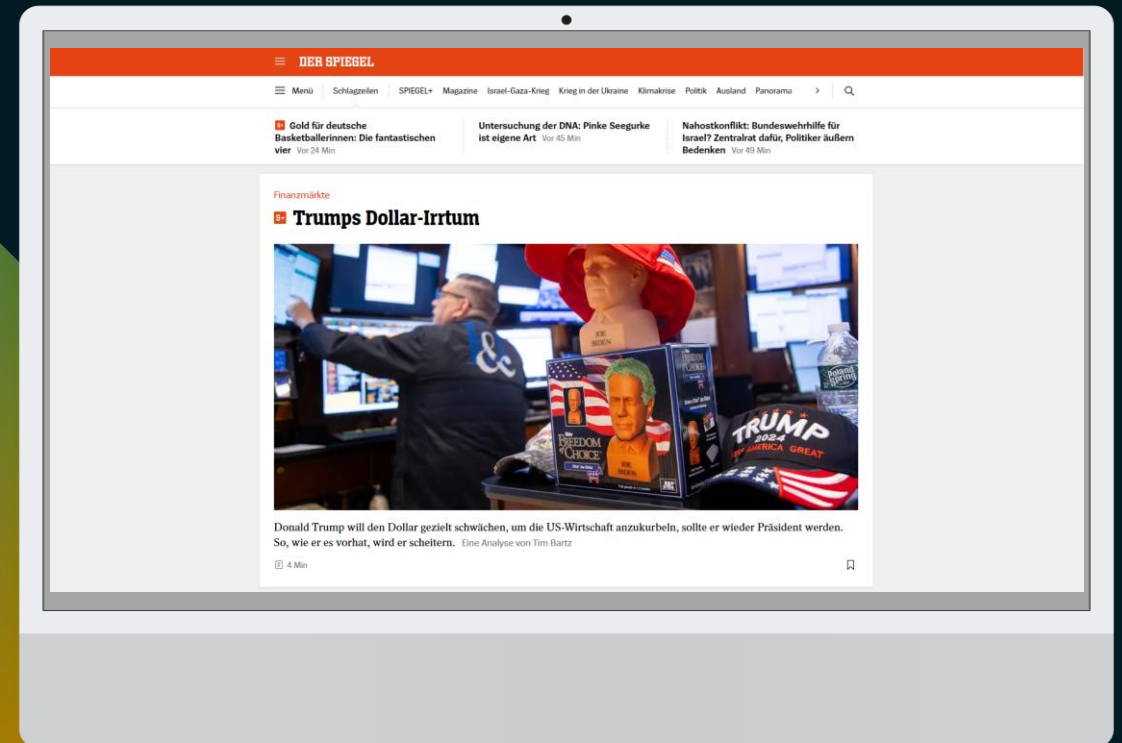


# MEDIADATEN

SPIEGEL  
Say what is.



# WE ARE VALUE MEDIA

RESPONSIBILITY BECOMES IMPACT



## WHAT DOES IQ DIGITAL STAND FOR?

With brands such as Handelsblatt Online, SPIEGEL and ZEIT ONLINE, the iq digital portfolio includes Germany's most important quality media. By informing the public, exposing grievances and critically illuminating power relations, they shape social discourse as the fourth pillar of our democracy.

## That makes us #VALUE MEDIA:

### An environment of relevance, quality and impact!

In times of fake news and polarisation, a high-quality environment is more important than ever for any responsible brand communication.

## Because values work!

**+20%**

More positive attitude  
towards the advert

**+14%**

Higher purchase  
intention

# WHAT WE STAND FOR

Relevant digital journalism - high-quality and cutting-edge



'Say what is' - DER SPIEGEL is fast, relevant and always online. It uncovers grievances, investigates, informs around the clock and explains a chaotic world. More than 600 journalists, documentarians and correspondents on six continents make it the quality leader in German digital journalism.

*Melanie Amann, Deputy Editor-in-Chief*

# WHAT MAKES US SPECIAL

Its reach and journalistic standards make DER SPIEGEL an authority that enjoys great trust

## THE MOST IMPORTANT FACTS IN BRIEF

DER SPIEGEL reaches an average of 19 million unique users per month, making it the leading quality news medium in Germany. In addition to classic reporting, DER SPIEGEL impresses with its persistent and continuous research to uncover grievances, scandals and affairs.

## SPECIAL STRENGTHS

- ◆ 'Say what is.' was the guiding principle of SPIEGEL founder Rudolf Augstein and still applies today.
- ◆ Trust: Every article is checked by an in-house documentation unit to ensure journalistic quality.
- ◆ Strong environment: The Spiegel homepage has a very high reach and accounts for 55% of the total reach.

## INNOVATION

- ◆ Early digitalisation: the first news portal worldwide to go online in 1994, even before the New York Times.
- ◆ Digital 360° brand: DER SPIEGEL impresses with video content, podcasts, newsletters and on social media.
- ◆ AI and automation: the latest technologies are used for research, reporting and personalising content

# WHO MAKES US STAND OUT

SPIEGEL journalism is honoured time and again



REPORTER:INNEN  
forum

Elisa von Hof wins the **Reporter:innenpreis 2023** for her interview 'Liebe ist kein Zustand, sondern eine Aufgabe' (*engl.: 'Love is not a state, but a task.'*).

Christoph Reuter and Marc Hujer win the **2024 Hansel-Mieht Prize** for a report from Bachmut and for 'Kings without a throne' - a report about two lifeguards in Recklinghausen.



SPIEGEL editor-in-chief **Dirk Kurbjuweit** is a renowned journalist and successful novelist. His reportages have been honoured with the **Egon Erwin Kisch Prize** (part of today's Stern Prize), the **Roman Herzog Media Prize** and the **German Reporter Prize**, among others.



STERN  
PREIS

Spiegel editors are often honoured for their investigative research and reporting, for example with the **Henri Nannen Prize** (now the Stern Prize) for the 'Best Investigation' in connection with the 2006 Football World Cup.

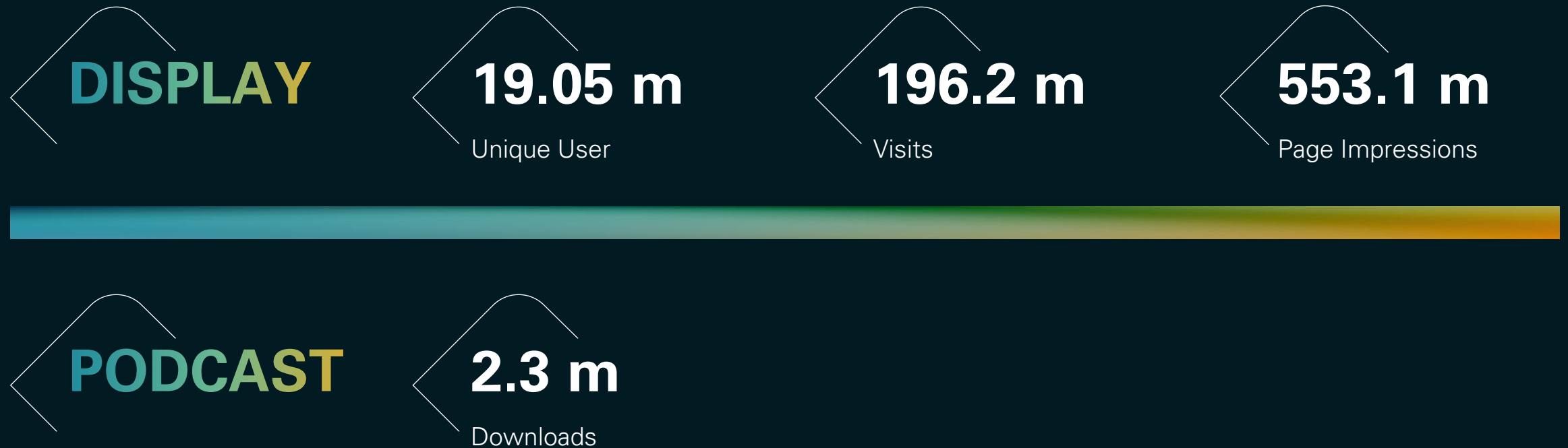
The logo for Mediatenor, featuring the word 'Mediatenor' in a stylized font with 'strategic · media · intelligence' underneath.

Mediatenor  
strategic · media · intelligence

DER SPIEGEL was the **second most quoted medium in Germany** in 2023, after BILD and followed by Handelsblatt. DER SPIEGEL has been in a neck-and-neck race with BILD for years. In 2021 and 2022, DER SPIEGEL was the most-cited medium ahead of BILD.

# OUR REACH

Customers benefit from strong reach and a loyal user base



# OUR DECISION-MAKERS

Of all the publications listed in the LAE, DER SPIEGEL has the highest reach among decision-makers

## C-LEVEL

249 thous

40% reach<sup>1</sup>

<sup>1</sup> Senior executives/  
board members/  
managing directors/  
directors/office/plant/  
works managers

## MEDIUM-SIZED

658 thous

37% reach<sup>3</sup>

<sup>3</sup> Medium-sized companies  
(SMEs) (< 250 employees and  
up to 50 million euros  
turnover)

## FINANCE

688 thous

39% reach<sup>2</sup>

<sup>2</sup> Sole/delegation/  
co-decision-makers  
Finances

## BUSINESS- MANAGEMENT

937 thous

40% reach<sup>4</sup>

<sup>4</sup> Sole/delegation/ co-decision-  
makers Company and  
management board

# OUR USERS

Reach exactly the right target group for your campaign

## DECISION-MAKERS & OPINION LEADERS

38 % are between 40 and 59 years old

55 % have a net household income of over € 3,000

79 % have a high awareness of quality



## YOUNG ELITE

32 % are between 20 and 39 years old

52 % are educated above average

81 % attach great importance to individuality

24 % are trendsetters





# DAS\_UMFELD IN A NEW DIMENSION

IF YOU HAVE ANY QUESTIONS, PLEASE DO  
NOT HESITATE TO CONTACT US AT ANY TIME.

[international@iqdigital.de](mailto:international@iqdigital.de)

HERE YOU WILL FIND FURTHER [CONTACTS](#)

