



IQ DIGITAL PODCAST

iq digital

WE KNOW HOW TO PODCAST!

HIGHEST-REACH PORTFOLIO

iq digital offers **76 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

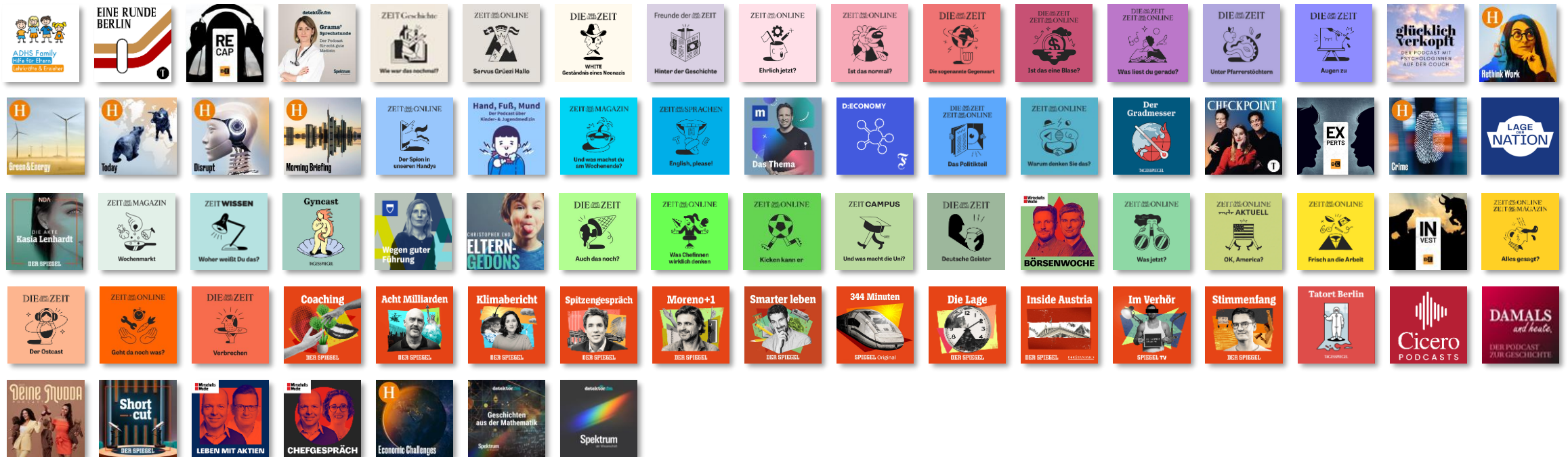


01

OUR PORTFOLIO

OUR PORTFOLIO

Strong brands - Exciting topics - High relevance



AGMA-reach: **21 m**
downloads per month (may 2024)

OUR CHAMPIONS

Our podcast shows in the agma TOP 20



02



5.2 m
downloads

03



4.4 m
downloads

18



1.6 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:



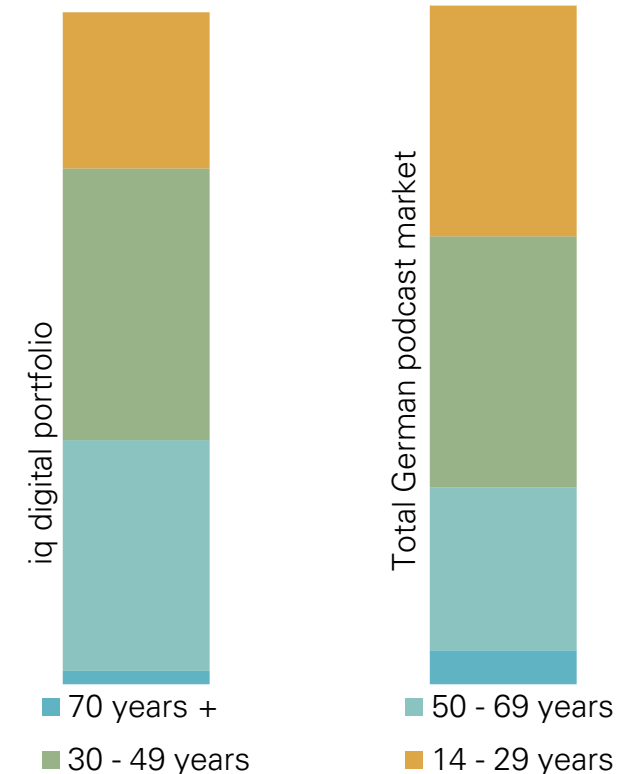
69 % with a HHNE above € 3,500
29 % have an HHNE over € 5,000

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

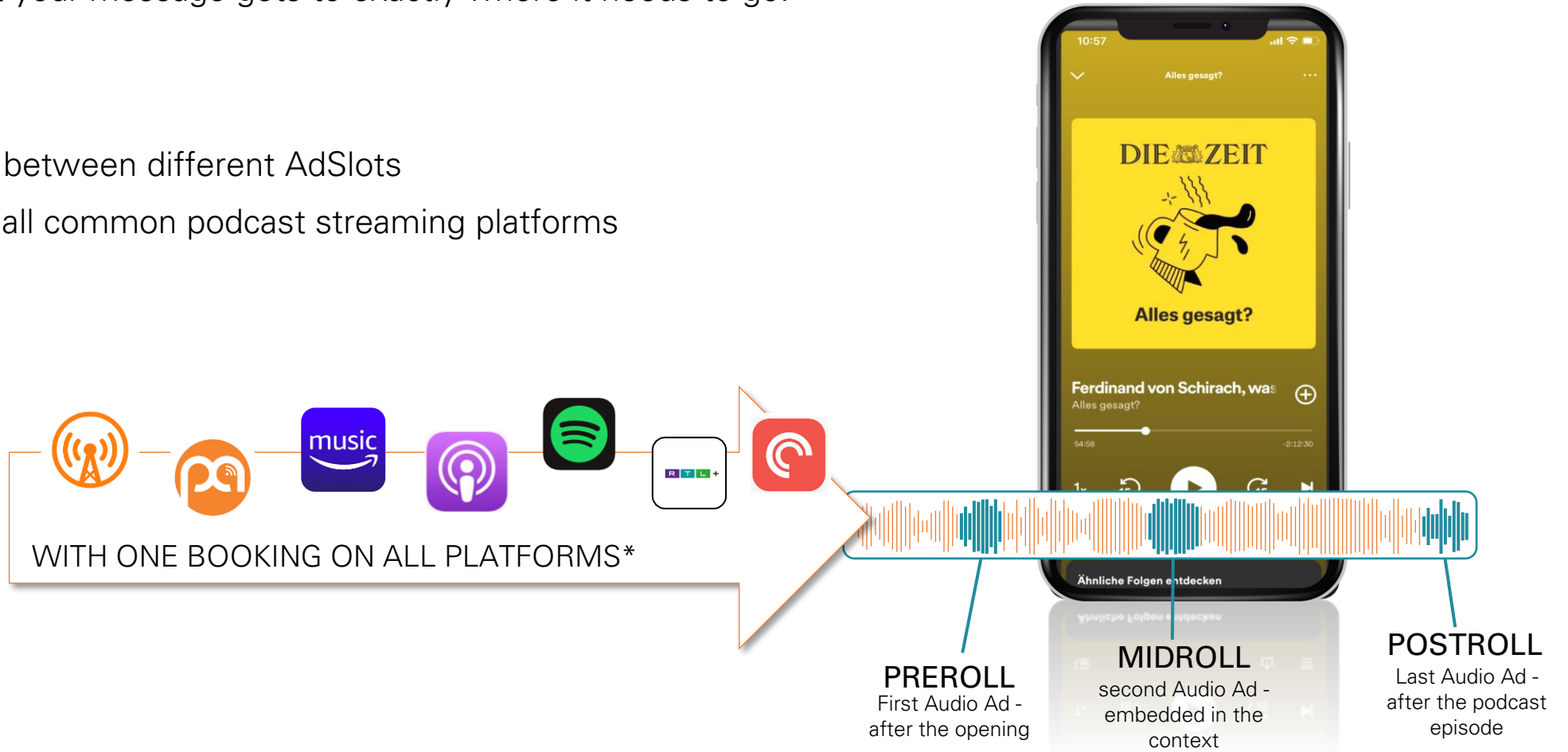
PLACEMENT & ADVERTISING MEDIA

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

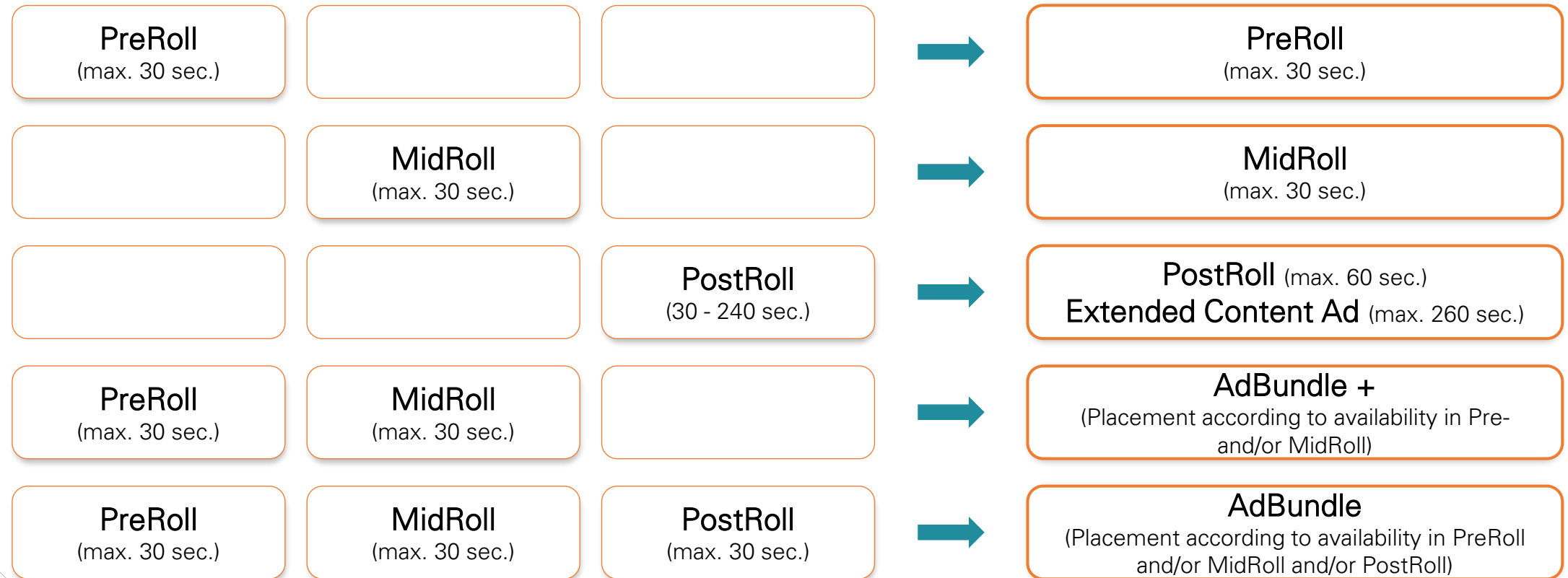
iq digital



*Sample selection of the most frequently used podcast streaming platforms

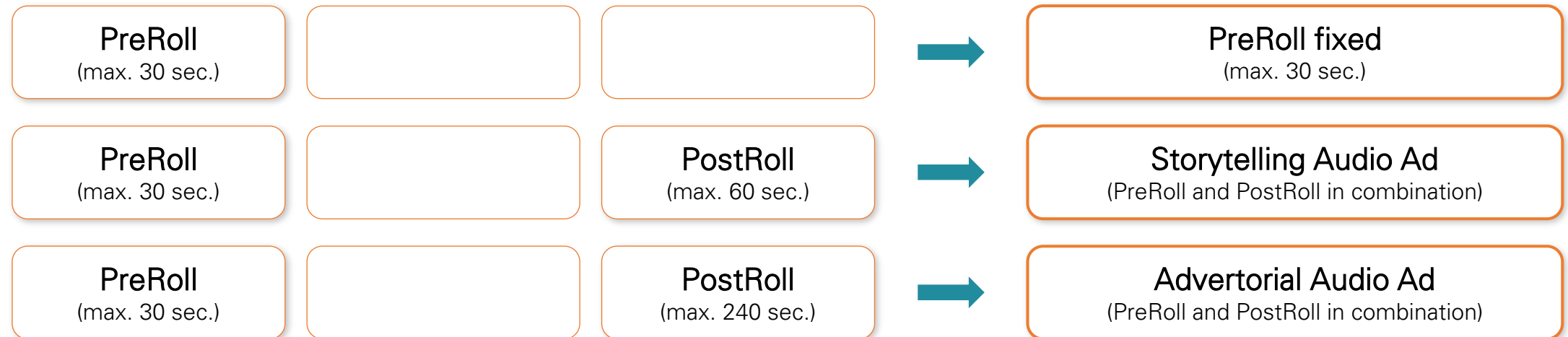
YOUR PLACEMENT OPTIONS

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. 30 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. 30 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. 30 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

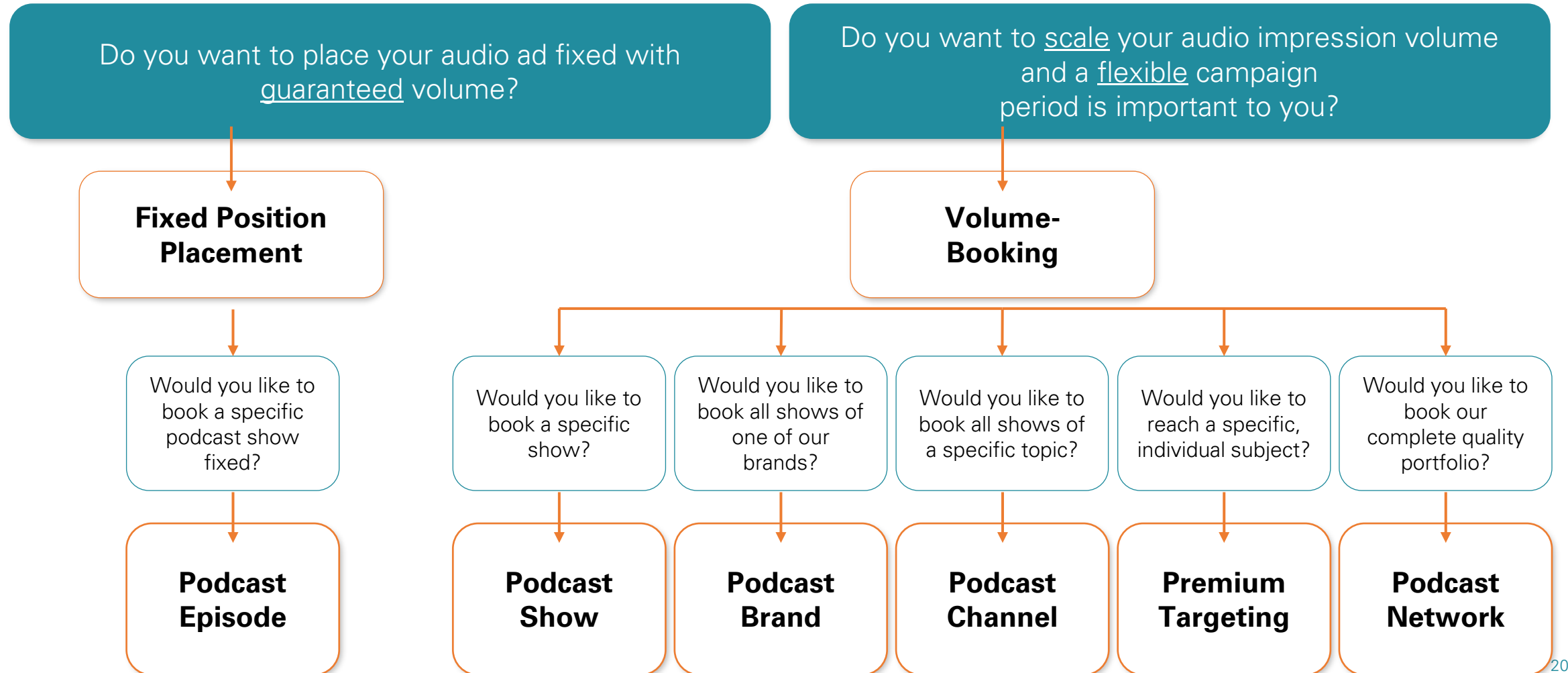


04

INDIVIDUAL BOOKING OPTIONS

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



GREATER REACH IN THE MATCHING ENVIRONMENT?

Podcast volume packages

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

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

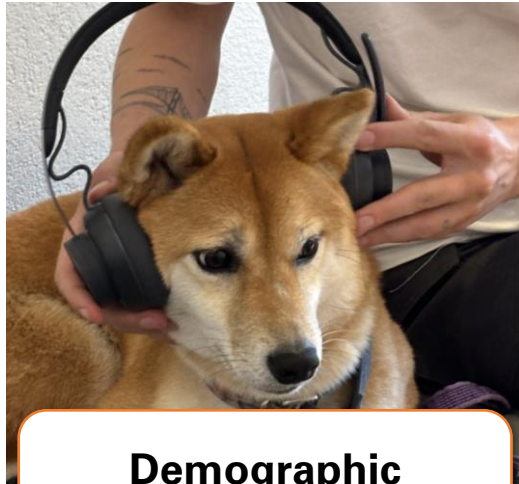
**Basic targeting, geo-targeting and FC possible, provided there is sufficient availability

***No volume discounts for premium targeting

YOUR INDIVIDUAL TARGETING

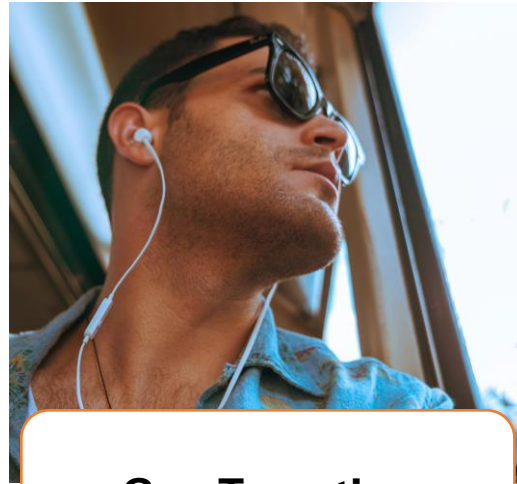
What we can do

Who is your target group?



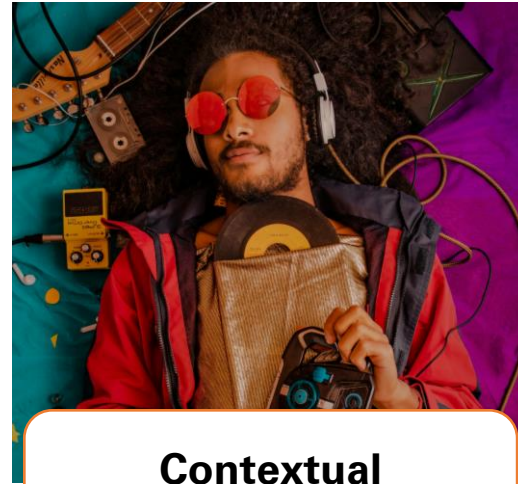
Demographic Targeting

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

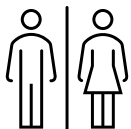
25-34
years

35-44
years

45-54
years

55-64
years

65+
years



Male

Female

Geo-targeting



Land

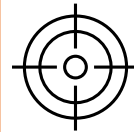
State

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

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

*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.europe

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.

BASIC

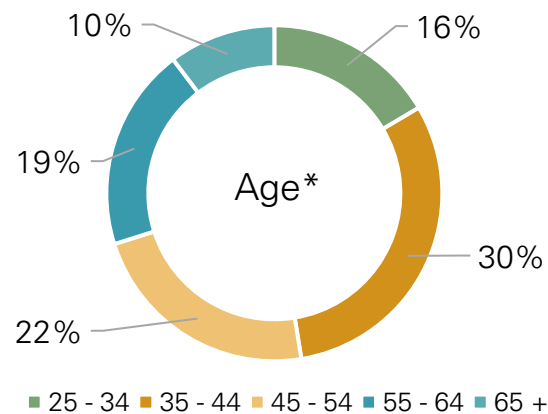
AUDIO IMPRESSIONS
(on a daily basis)



PLUS
(from 25.000 €)

AUDIO IMPRESSIONS

UNIQUE USER



Additionally bookable for 1,000€ net



**TAILORMADE/
DASHBOARD**
(from 75.000 €)

AUDIO IMPRESSIONS
UNIQUE USER

Age Break
Gender Break
Plattform Break
Device Break

Geo Break:
Country
Region
City

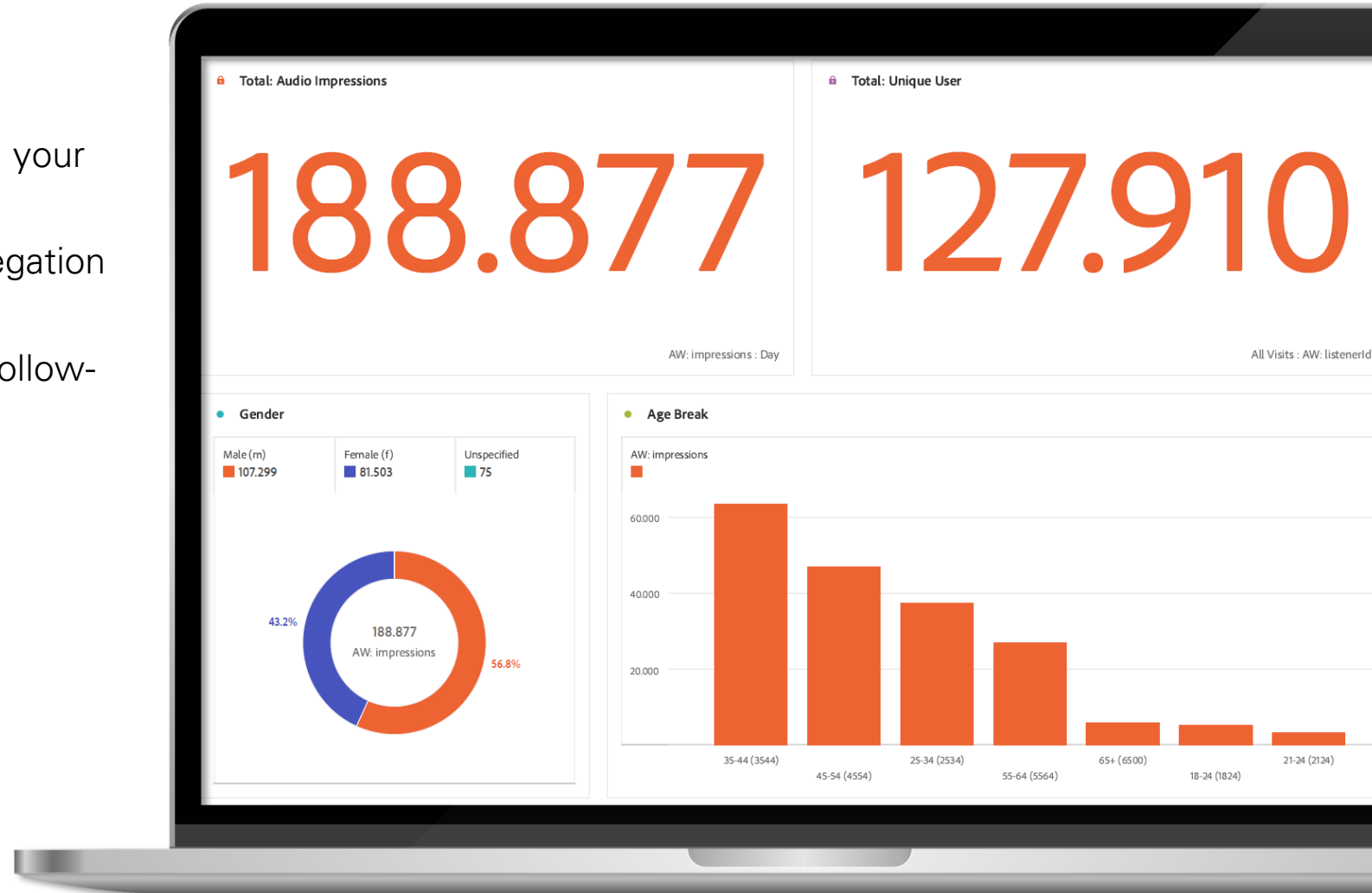
Additionally bookable for 2,500€ net

*Reporting mock-up

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

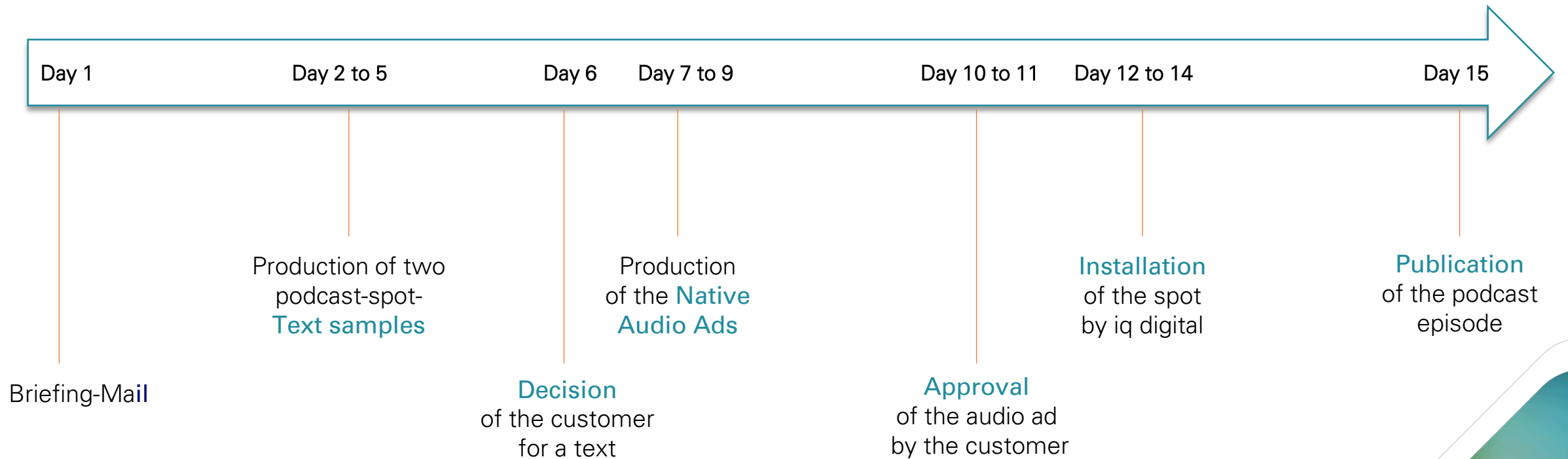
Socio-demographics (gender, age, occupation, level of education, HHNE)

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



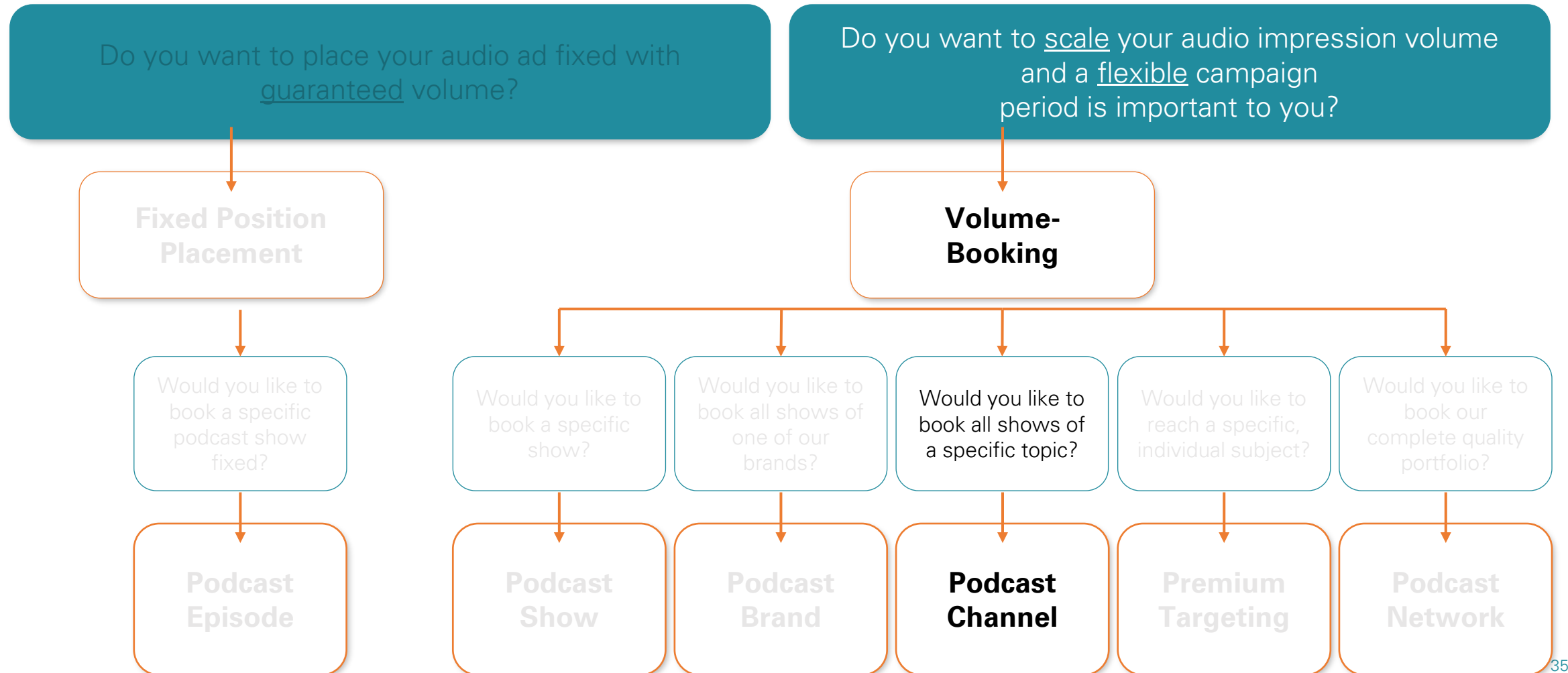
PODCAST CHANNEL

iq digital




YOUR BOOKING OPTIONS


Exactly the right offer according to your wishes





PODCAST CHANNEL

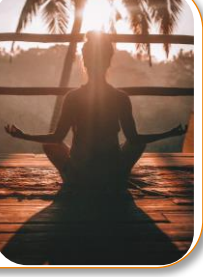
The most exciting podcast shows bundled for you by topic


WORK & CAREER 


CRIME 

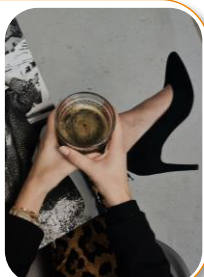
DIGITALI-ZATION 


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:
168,931
Downloads per
month (May 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

DER SPIEGEL

Frankfurter Allgemeine

Handelsblatt

ZEIT ONLINE

PODCAST CHANNEL "CRIME"

Place yourself in 6 podcast shows with just one booking



AGMA reach:
4,566,967
Downloads per
month (May 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

DER SPIEGEL

TAGESSPIEGEL

Handelsblatt

ZEIT ONLINE

PODCAST CHANNEL "DIGITALISATION"

Place yourself in 5 podcast shows with just one booking



AGMA reach:
190,237
Downloads per
month (May 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

BE BTC ECHO

Frankfurter Allgemeine

Handelsblatt

PODCAST CHANNEL "FAMILY AND PARENTING"

Place yourself in 6 podcast shows with just one booking



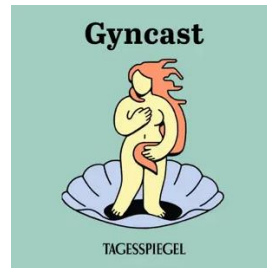
+



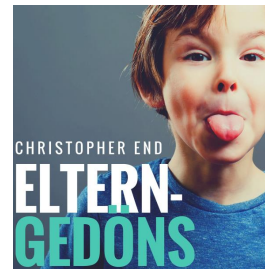
+



+



+



+



285,000

Downloads per month (May 2024)

Native **PreRoll** Audio Ad

Native **MidRoll** Audio Ad

Native **PostRoll** Audio Ad

Frankfurter Allgemeine

TAGESSPIEGEL

ZEIT ONLINE

PODCAST CHANNEL "HEALTH"

Place yourself in 5 podcast shows with just one booking



+



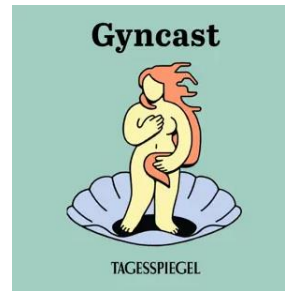
+



+



+



AGMA reach:
197,904
Downloads per
month (May 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

DER SPIEGEL

Frankfurter Allgemeine

Spektrum.de

TAGESSPIEGEL

ZEIT ONLINE

PODCAST CHANNEL "LIFESTYLE & CULTURE"

Place yourself in 10 podcast shows with just one booking



AGMA reach:
1,791,000
Downloads per
Monat (May 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

DER SPIEGEL *Frankfurter Allgemeine* *Süddeutsche Zeitung* TAGESSPIEGEL ZEIT ONLINE

PODCAST CHANNEL "SUSTAINABILITY"

Place yourself in 6 podcast shows with just one booking



AGMA reach:
125,152
Downloads per
month (May 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

Handelsblatt Spektrum.de TAGESSPIEGEL WirtschaftsWoche ZEIT ONLINE

*Playout only within archive reach

PODCAST CHANNEL „QUALITY MEDIA“

Place yourself in 5 podcast shows with just one booking



AGMA reach:
9,281,656
Downloads per
month (May 2024)

Native
PreRoll
Audio Ad

Native
PostRoll
Audio Ad

DER SPIEGEL *Frankfurter Allgemeine* Handelsblatt *Süddeutsche Zeitung* TAGESSPIEGEL ZEIT  ONLINE

PODCAST CHANNEL "POLITICS"

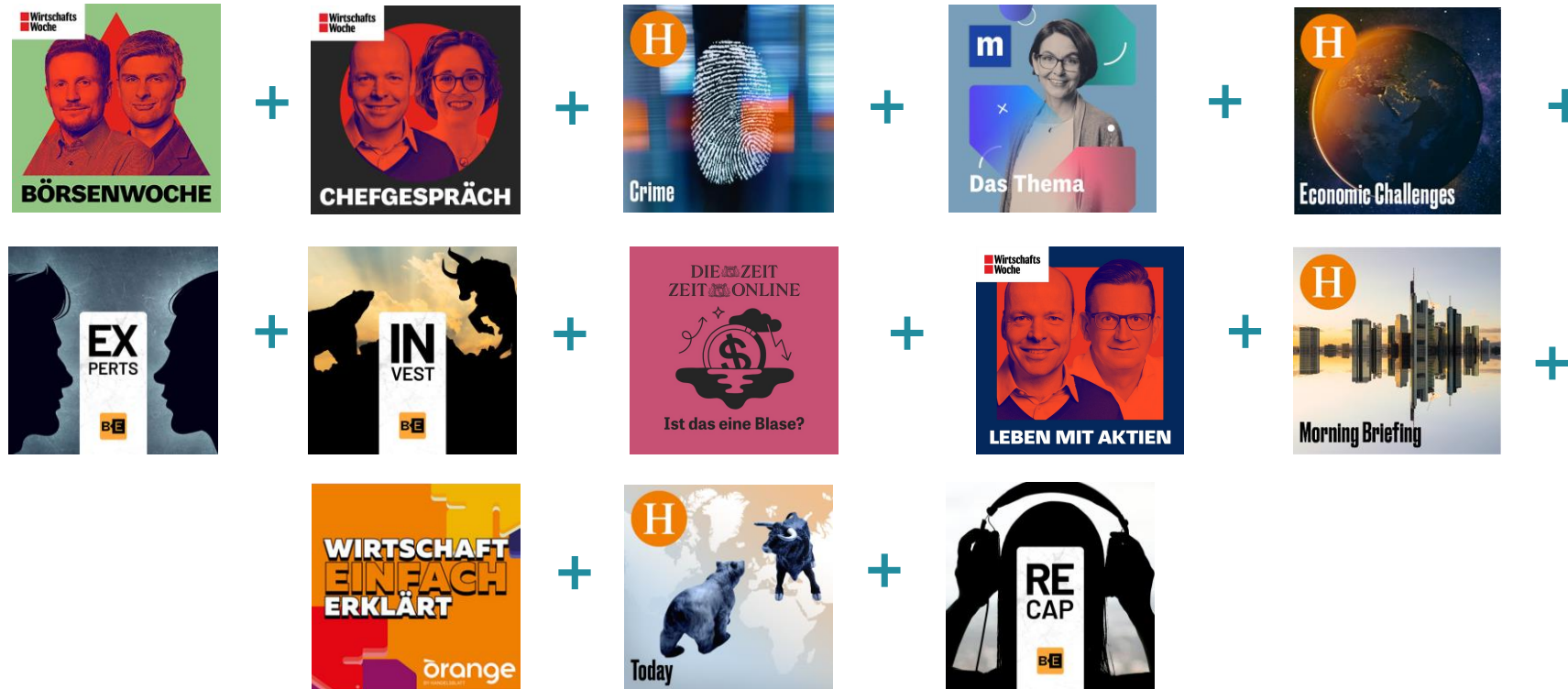
Place yourself in 16 podcast shows with just one booking



<p>AGMA reach: 4,022,193 Downloads per month (May 2024)</p>	<p>Native PreRoll Audio Ad</p>	<p>Native MidRoll Audio Ad</p>	<p>Native PostRoll Audio Ad</p>
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PODCAST CHANNEL "ECONOMY & FINANCE"

Place yourself in 13 podcast shows with just one booking



AGMA reach:
3,038,278
 Downloads per
 month (May 2024)

Native
PreRoll
 Audio Ad

Native
MidRoll
 Audio Ad

Native
PostRoll
 Audio Ad



*Payout only within archive reach

PODCAST CHANNEL "KNOWLEDGE"

Place yourself in 13 podcast shows with just one booking



AGMA reach:
669,671
Downloads per month
(May 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

DER SPIEGEL Frankfurter Allgemeine Handelsblatt konradin mediengruppe Spektrum.de TAGESSPIEGEL ZEIT ONLINE

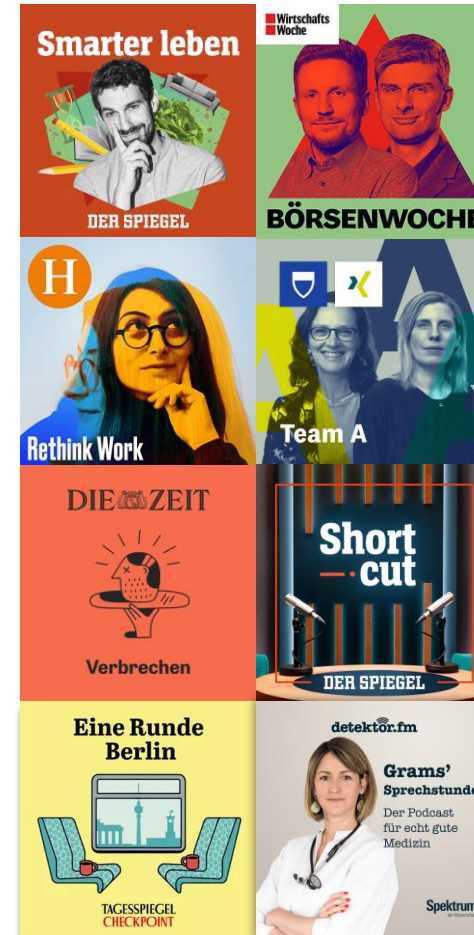
*Playout only within archive reach

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



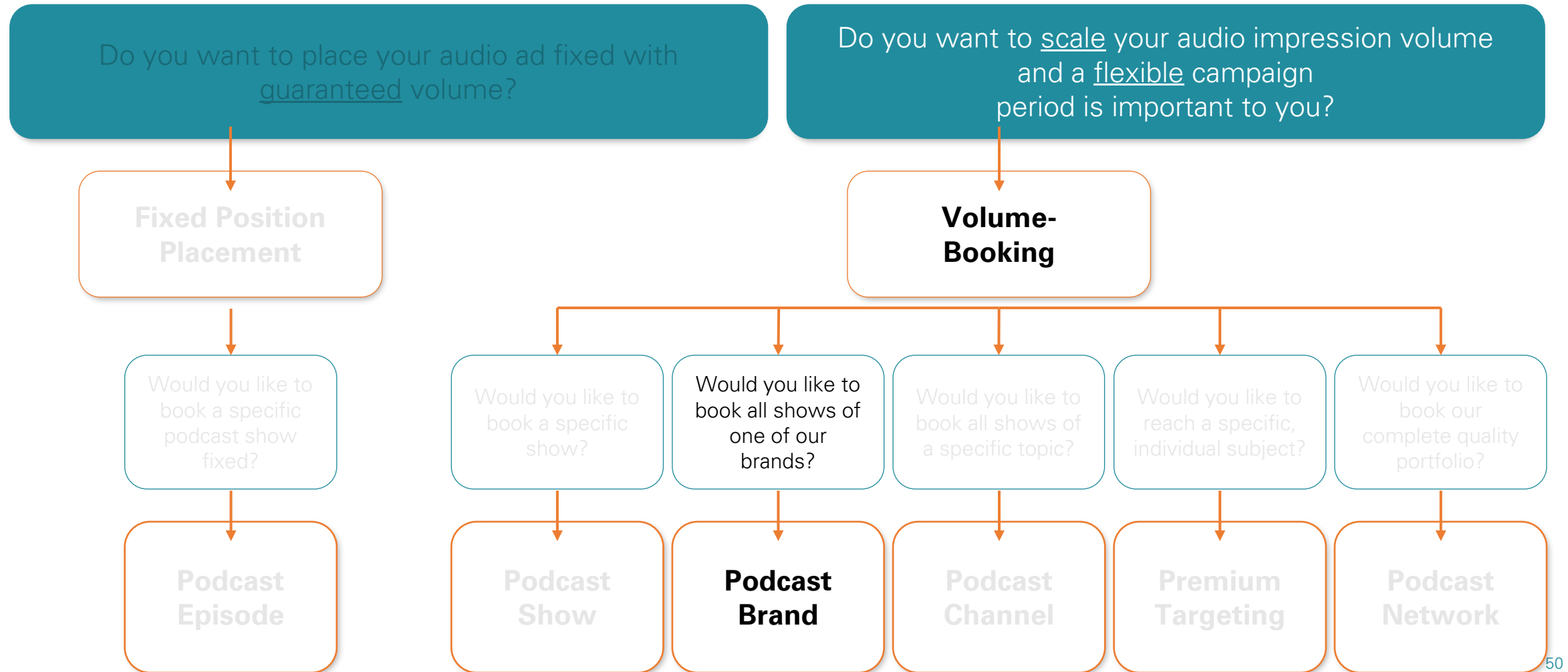
PODCAST BRANDS

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 7 podcast shows with just one booking



AGMA-reach:
2.8 million
Downloads per month
(May 2024)

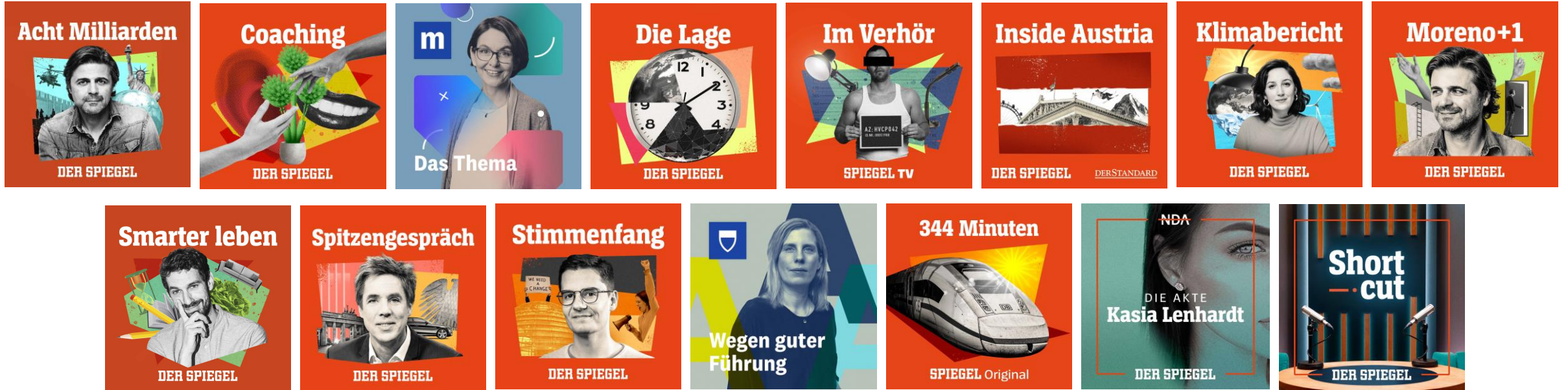
Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST BRAND DER SPIEGEL

Place yourself in 15 podcast shows with just one booking



AGMA-reach:
2 million
Downloads per month
(May 2024)

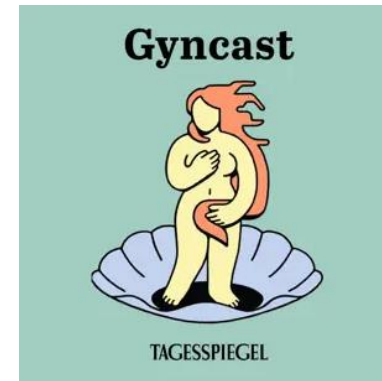
Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST BRAND TAGESSPIEGEL

Place yourself in 5 podcast shows with just one booking



AGMA-reach:

195,482

Downloads per month
(May 2024)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

Native

PostRoll

Audio Ad

PODCAST BRAND WIRTSCHAFTSWOCHE

Place yourself in 4 podcast shows with just one booking



AGMA-reach:

222,741

Downloads per month
(May 2024)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

Native

PostRoll

Audio Ad

PODCAST BRAND ZEIT ONLINE

Place yourself in 29 podcast shows with just one booking



AGMA-reach:

14.1 million

Downloads per month
(May 2024)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

Native

PostRoll

Audio Ad



PODCAST EPISODE

iq digital

ADHS FAMILY

Help for parents, teachers & educators



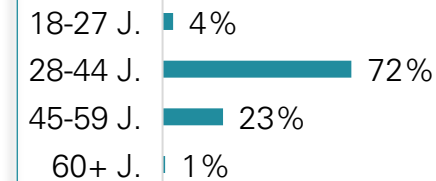
ADHS Family
 Hilfe für Eltern
 Lehrkräfte & Erzieher

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.

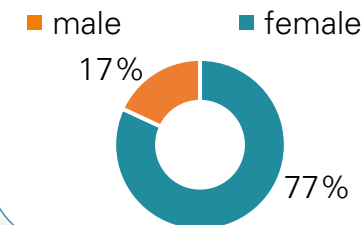
Every two weeks on Thursdays, ADHD expert Anna Maria Sanders conducts informative interviews with experts from various fields, including psychology, education and medicine.

Target Group

Age reach



Gender



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

bi-weekly
 20 minutes

DER DEINE MUDDA PODCAST

The podcast for the perfect imperfectly mother (*The yo mama podcast*)

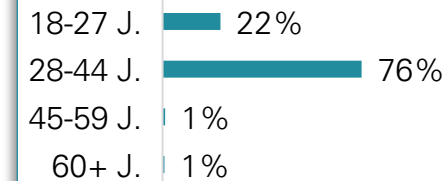


True to the motto "take it easy Muddi", this podcast is for all perfectly imperfect moms who can laugh at themselves and don't take everything so seriously.

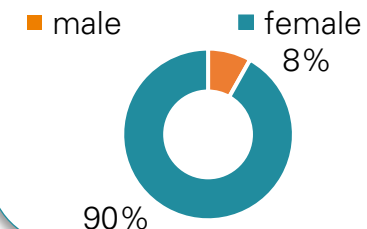
In the podcast, Lulu and Leonie share unfiltered and brutally honest testimonials and ask experts and other moms questions that no one else dares to ask.

Target Group

Age reach



Gender



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

weekly
45 minutes

GLÜCKLICH VERKOPFT

The psychology podcast (*happily cerebral*)

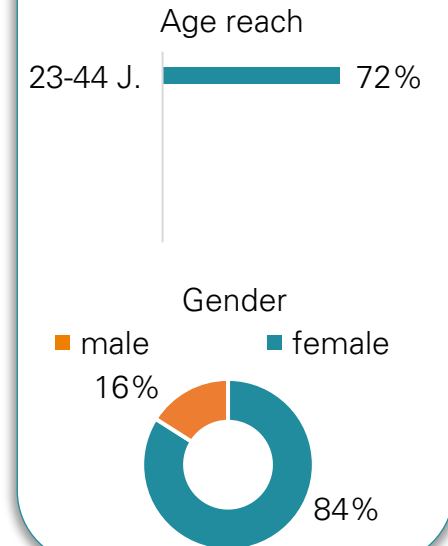
Family & Parenting



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 & Ø-duration

monthly
60 minutes

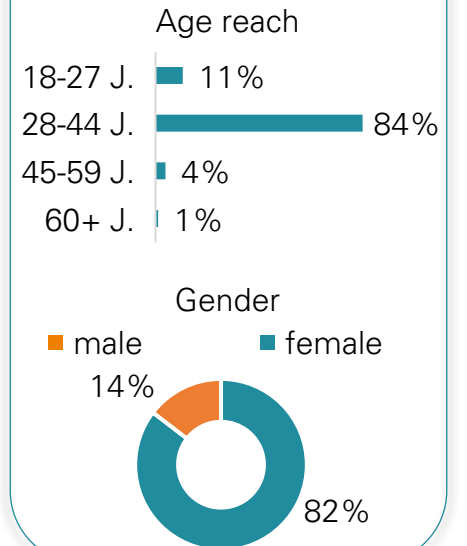
HAND, FUß, MUND

The podcast about pediatrics & adolescent medicine (*Hand, feet, mouth*)



"Hand, Fuß, Mund" offers information, insights and discussions about the health and well-being of children and adolescents **every Thursday**. The first German podcast on pediatric & adolescent medicine covers a wide reach of pediatric healthcare topics, from general medical issues to specific conditions and developmental milestones.

Target Group



Placement Options

Volume booking

Ad Slots

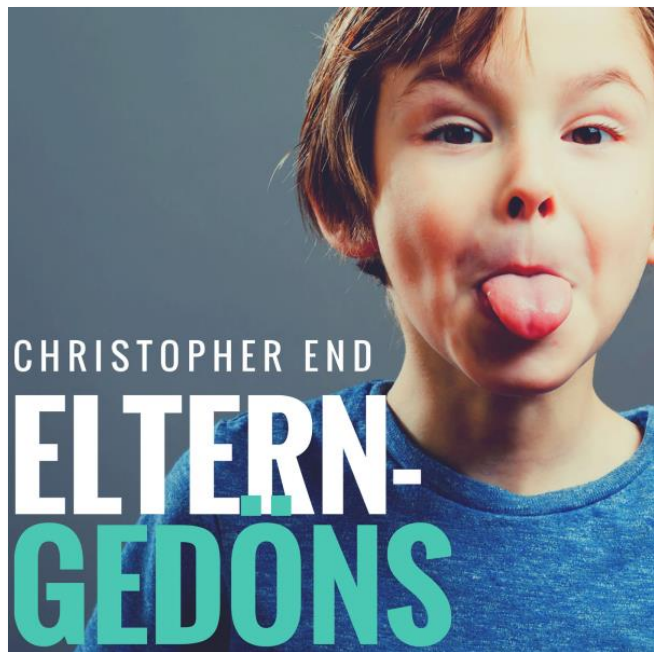
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

weekly
45 minutes

ELTERN-GEDÖNS

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



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

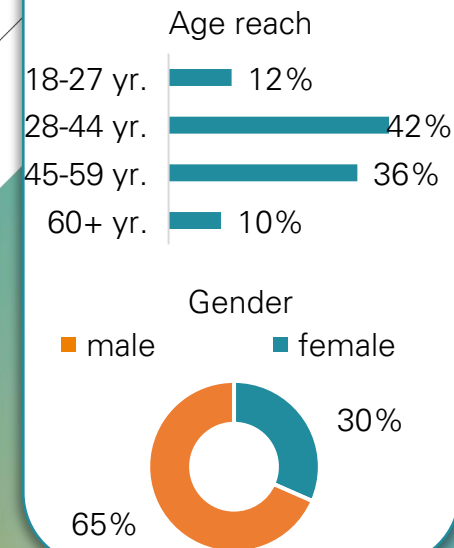
DAMALS UND HEUTE

The podcast on history (*Then and now*)



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



Placement Options

Only bookable in the Channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

bi-weekly
40 minutes

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

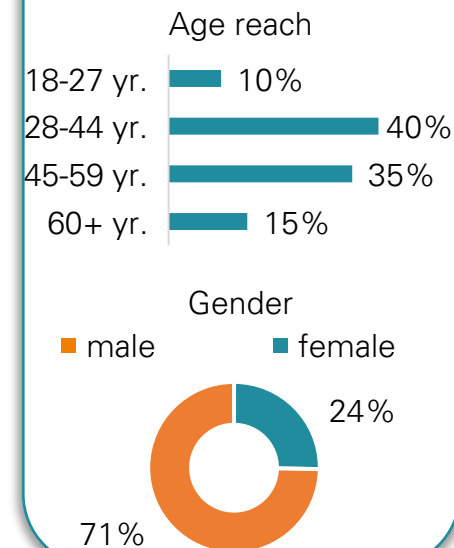
CICERO PODCASTS

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



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

weekly
55 minutes

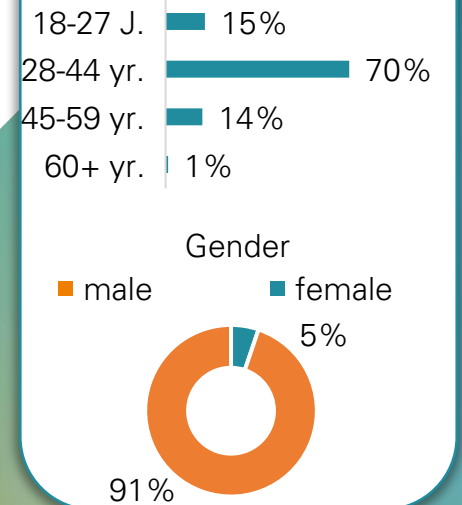
BTC-ECHO EXPERTS

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.

Target Group



Placement Options

Volume booking

Ad Slots

Pre- & Post-Roll

Rhythm & Duration

weekly
30 minutes

BTC-ECHO INVEST

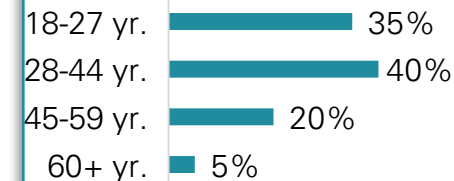
Bitcoins, shares & finance



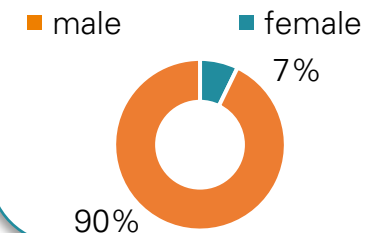
Every Monday, the BTC-ECHO market experts analyze the crypto market as well as the conventional stock markets and their impact on Bitcoin & Co. They take a look at the most relevant charts and indicators as well as the most important news, market updates and fundamental developments.

Target Group

Age reach



Gender



Placement Options

Volume booking

Ad Slots

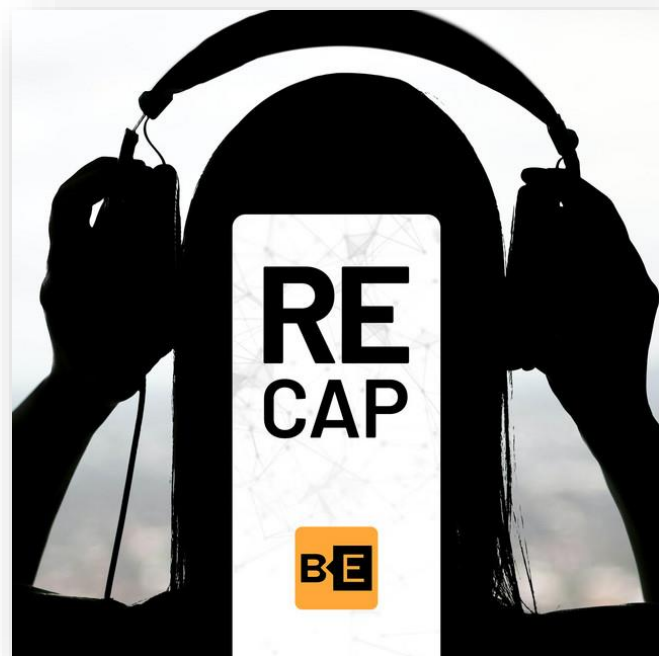
Pre- & Post-Roll

Rhythm & Duration

weekly
40 minutes

BTC-ECHO RECAP

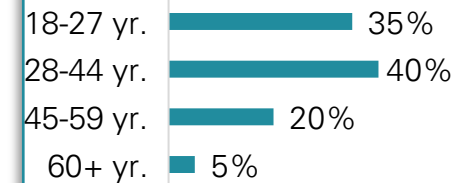
Top topics on bitcoins, blockchains & crypto



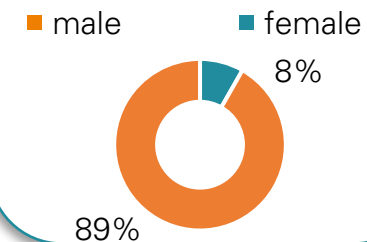
Every Friday, BTC-ECHO editor-in-chief Sven Wagenknecht, Bitcoin expert David Scheider and editor Giacomo Maihofer take a look at the most important crypto events of the past week for listeners, categorize them and provide a comprehensive summary of the last seven days in the Bitcoin & blockchain scene.

Target Group

Age reach



Gender



Placement Options

Volume booking

Ad Slots

Pre- & Post-Roll

Rhythm & Duration

weekly
25 minutes

ACHT MILLIARDEN

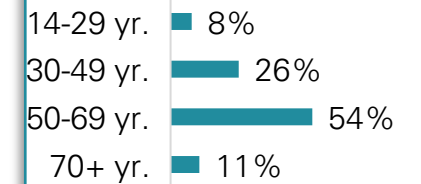
Der SPIEGEL foreign podcast



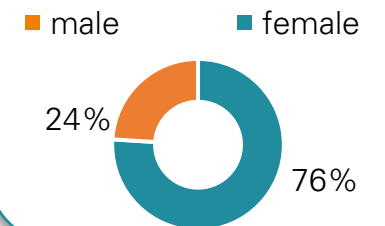
How do global challenges affect politics and society? This is about the big issues that are making headlines around the world. Every week, Olaf Heuser talks to SPIEGEL correspondents about news and stories from politics and society in the foreign podcast. The new foreign podcast for a political and economic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

Target Group

Age reach



Gender



agma-Reach

482,238 Downloads
05/2024

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



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 will be released | playback only within archive reach

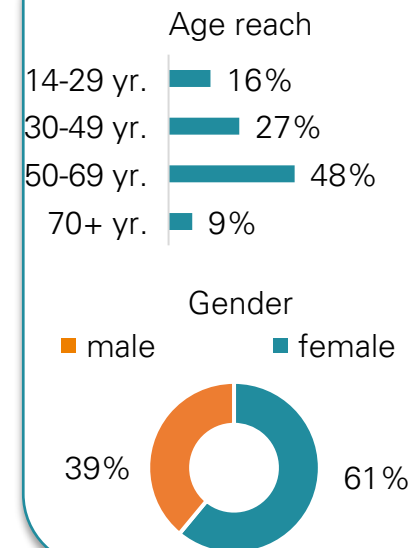
DIE LAGE

Our most important topics of the day



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



agma-Reach

1,083,960 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Duration

daily
5 minutes

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

45 minutes

*No new podcast episodes will be released | playback only within archive reach

INSIDE AUSTRIA

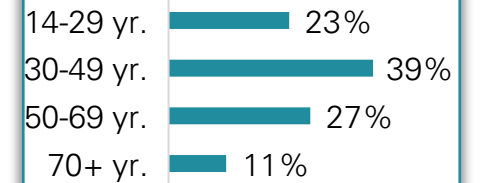
The political Austria podcast



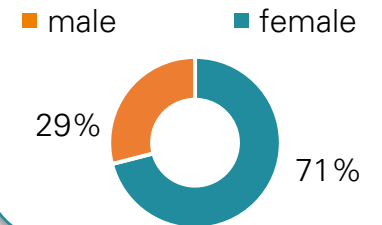
The Austria podcast from SPIEGEL and "Standard". For anyone interested in the political depths of Austria. Lucia Heisterkamp and Antonia Rauth explain what moves the republic, from the Ibiza affair to current national political issues.

Target Group

Age reach



Gender



agma-Reach

252,292 Downloads
05/2024

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

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
30 minutes

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

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
40 minutes

*only within archive reach, only bookable in the channel

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 Lenhardt.

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

Volume booking

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

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

monday - friday
18 minutes

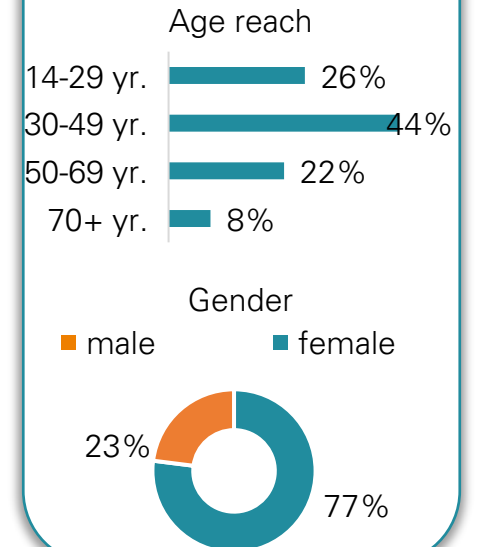
SMARTER LEBEN

The SPIEGEL ideas podcast



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



agma-Reach

356,142 Downloads
05/2024

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 Feldenkirchen 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)

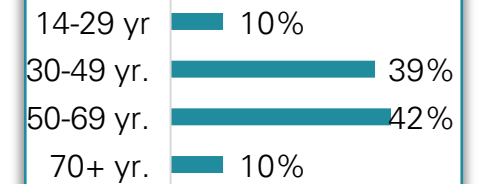


Political analyses, interviews with politicians and listeners' stories - every week, SPIEGEL ONLINE goes out to catch voices.

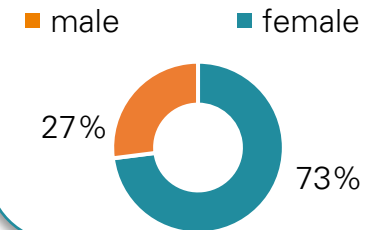
"Stimmenfang" aims to provide answers to questions - "How is Germany doing?", "How does politics work and where does it need to improve?"

Target Group

Age reach



Gender



agma-Reach

155,477 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
25 minutes

344 MINUTES – SPIEGEL ORIGINAL

The investigative podcast



With "SPIEGEL Original", DER SPIEGEL is expanding its podcast portfolio with a series that accompanies the news magazine's major investigations.

The focus here is on storytelling: the episodes shed light on the connections and reveal the people behind the story. This gives listeners exclusive insights into the creation and research of each story.

"SPIEGEL Original" podcasts are produced as independent seasons to accompany major investigative stories.

Currently published seasons: Putin's Krieg im Netz / Krypto-Guru / 344 Minuten

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

Season format
26 minutes

*Season format | playout only within archive reach

WEGEN GUTER FÜHRUNG

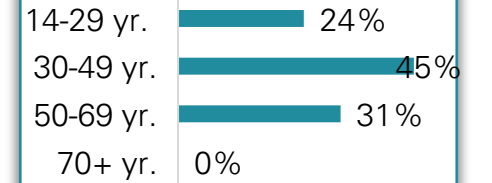
The honest leadership podcast



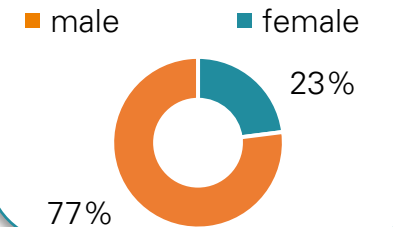
In her new podcast **Wegen guter Führung**, editor-in-chief Antonia Götsch talks to other managers and experts from the world of science **every two weeks**. Honest, well-founded, open and sometimes funny. I share what I have learned myself, what I fail at and also try to elicit from my guests what they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

Target Group

Age reach



Gender



agma-Reach

47,727 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

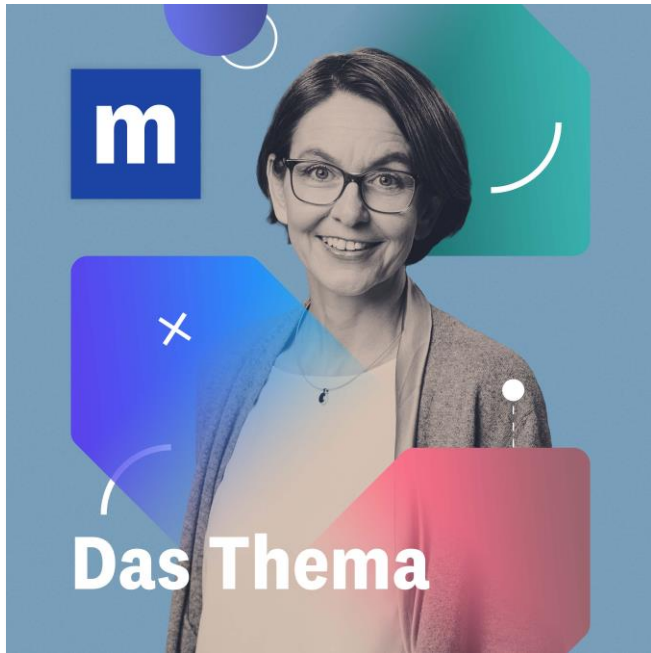
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

bi-weekly
35 minutes

DAS THEMA

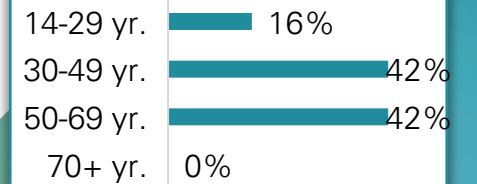
The podcast about relevant economic topics (*the topic*)



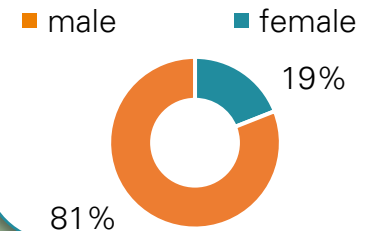
Which business models will be successful in the future? Which trends will shape the economy - and which people? For 50 years, manager magazin has been providing first-hand business information. **Once a week**, this podcast uses current events to analyze and discuss what will be really important and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

Target Group

Age reach



Gender



agma-Reach

80,171 Downloads
05/2023

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

weekly
25 minutes

CRIME

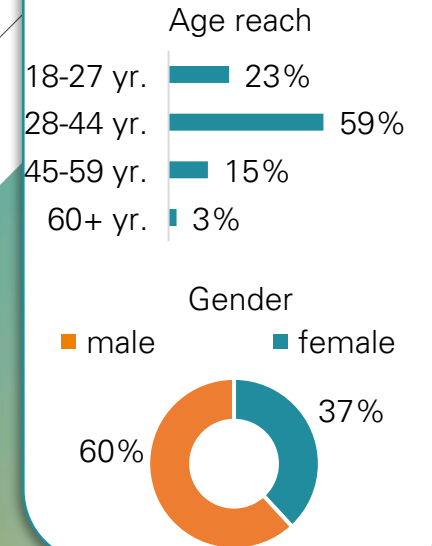
The most spectacular white-collar crimes

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



agma-Reach

205,644 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
45 minutes

DISRUPT

The Handelsblatt podcast about groundbreaking innovations



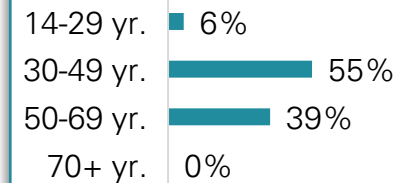
This award-winning podcast is all about the big changes and the future of business, with a clear focus on ground-breaking, disruptive technologies.

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

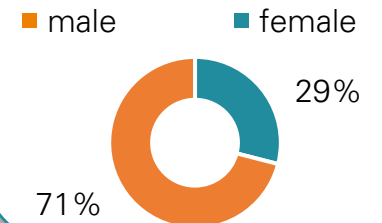
"Disrupt" is one of the **podcasts with the widest reach** in the niche area of technology/science, where it reaches a top target group of working, information-savvy experts with a high net household income. These listeners are also loyal, intensive listeners who listen to focused podcasts several times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

Target Group

Age reach



Gender



agma-Reach

119,606 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

weekly
50 minutes

ECONOMIC CHALLENGES

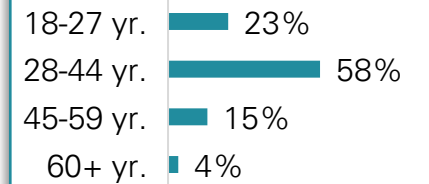
The Handelsblatt podcast on global economic policy



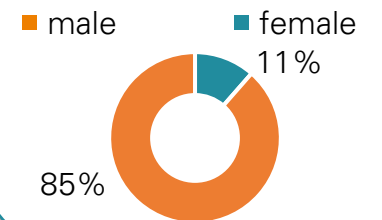
With a keen eye on the ever-changing economy, this podcast offers expert perspectives, in-depth discussions and practical insights **every Friday** to help listeners navigate the complex world of business. Key topics such as market fluctuations, political changes, technological upheavals and societal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

Target Group

Age reach



Gender



agma-Reach

59,833 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

weekly
30 minutes

GREEN & ENERGY

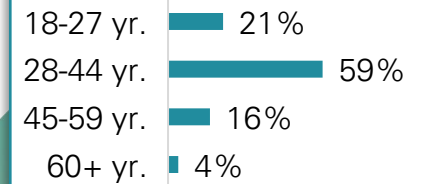
Facts, trends and controversies surrounding sustainability, climate and the energy transition



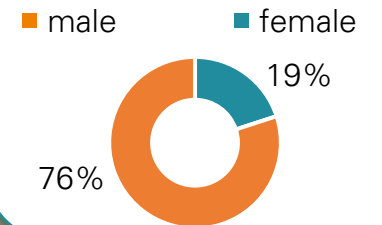
How do scientists envision a society that no longer consumes fossil fuels? The specialist editors get to the bottom of these and other questions **every second Tuesday at 6 am**. Together with experts from business, science and politics, the challenges and opportunities surrounding the topics of sustainability,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

Target Group

Age reach



Gender



agma-Reach

50,441 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

bi-weekly
40 minutes

MORNING BRIEFING

The classic of news podcasts

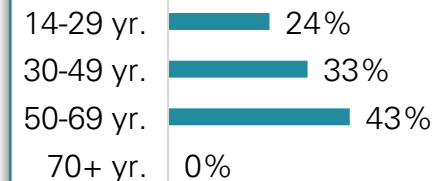


One of the absolute top news podcasts. With over 400 thousand newsletter subscribers, the Morning Briefing is the first address in the morning for a compact news overview.

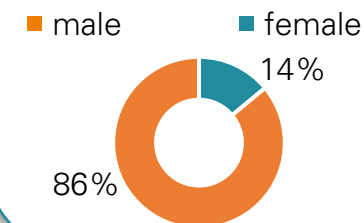
With over one million monthly downloads, it is one of the most popular podcasts in Germany. Personal, opinionated and entertaining, all relevant news from the worlds of business, politics and finance are discussed by Handelsblatt's global 24-hour editorial team **every weekday at 6.00 am**. The Morning 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

1,602,273 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Ø-duration

monday to friday
9 minutes

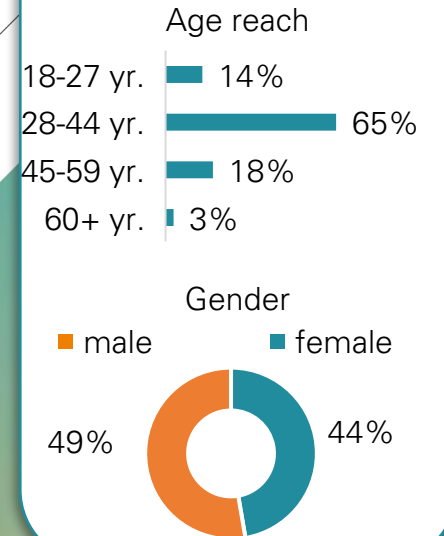
RETHINK WORK

The podcast about the new world of work and leadership



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



agma-Reach
27,515 Downloads
05/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Duration
bi-weekly
50 minutes

TODAY

The most important topics from the world of business and finance

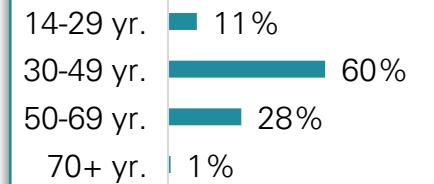


This financial podcast from the Handelsblatt newsroom draws on the concentrated expertise of renowned analysts, industry experts, politicians and correspondents from around the world. Every day, the most relevant stock market topics of the day and their impact on the financial markets are analyzed.

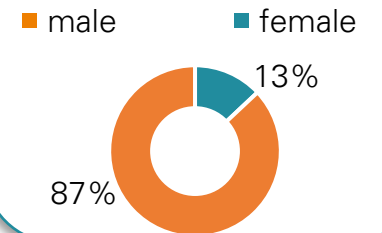
The 30-minute program reaches a top target **group every trading day at 5:30 pm**: listeners with an interest in finance and a general thirst for knowledge, working professionals with a very high income and level of education. In addition, Today fans are intensive podcast listeners who listen to podcasts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

Target Group

Age reach



Gender



agma-Reach

730,415 Downloads
05/2024

Placement Options

Volume booking Fixed placement

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

monday to friday
30 minutes

WIRTSCHAFT EINFACH ERKLÄRT

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



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

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

LAGE DER NATION

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

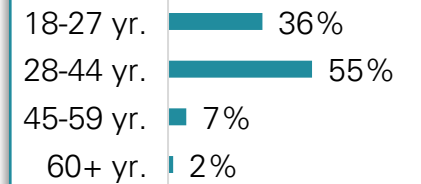


From the recent elections to hospital reform and the digitalisation of administration - the 'State of the Nation' provides an in-depth understanding of the most important political issues.

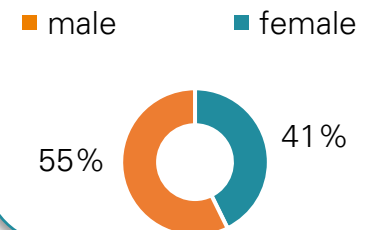
Every week, journalist Philip Banse and lawyer Ulf Buermeyer summarise current political developments at national and international level objectively, in depth and with a clear stance. In their conversation, they shed light on why things are going wrong and, in the spirit of constructive journalism, 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 & Ø-duration

weekly
70 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

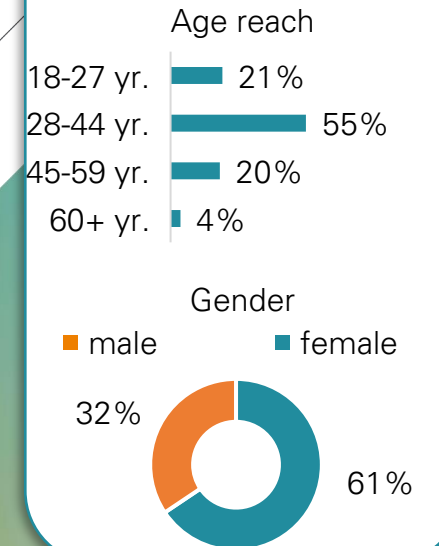
GRAMS' SPRECHSTUNDE

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



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



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

bi-weekly
40-50 minutes

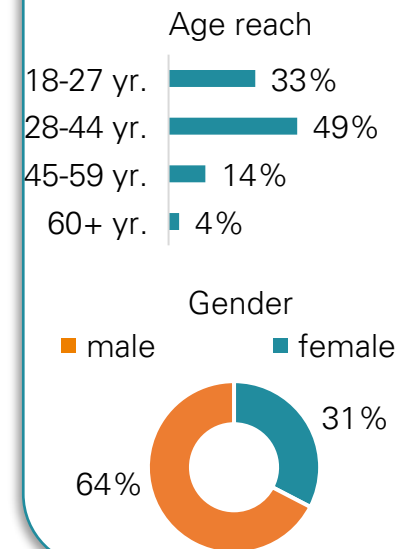
SPEKTRUM DER WISSENSCHAFT

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



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



Placement Options

Only bookable in the Channel

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

bi-weekly
20 minutes

CHECKPOINT

The Berlin-Podcast

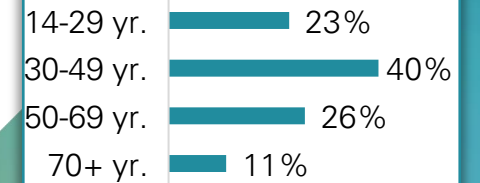
Quality
Media



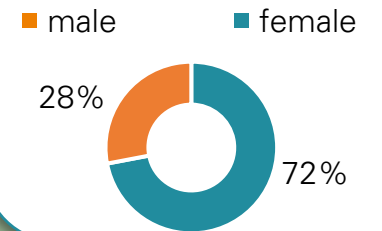
The ultimate podcast for Berlin connoisseurs and those who want to become one provides insights into the heart of the capital. **Every Friday**, deputy Tagesspiegel editor-in-chief Anke Myrrhe and Berlin experts decode a political topic that is currently moving Berlin.

Target Group

Age reach



Gender



agma-Reach

25,352 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Ø-duration

weekly
35 minutes

EINE RUNDE BERLIN

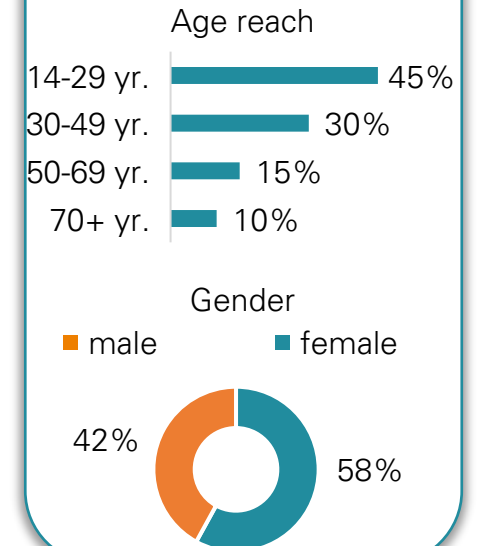
The interview podcast from Berlin (*a round of Berlin*)



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



agma-Reach

15,903 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

monthly
1 hour

GRADMESSER

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

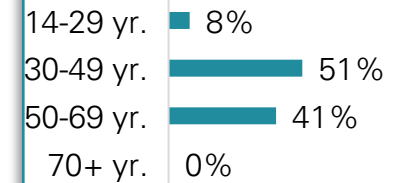


In this podcast, listeners join journalist Ruth Ciesinger **every other Friday** as she explores the most important and pressing climate issues.

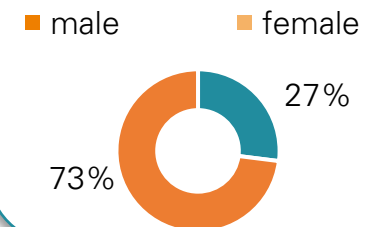
Stimulating discussions with experts who shed light on these critical issues, as well as insightful explanations and context, help listeners understand the complexities of our changing climate and adapt their lives accordingly.

Target Group

Age reach



Gender



agma-Reach

10,548 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
35 minutes

GYNCAST

The Tagesspiegel podcast all about women

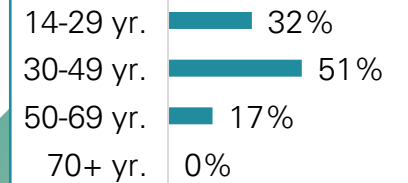


In this podcast, Tagesspiegel editor Esther Kogelboom and ZEITMagazin editor Anna Kemper discuss the areas of sexuality, menstrual cycles and pregnancy in a scientifically sound and cliché-free manner together with head physician Prof. Dr. Mandy Mangler.

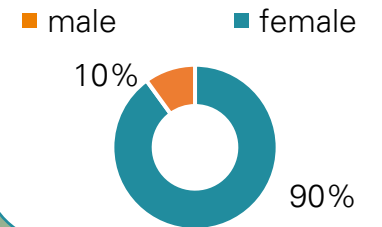
The podcast, which is published on **the second Thursday of the month**, is enjoying a growing listener base.

Target Group

Age reach



Gender



agma-Reach

34,601 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

monthly
1 hour

TATORT BERLIN

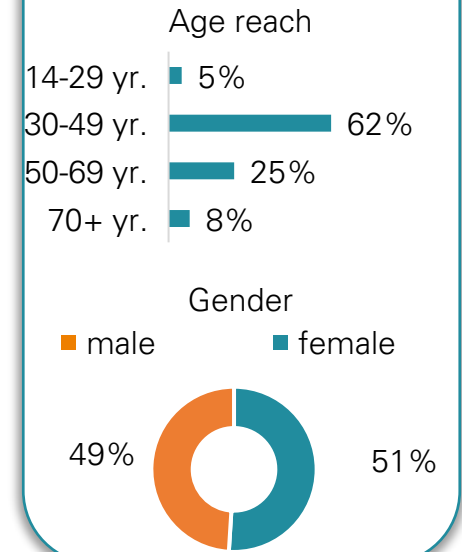
The Tagesspiegel crime-podcast (crime-scene Berlin)



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 Füchsel and Sebastian Leber.

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

Target Group



agma-Reach

127,809 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

monthly
45 minutes

BÖRSENWOCHE

The WirtschaftsWoche Podcast on investing (*Stock market week*)

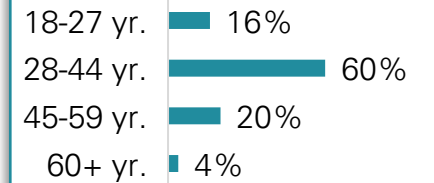


In this podcast, WirtschaftsWoche editor Philipp Frohn discusses the most important stock market topic with experts **once a week**.

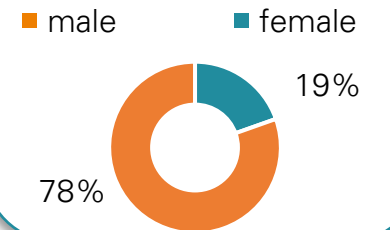
A wide reach of topics related to the stock market are covered, including market trends, investment strategies, analyses of companies and sectors, economic developments and discussions on various financial instruments. The focus is always on how private investors can benefit.

Target Group

Age reach



Gender



agma-Reach

67,759 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

weekly
30 minutes

Source: ma podcast

CHEFGESPRÄCH

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

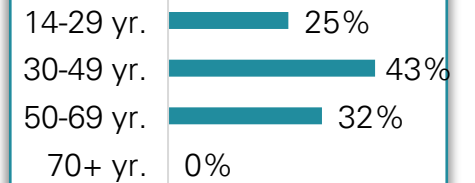


Varinia Bernau (Head of Management & Career) and Konrad Fischer (Head of Company & Technology) alternate with Germany's most important family entrepreneurs, top managers and CEOs to discuss how to successfully manage a company in the current situation - and how they became successful themselves. The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

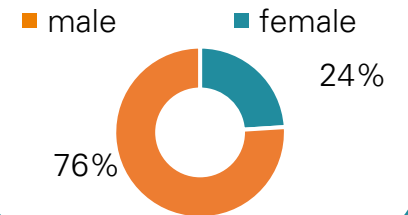
In the executive interview, the listeners are at eye level with the guests. We give them insights into worlds they would otherwise not have access to. What distinguishes this podcast is its approachability, it serves as inspiration for successful CVs or for listeners who want to become one. It is intended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

Target Group

Age reach



Gender



agma-Reach

71,208 Downloads
05/2024

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

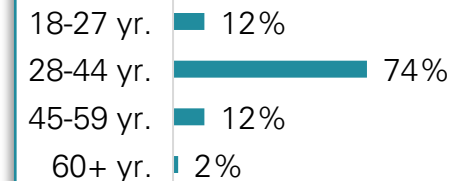


In this podcast, WirtschaftsWoche editors Florian Güßgen, Theresa Rauffmann and Martin Seiwert take turns **every Wednesday** to talk about the mobility of tomorrow.

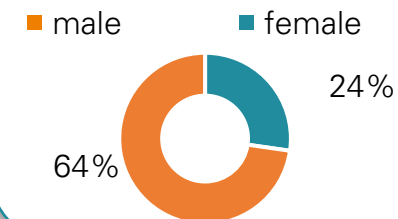
Experts from science, business and politics discuss the radical transformation of energy supply and mobility, as well as the consequences this will have for us humans.

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 | Payout only within archive reach
Source: Spotify Audience

LEBEN MIT AKTIEN

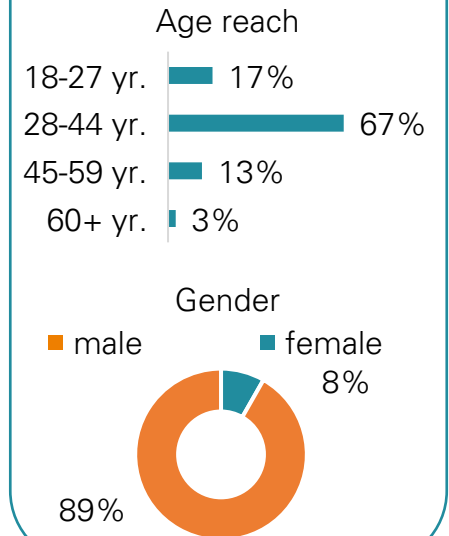
The WirtschaftsWoche podcast on the topic of wealth accumulation (*living with stocks*)



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.

Target Group



agma-Reach

83,774 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
40 minutes

ALLES GESAGT?

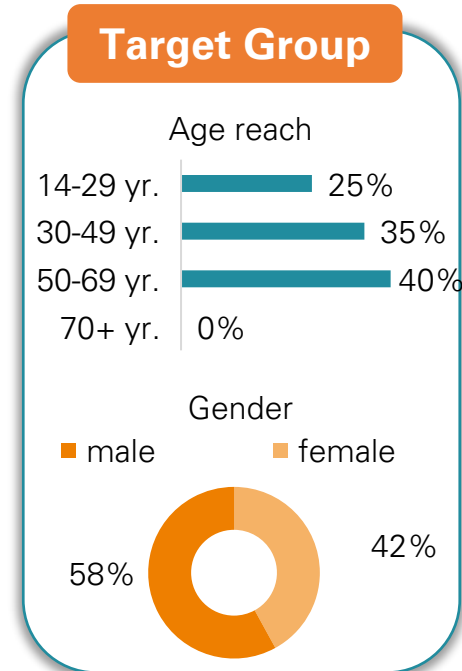
The infinite ZEIT ONLINE interview podcast (*everything said?*)



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.



agma-Reach
748,235 Downloads
05/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration
monthly
6 hour

Source: ma podcast

AUCH DAS NOCH?

The friendly crisis podcast (*even that?*)

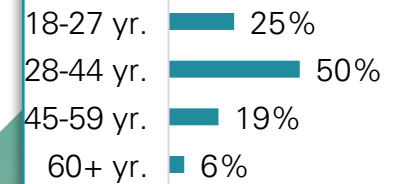


Not because they despair, but because understanding is the first step towards a solution, the science editors of Die Zeit talk about a crisis of the present **every two weeks, always on Wednesdays.**

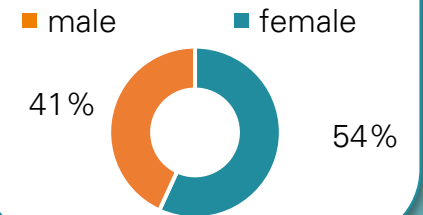
This podcast offers a lively and thought-provoking look at a wide reach of current and social issues.

Target Group

Age reach



Gender



agma-Reach

74,711 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

bi-weekly
50 minutes

AUGEN ZU

Der ZEIT art podcast (*eyes closed*)

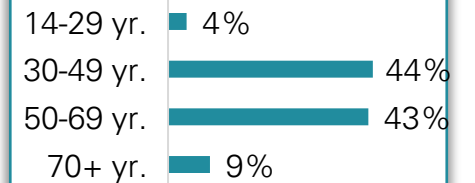


With passion, expertise and humor, ZEIT editor-in-chief and art lover Giovanni di Lorenzo and art expert Florian Illies take their listeners into the wonderful world of art **once a month on Wednesdays**.

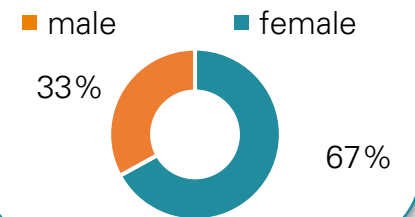
Each episode is dedicated to an artist, their biographical twists and turns, their best works and their strangest views. Surprising telephone jokers offer additional refreshing insights for listeners interested in art.

Target Group

Age reach



Gender



agma-Reach

199,130 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

monthly
45 minutes

DAS POLITICSTEIL

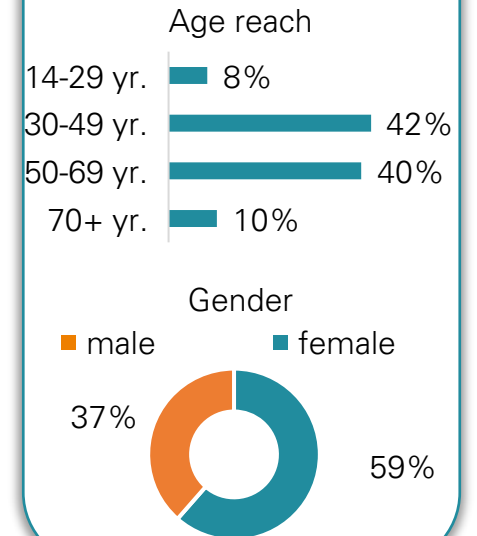
The ZEIT ONLINE politics podcast (politics section)



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

861,825 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
60 minutes

DER OSTCAST

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



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

87,456 Downloads
05/2024

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)

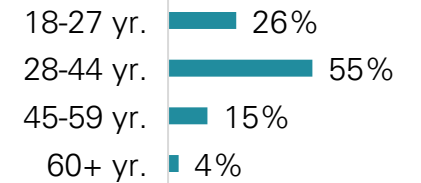


This investigative podcast delves into the world of Pegasus spy software, a digital surveillance tool. With the ability to take full control of smartphones undetected, Pegasus has been used by security agencies to track down criminals.

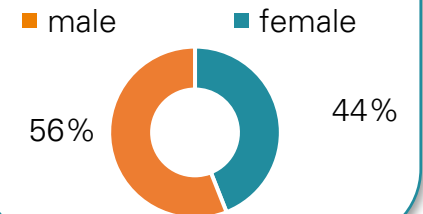
Recent research by a large international collaboration, including ZEIT Verlag, has uncovered misuse of Pegasus and discusses the topic in an exciting way in this podcast.

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 | Payout 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 SOGENANNTTE GEGENWART

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

Lifestyle & Culture

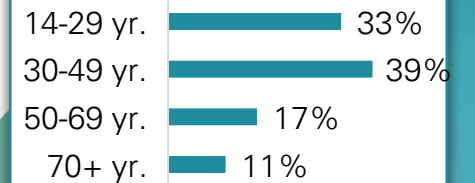


The feature editors of Die Zeit accompany listeners through the present **every second Monday**, tracking down cultural trends and movements and their impact on society and contemporary life.

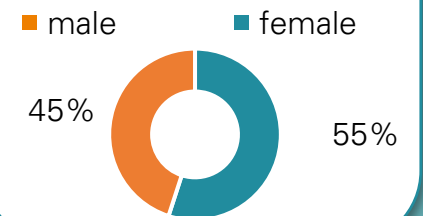
Film reviews, discussions about sociological phenomena and analyses of human traditions and lifestyles are often on the agenda.

Target Group

Age reach



Gender



agma-Reach

159,495 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

bi-weekly
65 minutes

EHRLICH JETZT?

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

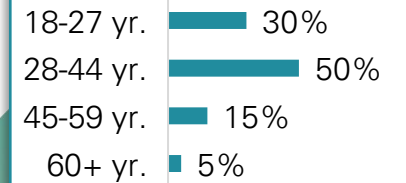


Yasmine M'Barek, who was named one of the "Top 30 to 30" journalists by Medium magazine, interviews top politicians **every other Tuesday** about their favorite topics. This is where the questions are asked for which there is no room in talk shows and news programs.

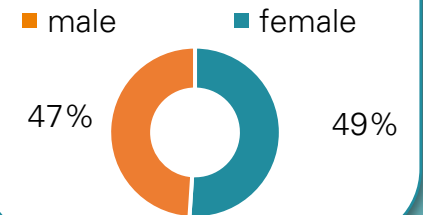
The likeable ZEIT editor takes **50 minutes** for the in-depth interview on a very personal level and is close to young listeners.

Target Group

Age reach



Gender



agma-Reach

48,280 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
50 minutes

ENGLISH, PLEASE!

The ZEIT ONLINE english podcast



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

FRISCH AN DIE ARBEIT

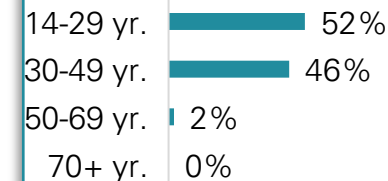
The ZEIT ONLINE Job Podcast (*fresh to work*)



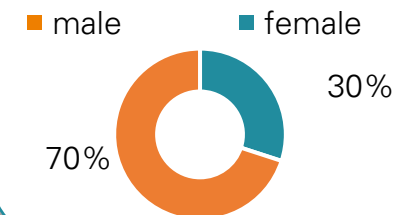
Regardless of whether the listeners are already experienced professionals or are just starting their careers, "Frisch an die Arbeit" provides moving and impressive insights into the everyday working lives of a wide variety of people every **fortnight on Tuesdays**. A pop star, a celebrity chef, an archbishop,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

Target Group

Age reach



Gender



agma-Reach

76,238 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
40 minutes

GEHT DA NOCH WAS?

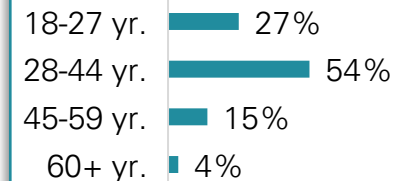
The ZEIT optimization *Podcast (Is there anything left?)*



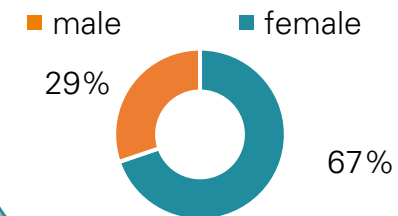
A podcast that makes life easier: **every two weeks on Mondays**, deputy editor-in-chief of ZEIT ONLINE Sebastian Horn and development editor Rose Tremlett share tips and tricks that make their everyday lives easier and more relaxed. The big and small agonies of everyday life are cleared out of the way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

Target Group

Age reach



Gender



agma-Reach

75,019 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
30 minutes

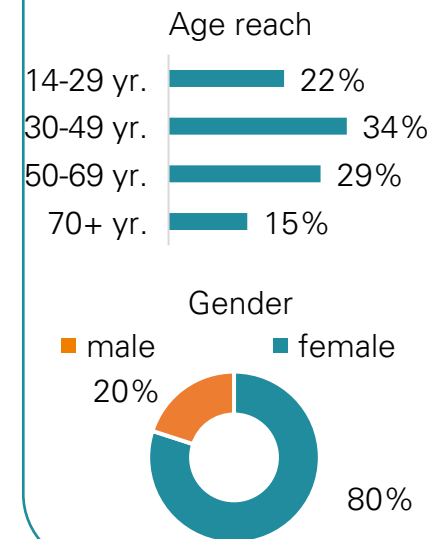
HINTER DER GESCHICHTE

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



"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



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

Archiv Reach
25 minutes

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

IST DAS EINE BLASE?

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

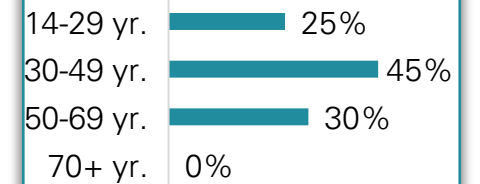


Listeners of "Is this a bubble" can look forward to in-depth discussions about the big economic picture.

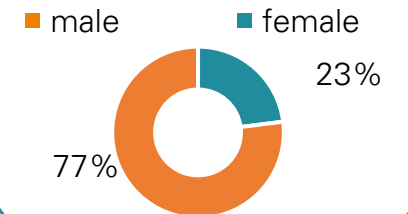
Every Monday, this podcast uses in-depth specialist knowledge to answer relevant questions about money, power and justice that every person with an interest in economics has asked themselves at some point.

Target Group

Age reach



Gender



agma-Reach

69,848 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

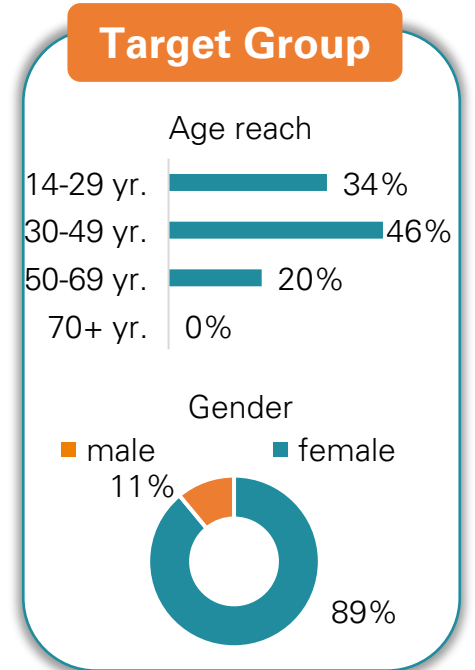
weekly
1 hour

IST DAS NORMAL?

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



"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.



agma-Reach
163,303 Downloads
05/2024

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*)

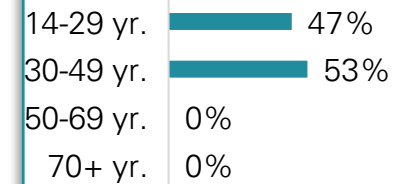


"Kicken kann er" is the soccer podcast that goes beyond match results and conveys a deep understanding of the cultural significance of the sport and the individuality of the players.

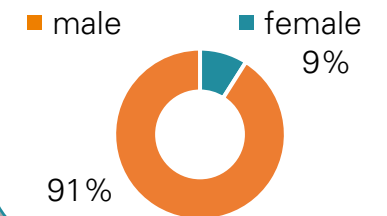
Every second Wednesday, ZEIT-ONLINE sports editors discuss a footballer in all his facets and also let scouts, coaches and advisors have their say.

Target Group

Age reach



Gender



agma-Reach

63,997 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

bi-weekly
1 hour

OK, AMERICA?

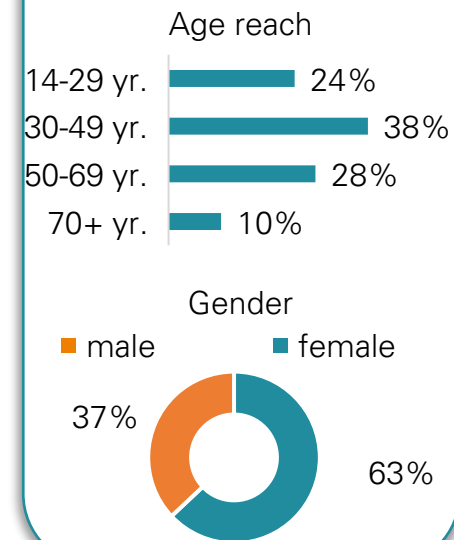
Der ZEIT ONLINE US-Politics podcast



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



agma-Reach

229,627 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

bi-weekly
1 hour

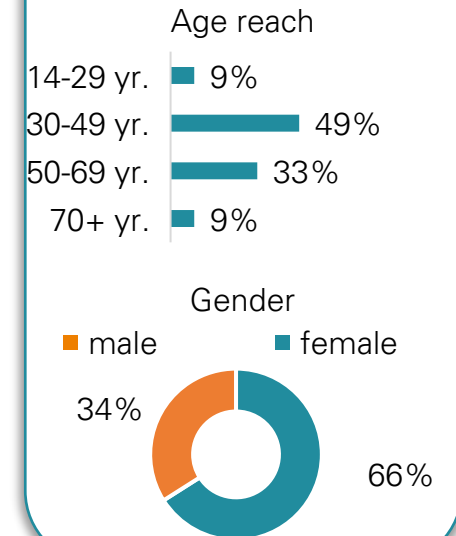
SERVUS. GRÜEZI. HALLO

The transalpine Politikpodcast von ZEIT ONLINE (transalpine hello)



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



agma-Reach

420,036 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
1 hour

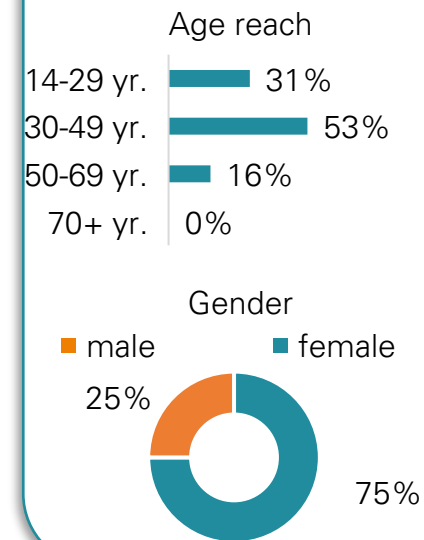
UND WAS MACHST DU AM WOCHENENDE?

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



agma-Reach

218,184 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

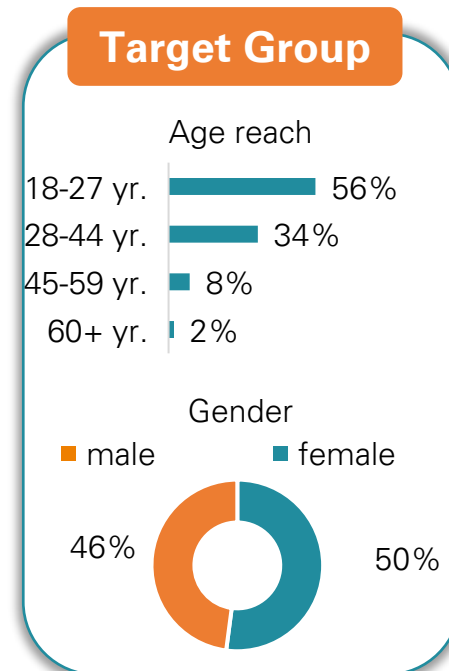
weekly
1 hour

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.



agma-Reach
17,451 Downloads
05/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration
monthly
50 minutes

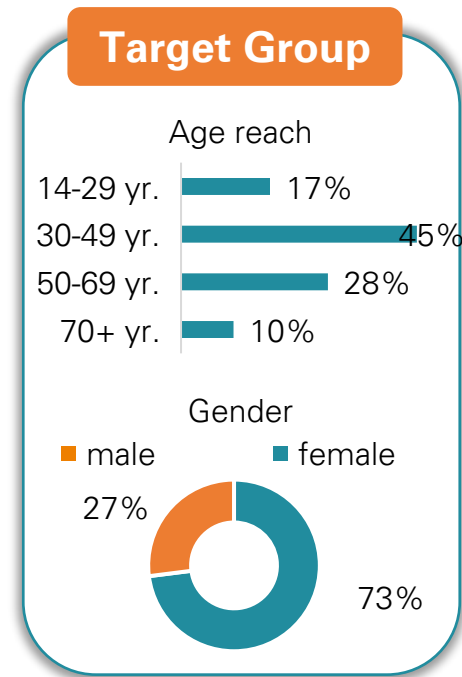
UNTER PFARRERSTÖCHTERN

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



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?



agma-Reach
345,486 Downloads
05/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration
bi-weekly
35 minutes

Source: ma podcast

VERBRECHEN

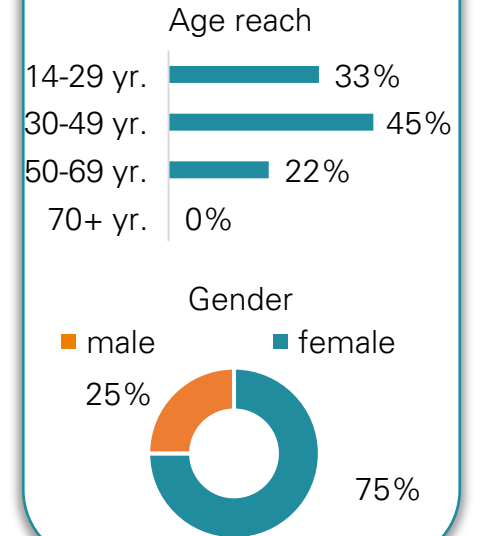
The ZEIT Crime Podcast (*Crimes*)



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



agma-Reach

4,419,230 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Duration

bi-weekly
1 hour

WARUM DENKEN SIE DAS?

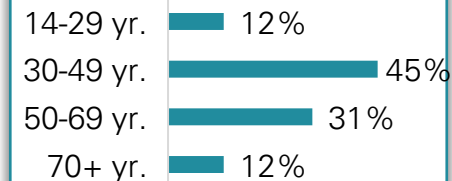
The ZEIT discussion podcast (*Why do you think that?*)



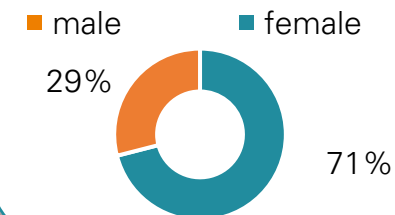
Two people. Two opinions. And an attempt to understand each other. From politics and society to culture and science - "Why do you think that?" deals with a wide reach of topics **once a month**. In a respectful and inquisitive dialog, the hosts and guests try to understand the reasons for the different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

Target Group

Age reach



Gender



agma-Reach

30,025 Downloads
05/2024

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*)

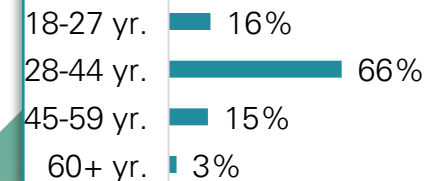


Every two weeks on Tuesdays, Leonie Seifert, Deputy Editor-in-Chief of ZEIT ONLINE and Moritz Müller-Wirth, Deputy Editor-in-Chief of ZEIT, provide insights into the everyday working lives of various managers from a wide reach of industries.

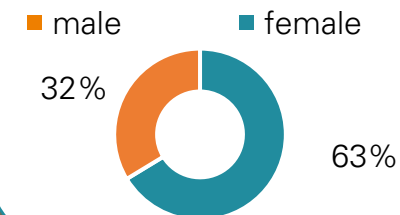
Bosses share their success stories and the odd practical tip, with a focus on leadership, career development and work-life balance.

Target Group

Age reach



Gender



Agma-Reach

4,046
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
50 minutes

WAS JETZT?

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



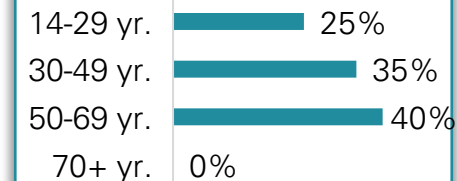
Germany's most successful podcast: The news podcast from ZEIT ONLINE consistently occupies first place in the agma ranking by providing its listeners with the most important topics of the day in a short and concise manner.

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.

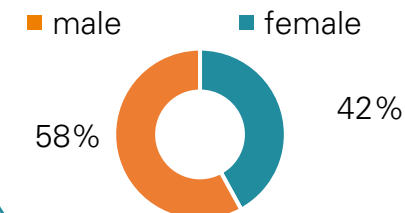
Every weekday and Saturday at 6:00 a.m. and 5:00 p.m., as well as once on Sunday, it reaches a listenership that consists mainly of **working people with high incomes** who live in large cities. Many of them are heavy podcast listeners who listen to podcasts several times a day, often when they are on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

Target Group

Age reach



Gender



agma-Reach

5,205,748 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Ø-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

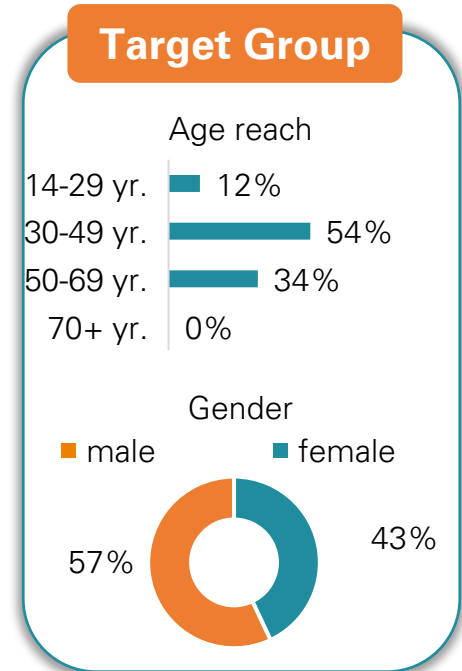
WIE WAR DAS NOCH MAL?

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.



Placement Options
Volume booking
Fixed placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Duration
monthly
1 hour

WOCHENMARKT

The ZEIT cooking podcast (*weekly market*)



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.

agma-Reach

34,795 Downloads
05/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

monthly
5-10 minutes

WOHER WEIßT DU DAS

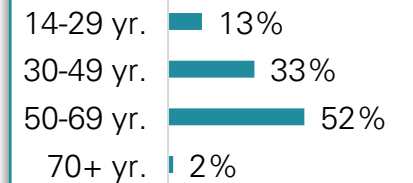
Der ZEIT ONLINE Knowledge-podcast (*How do you know that?*)



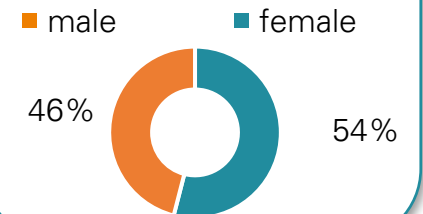
The podcast "How do you know that?" is presented by the popular magazine ZEIT Knowledge and offers a highly informative and varied listening experience. Twice a month on Sundays, enriching reports, in-depth research and stimulating conversations offer listeners insight into the most exciting topics in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

Target Group

Age reach



Gender



agma-Reach

387,639 Downloads
05/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
30 minutes