

PRESS RELEASE

## **“RISE effect” – context beats contact**

*New study shows: advertising has a stronger and more lasting impact in high-quality journalistic environments*

26 February 2026 (tbd). Advertising impact is not a random product of individual contacts. It arises from the interplay of environment, sequence and depth of content. This is precisely where the new study **“Reputation Impact 2 – the Synergy Effect (RISE)”** comes in. It shows that campaigns in high-quality journalistic environments not only have a stronger impact, but also build their impact steadily over multiple contacts. For media planning and brand management, this means that context is a key lever of impact. The study was commissioned jointly by REPUBLIC, iq media and iq digital and, like its predecessor ‘Reputation Impact’ from 2023, was conducted by PD Dr. habil. **Tino Meitz, EMPYRICA**.

### **Advertising impact as a process**

While Reputation Impact (2023) demonstrated the effects of high-reputation media environments on advertising impact, Reputation Impact 2 – the Synergy Effect (RISE) examines how advertising impact develops over multiple contact points. The focus is on the question of whether and how previous advertising contacts influence the effects of later contacts and what role the respective media environment and the chosen format play in this.

The results clearly show that impact is not created anew with each contact. In high-quality, reputable environments, advertising effects build on each other. Previous contacts reinforce the impact of later contacts. In contexts with little context or no branding, this effect does not occur. The study describes this mechanism as the **“RISE effect”**.

### **Reputable quality media boost campaign performance**

Across all brands examined, advertising media in high-quality journalistic environments achieve significantly better results than in unbranded comparative or control environments. This applies both to short-term KPIs such as attitude towards advertising media and purchase intention, and to long-term impact dimensions.

The effects are particularly pronounced when display advertising is combined with print contacts and/or digital storytelling. In these cases, the individual touchpoints reinforce each other. Display achieves reliable effects only in the context of high-quality journalistic media.

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### **Stability instead of fleeting impact**

A key finding of the study is the long-term stability of advertising impact in quality environments. While effects in editorial or feed-based environments hardly grow or quickly level off, impact gains in journalistic media are maintained over several measurement points. Here, impact is built up step by step, not consumed.

### **Strong uplifts through digital storytelling and print**

Product involvement also benefits significantly from high-quality media environments. Print contacts and narrative digital storytelling lead to a more intensive engagement with the product and brand content. Respondents remember content more accurately and develop a more lasting interest. Pure display contacts without a strong editorial context do not achieve this depth of processing.

### **Consequences for media planning**

The study thus highlights a fundamental shift in perspective: advertising impact is not an additive effect of reach and frequency. The decisive factors are the context in which communication takes place and the quality of the contact chain. High-quality journalistic media act as impact amplifiers and are a prerequisite for sustainable campaign success. For advertisers, this means that impact can only be planned where it can be built up – in clearly branded, high-quality journalistic environments.

### **Comments on the study:**

**Jürgen Maukner** and **Ingo Müller**, Managing Directors of REPUBLIC, on the study's findings: "Reputation Impact 2" shows that "quality media, with their reputation, provide the fuel to lift brands to precisely the altitude that sets them apart from the confusing world of information. This is precisely what the RISE effect describes: from touchpoint to touchpoint, more momentum is generated for the advertising impact. Each individual touchpoint is a good reason to come on board."

**Steffen Bax**, Managing Director of iq digital, on the advertising environment: "The advertising code has been cracked: without a quality environment, advertising impact cannot be planned. Those who buy cheap reach are throwing money out the window and damaging their brand in the long term. This study is a manifesto for quality environments and meaningful formats, which is urgently needed in today's world."

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**Anja Visscher**, Managing Director of iq media, explains the interest in the product: “When advertising takes place in content-rich environments, interest in the product and brand increases significantly. The cross-media mix delivers the decisive benefit here. This is because print and storytelling ensure a much deeper level of processing that pure display contacts cannot achieve.”

**The four key findings of the study at a glance:**

1. Impact builds conditionally in high-quality journalistic environments (RISE effect).
2. Display achieves reliable effects only in the context of high quality journalistic media.
3. The strongest and most stable increases in impact are achieved through a combination of display, print and digital storytelling.
4. Print and digital storytelling ensure deeper processing, higher recall and increase product interest.

The study examined the media outlets of REPUBLIC (Frankfurter Allgemeine Zeitung and Süddeutsche Zeitung) as well as the expanded portfolio of marketers iq media and iq digital, which includes titles such as Handelsblatt, DIE ZEIT and DER SPIEGEL. In a first step, the credibility of these media environments was analysed and the basic suitability of the advertising media used was evaluated in a pre-test. Building on this, analyses were carried out over several measurement periods to determine how different advertising motifs perform in the various media environments and to what extent advertising impact builds up and stabilises over time.

We will be happy to send you the presentation of the results.

**Appendix:** Graphics and research profile

**About iq digital**

iq digital media marketing gmbh is the exclusive marketing agency for leading media outlets in Germany. Its portfolio includes high-profile media outlets in the areas of general news, business and finance, trade media and millennials. Websites such as FAZ.NET, Handelsblatt Online, DER SPIEGEL, Süddeutsche Zeitung, DIE ZEIT, WirtschaftsWoche Online, manager magazin, Harvard Business manager and Der Tagesspiegel provide decision-makers with daily information on all relevant topics. Based in Düsseldorf, iq digital is a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Verlag. It stands for high reach in the areas of news and business/finance as well as special interest offerings to address specific target groups. With a total digital reach of 32.9 million\* digital unique users, iq digital is one of the leading marketers for quality digital media and media brands.

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iq digital

iq media

**REPUBLIC**  
Frankfurter Allgemeine | Süddeutsche Zeitung

(\*Source: agma DNA, net reach / February 2025)

### **About iq media marketing**

iq media is the leading marketing agency for leading media outlets in Germany. Its portfolio includes quality media such as DER SPIEGEL, DIE ZEIT, Handelsblatt, manager magazin, WirtschaftsWoche and Tagesspiegel, which stand for trustworthiness and guidance in a fast-paced world. iq media has a cross-media reach of 29.37 million readers/users (source: b4P 2025 II, population aged 16 and over) and a reach share among decision-makers of 80% (2.4 million readers/users cross-media, Source: LAE 2025), stands for intelligent and high-quality brand presentation. The managing director of iq media is Anja Visscher. The company is headquartered in Düsseldorf with branches in Hamburg, Frankfurt and Munich.

More information: [www://iqmedia.de/](http://www://iqmedia.de/)

### **About REPUBLIC**

REPUBLIC is the joint marketing arm of Frankfurter Allgemeine and Süddeutsche Zeitung. Both publishers hold a 50 per cent stake in the joint venture, with VDI nachrichten as its client. Across all channels, the media brands reach more than 16.4 million users per month in Germany (CMR, b4p2025 III). The media are particularly popular with successful, engaged target groups. This is also reflected in the high reach of 1.75 million decision-makers per month for the renowned media brands in LAE 2025 (CMR F.A.Z., CMR SZ, VDI nachrichten). The joint managing directors are Jürgen Maukner and Ingo Müller, and the company is based in Berlin. Other locations include Frankfurt, Munich, Düsseldorf and Hamburg. REPUBLIC also works with a network of international marketing partners. Further information: [www.republic.de](http://www.republic.de)

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