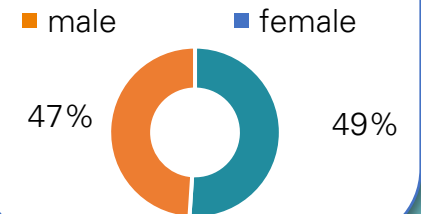
The likeable ZEIT editor takes **50 minutes** for the in-depth interview on a very personal level and is close to young listeners.

## Target Group

Age reach



Gender



### agma-Reach

53,940 Downloads  
2025

### Placement Options

Volume booking

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Duration

bi-weekly  
50 minutes

# ENGLISH, PLEASE!

The ZEIT ONLINE english podcast

Knowledge



The English podcast from the language magazine Spotlight. **Every second Sunday**, editor-in-chief Inez Sharp and the Spotlight team invite you to brush up on your English in an entertaining way.

in an entertaining way.

If you still don't know what terms like "bite the bullet" and "nitty-gritty" mean, word nerd Owen Connors will enlighten you.

The Spotlight team then discusses a wide reach of topics from the English-speaking world. Finally, there's a book tip - sometimes a crime thriller from Ireland, sometimes a social novel from the USA.

With English, please! you can improve your English in just 15 minutes.

## Placement Options

Volume booking

## Ad Slots

Pre- &  
Post-Roll

## Rhythm & Ø-duration

bi-weekly  
15 minutes

# FRIEDRICH MERZ: HIS LONG ROAD TO POWER

The ZEIT political documentary podcast



Friedrich Merz polarises and provokes. Now he could become Germany's next chancellor. Who is this man - and what draws him to power?

A six-part documentary podcast from ZEIT ONLINE.

## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

Archiv Reach

# FRISCH AN DIE ARBEIT

The ZEIT ONLINE Job Podcast (*fresh to work*)

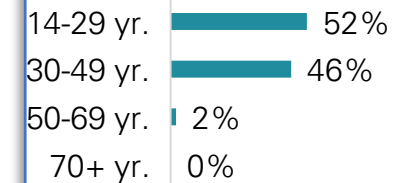
Work &  
Career



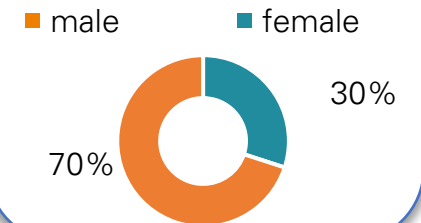
Regardless of whether the listeners are already experienced professionals or are just starting their careers, "Frisch an die Arbeit" provides moving and impressive insights into the everyday working lives of a wide variety of people every **fortnight on Tuesdays**. A pop star, a celebrity chef, an archbishop, a pilot and many other people talk about their work - and what it does to them.

## Target Group

### Age reach



### Gender



### agma-Reach

56,604 Downloads  
2025

### Placement Options

Volume booking

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Duration

bi-weekly  
40 minutes

# GEHT DA NOCH WAS?

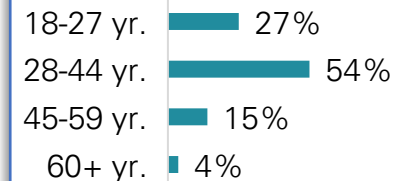
The ZEIT optimization *Podcast (Is there anything left?)*



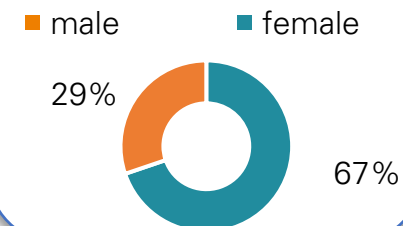
A podcast that makes life easier: **every two weeks on Mondays**, deputy editor-in-chief of ZEIT ONLINE Sebastian Horn and development editor Rose Tremlett share tips and tricks that make their everyday lives easier and more relaxed. The big and small agonies of everyday life are cleared out of the way with practical strategies.

## Target Group

### Age reach



### Gender



### agma-Reach

69,289 Downloads  
2025

### Placement Options

Volume booking  
Fixed placement

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Duration

bi-weekly  
30 minutes

# HINTER DER GESCHICHTE

History podcast by the "Friends of DIE ZEIT" (behind the story)

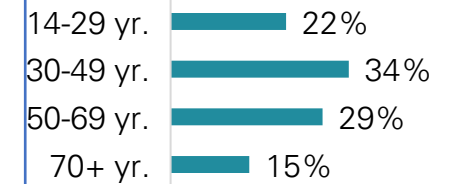
Knowledge



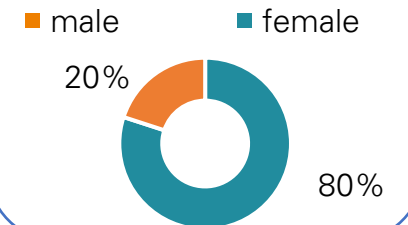
"Behind the Story" offers listeners interested in history the unique opportunity to get to know the background behind the various stories and to experience the journalistic craft at first hand. The dedicated team of editors from various departments of DIE ZEIT takes listeners on an exclusive journey into their everyday work and offers personal insights and stories from their exciting research.

## Target Group

### Age reach



### Gender



## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Duration

Archiv Reach  
25 minutes

\* No new podcast episodes appear | Playout only within archive reach

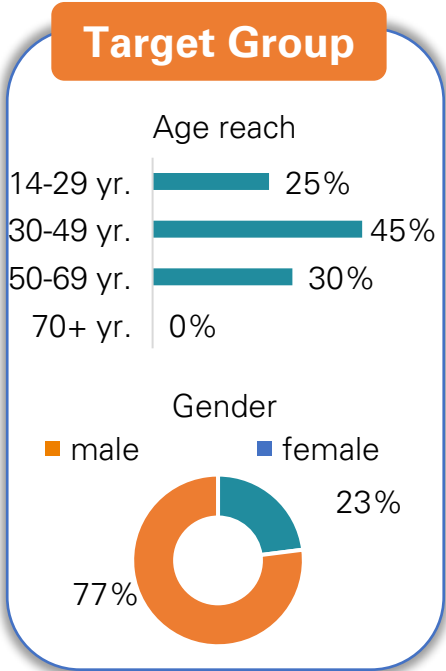
# IST DAS EINE BLASE?

The ZEIT ONLINE Economics Podcast *(is that a bubble?)*



Listeners of "Is this a bubble" can look forward to in-depth discussions about the big economic picture.

**Every Monday**, this podcast uses in-depth specialist knowledge to answer relevant questions about money, power and justice that every person with an interest in economics has asked themselves at some point.



**agma-Reach**  
68,612 Downloads  
2025

**Placement Options**  
Volume booking  
Fixed placement

**Ad Slots**  
Pre-, Mid- &  
Post-Roll

**Rhythm & Duration**  
weekly  
1 hour

# IST DAS NORMAL?

The ZEIT ONLINE sex podcast (*/Is this normal?*)

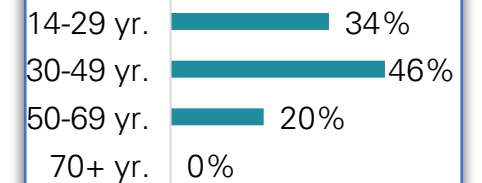
Health



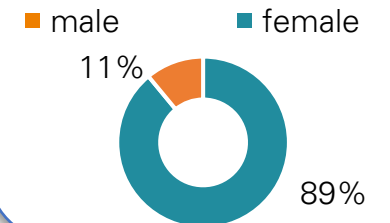
"Is this normal?" focuses on providing information on sexual health, relationships, intimacy and pleasure. These podcasts aim to create a safe and supportive space for discussion about sexual wellbeing and empowerment. **Always on Mondays, every two weeks** and with exciting guests.

## Target Group

### Age reach



### Gender



## agma-Reach

164,415 Downloads  
2025

## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

bi-weekly  
1 hour

# KICKEN KANN ER

The ZEIT soccer podcast *(he/she can kick)*

Sports

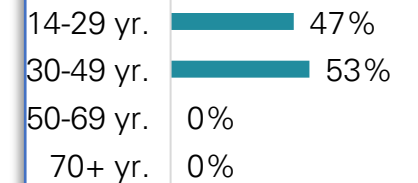


"Kicken kann er" is the soccer podcast that goes beyond match results and conveys a deep understanding of the cultural significance of the sport and the individuality of the players.

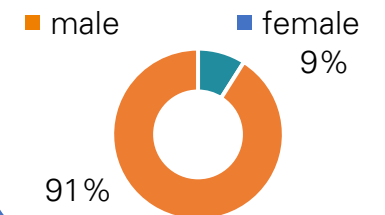
**Every second Wednesday**, ZEIT-ONLINE sports editors discuss a footballer in all his facets and also let scouts, coaches and advisors have their say.

## Target Group

### Age reach



### Gender



## agma-Reach

45,102 Downloads  
2025

## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

bi-weekly  
1 hour

# OK, AMERICA?

Der ZEIT ONLINE US-Politics podcast

Politics

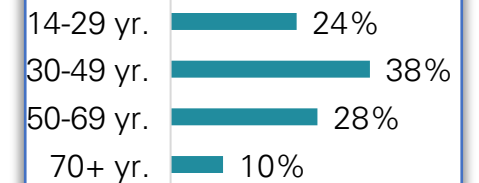


This podcast explores the political, social and cultural landscape of the United States and provides in-depth analysis and insight into American society and the global influence of the United States.

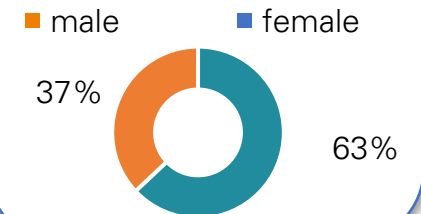
Listeners can expect insightful reporting **every other week on Thursdays** and discussions about the political situation, life and challenges facing people in the United States.

## Target Group

### Age reach



### Gender



## agma-Reach

586,738 Downloads  
2025

## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

bi-weekly  
1 hour

# SERVUS. GRÜEZI. HALLO

The transalpine Politikpodcast von ZEIT ONLINE (transalpine hello)

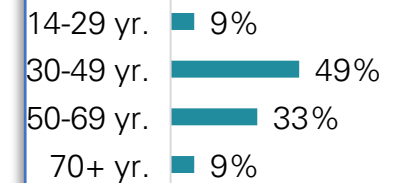
Politics



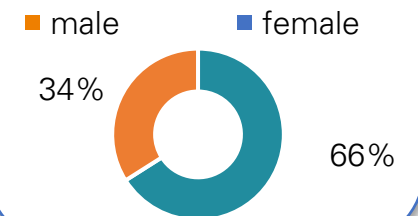
In this political podcast, listeners can enjoy entertaining and stimulating discussions about political and social issues in Germany, Austria and Switzerland **every Wednesday**. The three presenters provide refreshing changes of perspective and surprising insights into the similarities and differences between the three nations.

## Target Group

### Age reach



### Gender



## agma-Reach

485,029 Downloads  
2025

## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

weekly  
1 hour

# UND WAS MACHST DU AM WOCHENENDE?

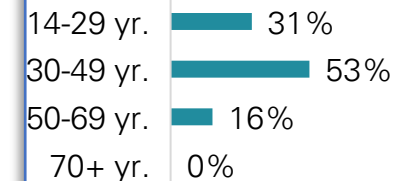
The ZEITmagazin podcast with tips for the weekend (*What are you doing this weekend?*)



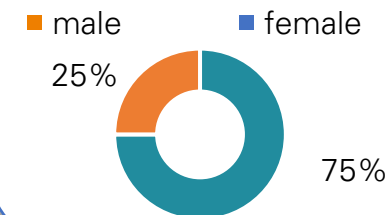
On **Thursdays**, editors Ubin Eoh and Christoph Amend sit down with fascinating guests and ask: "And what do you do at the weekend? During the hour-long conversation about these most precious two days of the week, they reveal their favorite rituals and a wealth of recommendations, from books and exciting games to series and films.

## Target Group

### Age reach



### Gender



## agma-Reach

204,131 Downloads  
2025

## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

weekly  
1 hour

# UND WAS MACHT DIE UNI?

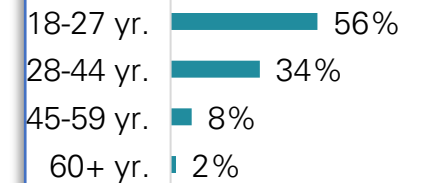
The ZEIT Campus podcast about the life of students (*And what does the university do?*)



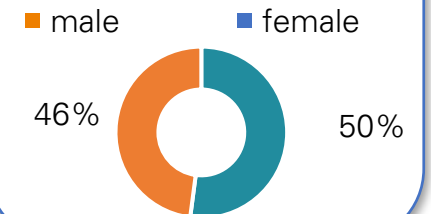
The bright audience of students and young professionals interested in higher education and personal development is welcomed **once a month on Wednesdays** by the ZEIT Campus editorial team and a guest to talk about the topics that really interest students: Parties and relationships, but also crises and career choices.

## Target Group

### Age reach



### Gender



### agma-Reach

20,583 Downloads  
2025

### Placement Options

Volume booking

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Duration

monthly  
50 minutes

# UNTER PFARRERSTÖCHTERN

The ZEIT podcast about the bible (*Among Pastors' Daughters*)

Knowledge

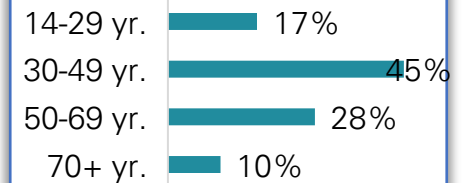


Every two weeks on Fridays, the Bible podcast unravels the secrets of the Bible - accompanied by Sabine Rückert, deputy editor-in-chief of DIE ZEIT, and Johanna Haberer, professor of theology.

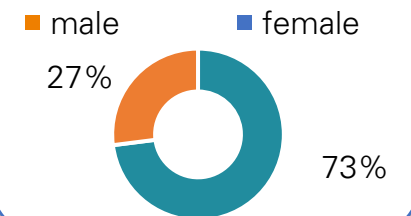
On an enlightening journey through the ancient scriptures, they dispel kitsch and clichés and ask: What do the ancient myths of the Bible tell us today?

## Target Group

### Age reach



### Gender



## agma-Reach

267,595 Downloads  
2025

## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

bi-weekly  
35 minutes

# VERBRECHEN

The ZEIT Crime Podcast (*Crimes*)

Crime

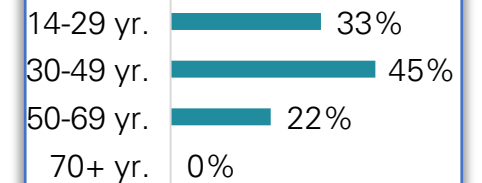


Germany's first, most successful and widest-reaching true crime podcast: "Verbrechen" reports on extraordinary criminal cases and has deservedly been one of Germany's most successful podcasts for years - across all genres.

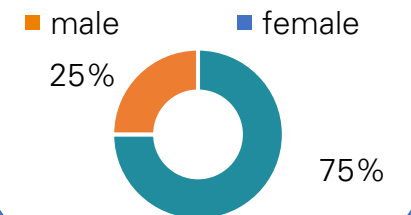
The ZEIT brand has won several awards and, in addition to the podcast, includes a magazine, newsletter, live events and merchandising. It is considered a template for many other true crime formats, which is one of the most popular podcast genres and is listened to regularly by well over a third of all listeners. "Verbrechen" is listened to a lot by **young listeners under 30** and urban young professionals with a high level of education.

## Target Group

### Age reach



### Gender



### agma-Reach

2,445,383 Downloads  
2025

### Placement Options

Volume booking  
Fixed placement

### Ad Slots

Pre- &  
Post-Roll

### Rhythm & Duration

bi-weekly  
1 hour

# WAR DA WAS?

The Corona Podcast of ZEIT



The pandemic began in Germany five years ago. But do we actually remember what it was like - life in lockdown, the contact restrictions, the summers full of hope?

This is a place of remembrance . We tell the chronicle of Covid-19 in Germany. We talk to the people who shaped this time. And with those who were barely heard back then - but are still suffering today.

## Placement option

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

Monthly  
50 minutes

Health

# WARUM DENKEN SIE DAS?

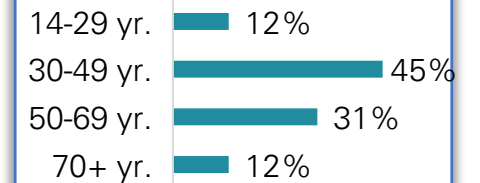
The ZEIT discussion podcast (*Why do you think that?*)



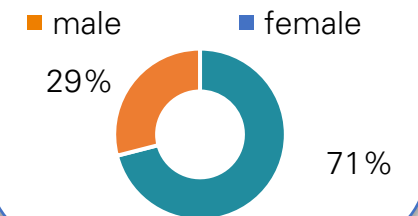
Two people. Two opinions. And an attempt to understand each other. From politics and society to culture and science - "Why do you think that?" deals with a wide reach of topics **once a month**. In a respectful and inquisitive dialog, the hosts and guests try to understand the reasons for the different points of view and the thought processes that shape them.

## Target Group

### Age reach



### Gender



### agma-Reach

18,234 Downloads  
2025

### Placement Options

Volume booking  
Fixed placement

### Ad Slots

Pre-, Mid- &  
Post-Roll

### Rhythm & Ø-duration

monthly  
90 minutes

# WAS CHEFINNEN WIRKLICH DENKEN

The podcast from and for managers (*What bosses really think*)

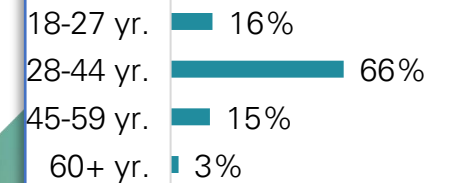
Work &  
Career



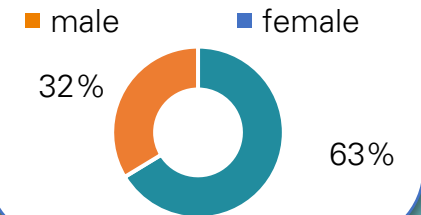
Leonie Seifert, Deputy Editor-in-Chief of ZEIT ONLINE and Moritz Müller-Wirth, Deputy Editor-in-Chief of ZEIT, provide insights into the everyday working lives of various managers from a wide reach of industries. Bosses share their success stories and the odd practical tip, with a focus on leadership, career development and work-life balance.

## Target Group

### Age reach



### Gender



## Placement Options

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

50 minutes

# WAS JETZT?

The ZEIT ONLINE news-podcast (*What now?*)



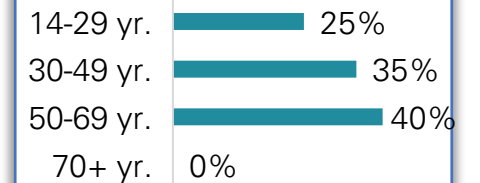
Germany's most successful podcast: The news podcast from ZEIT ONLINE consistently occupies first place in the agma ranking by providing its listeners with the most important topics of the day in a short and concise manner.

With more than 150 thousand subscribers to the newsletter of the same name, "Was jetzt?" has established itself as the top news podcast among a broad audience.

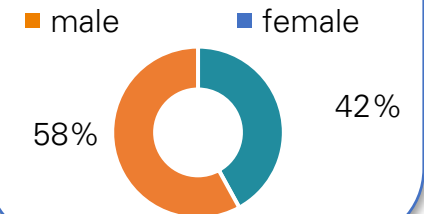
**Every weekday and Saturday at 6:00 a.m. and 5:00 p.m.,** as well as once on Sunday, it reaches a listenership that consists mainly of **working people with high incomes** who live in large cities. Many of them are heavy podcast listeners who listen to podcasts several times a day, often when they are on the move.

## Target Group

### Age reach



### Gender



### agma-Reach

6,658,063 Downloads  
2025

### Placement Options

Volume booking  
Fixed placement

### Ad Slots

Pre- &  
Post-Roll

### Rhythm & Duration

daily  
10 minutes

# WAS LIEST DU GERADE?

The ZEIT ONLINE podcast for bookworms (*What are you currently reading?*)



So who is better: Kehlmann or Kafka? And what does a really good book do to its readers? **Twice a month** we argue and rave about books. We select the most interesting and important books from the wealth of new publications - preferably those that have given us new ideas. It's about current novels and non-fiction books and, in every second episode, a literary classic that sheds a surprising light on our present.

Adam Soboczynski and Iris Radisch from the ZEIT feature section take turns to talk about literature, while Maja Beckers and Alexander Cammann talk about non-fiction.

## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

bi-weekly  
45-60 minutes

# WHITE - GESTÄNDNIS EINES NEONAZIS

ZEIT ONLINE about insights into the life of a former neo-Nazi



Of course, our reporter had expected stories of violence when he asked Mike about his time as a neo-Nazi. But not to this extent.

Mike tells us that he beat people with baseball bats, kicked heads with boots, stabbed people with knives and riddled houses with automatic rifles. Shocked by the brutality, our reporter asks him: "What's the worst thing you've ever done to another person?"

He says: "I killed someone." Mike has never been convicted of this murder, he has never been caught. But now he's told our reporter about it, into a running tape recorder. He says: "Nobody knows about it but you." You can hear the whole story here - in nine episodes.

## Placement option

Only bookable in the channel\*

## Ad Slots

Pre-, Mid- & Post-Roll

## Rhythm & Ø-duration

Season format, 9 episodes  
32 minutes

# WIE WAR DAS NOCH MAL?

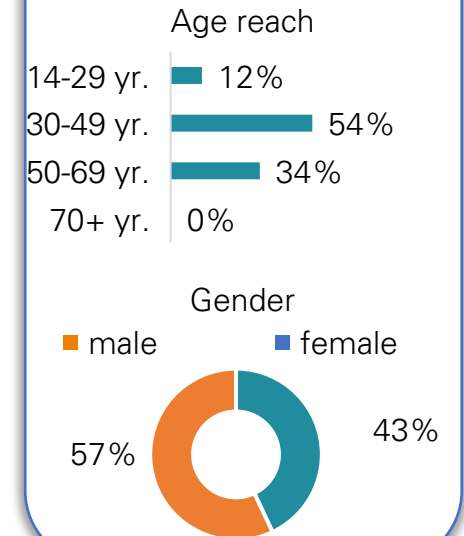
The ZEIT history podcast (*What was that again?*)



Together, Markus Flohr and Judith Scholter, two passionate historians and editors of ZEIT Geschichte, shed light on historical events and personalities and connect the past with the present.

**Every month on Saturdays**, a new, exciting topic from the current issue of ZEIT Geschichte is taken up, providing new insights and uncovering hidden stories.

## Target Group



## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

monthly  
1 hour

# WOCHENMARKT

The ZEIT cooking podcast (*weekly market*)

Lifestyle &  
Culture



Every month in this culinary journey, esteemed ZEITmagazin columnist Elisabeth Raether shares her passion for cooking with simple but remarkable recipes that are both delicious and easy to prepare. Elisabeth thinks outside the box and invites interesting guests who may not be known for their cooking skills but are active in other areas - for example, politicians.

## Placement Options

Volume booking

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Ø-duration

monthly  
5-10 minutes

# WOHER WEIßT DU DAS

Der ZEIT ONLINE Knowledge-podcast (*How do you know that?*)

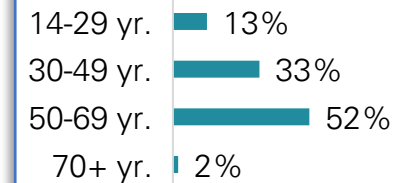
Knowledge



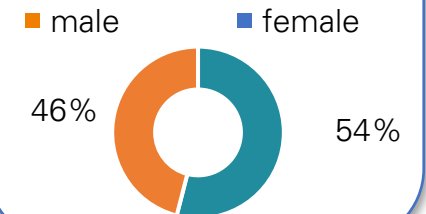
The podcast "How do you know that?" is presented by the popular magazine ZEIT Knowledge and offers a highly informative and varied listening experience. Twice a month on Sundays, enriching reports, in-depth research and stimulating conversations offer listeners insight into the most exciting topics in science, society and everyday life.

## Target Group

### Age reach



### Gender



## agma-Reach

423,853 Downloads  
2025

## Placement Options

Volume booking  
Fixed placement

## Ad Slots

Pre-, Mid- &  
Post-Roll

## Rhythm & Duration

bi-weekly  
30 minutes