

The logo for iq digital, featuring the letters 'iq' in a stylized orange font followed by the word 'digital' in a sans-serif orange font.The logo for iq media, featuring the letters 'iq' in a stylized orange font followed by the word 'media' in a smaller, sans-serif orange font.

PRESS RELEASE

Leading media and quality in a new dimension:

SPIEGEL Verlag joins the premium marketers iq digital and iq media.

The Düsseldorf-based marketers for quality media are taking over the marketing for digital, print, ePaper, newsletter and podcast for Spiegel, Manager Magazin and Harvard Business Manager as of 01.01.2024.

SPIEGEL Verlag and the other clients of iq media and iq digital share the conviction that quality and trust are timeless attributes of relevant media brands and meet the expectations of target groups now and in the future.

iq digital and iq media make these strengths accessible to advertisers and are therefore the right partners for SPIEGEL Verlag.

SPIEGEL Verlag will be marketed by the two companies iq media and iq digital from 01.01.2024. The two companies thus complete a unique marketing portfolio for Germany's most important leading media.

With media such as the Frankfurter Allgemeine Zeitung, Handelsblatt, Süddeutsche Zeitung, ZEIT, WirtschaftsWoche, Tagesspiegel and now also the Hamburg news and business portals, the Düsseldorf-based marketer iq digital can offer enormous reach with the highest journalistic quality. This is precisely the strategy: "In today's world, it's not just about pure reach, it's about reach in trustworthy, strong environments and high-quality target groups. Only here can companies advertise responsibly and engage in sustainable brand building. The SPIEGEL Group and its media brands are a perfect fit for us and we can usher in a new era of quality," reports Steffen Bax, Managing Director of iq digital.

Magazines and newspapers continue to enjoy a high status in the everyday lives of many people and are close confidants and valued companions. Maintaining this importance is only possible through consistently relevant content, critical, independent journalistic work and dedication to the right topics. This unites our strong portfolio of Handelsblatt, DIE ZEIT, WirtschaftsWoche, Tagesspiegel and, in future, the publications of SPIEGEL-Verlag and ensures attention and reach in attractive, otherwise hard-to-reach target groups. "We are proud to represent SPIEGEL, manager magazin and Harvard Business Manager, thus forming an incomparable segment of quality media and being able to offer our customers and partners intelligent concepts via this unique portfolio," says Julia Schleunung, Managing Director of iq media.

"With SPIEGEL Verlag, we have gained a partner who shares our values and, like us, is convinced that journalistic quality is the basis for success in the reader market and in advertising marketing. The

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preparations for the cooperation already showed a very trusting cooperation, the best basis for a successful collaboration,” says Andrea Wasmuth, Managing Director of the Handelsblatt Media Group.

“As part of the SPIEGEL Group's premium strategy, we have already successfully established the paid offers of SPIEGEL and manager Group in the market in recent years. The future alliance with iq media and iq digital is the next step towards better securing our advertising revenues in a more challenging market in the future,” says Stefan Ottlitz, Managing Director of SPIEGEL-Verlag, welcoming the cooperation.

The media genre of quality

For the iq companies, marketing is not an end in itself, but rather a demanding relationship between advertisers and journalistic responsibility. This is exactly what the two marketers have been doing since their foundation.

This is because iq media and iq digital are convinced that the intensive efforts of the responsible brands for their readers, users and listeners as well as the balance and diversity of reporting represent the greatest value, which in turn benefits all the companies that advertise in our leading media.

“Ensuring access to a wide range of news and background information, not unnecessarily emphasizing small details and not omitting important developments - that is what distinguishes our media brands. The marketing of advertising space helps to finance this model and, on the other hand, advertisers benefit from the reputation of these brands,” explain Bax and Schleunung.

It is therefore about a profitable co-existence of the two sides in an increasingly prominent media genre called quality.

About iq digital media marketing gmbh

As a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Verlag, iq digital stands for high reach in the areas of news and business/finance as well as for special interest offers to address specific target groups. The portfolio includes top-class leading media in the areas of general news, business & finance, specialist media and millennials: websites such as FAZ.NET, Handelsblatt Online, Süddeutsche Zeitung, WirtschaftsWoche Online, ZEIT ONLINE and Der Tagesspiegel provide decision-makers with up-to-date information on all relevant topics every day.

The diverse portfolio of iq digital also includes EMOTION, ada, ARIVA.DE, BTC-ECHO, Cicero.de, Sächsische.de, Airport DUS, jetzt.de, SZ-Magazin.de and ZEIT-Magazin.de. Numerous research portals such as Spektrum.de, wissen.de, Forschung und Wissen. B2B specialist media portals such as Autocad, Build-Ing., Genios, Tilasto, Weimar Media Group and HUSS-Verlag.

With a total digital reach of over 27 million unique digital users*, iq digital is one of the leading marketers for digital quality media and mediabrands.

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*Source: agof daily digital facts (January 2023); marketer reach iq digital; population 16+

About iq media marketing gmbh

iq media is the leading media marketer in Germany. The portfolio includes quality media such as Handelsblatt, WirtschaftsWoche, DIE ZEIT and Tagesspiegel, which stand for trustworthiness and orientation in a fast-moving world. With a reach of more than 3 million readers¹ and a reach share among decision-makers² of at least 23%, iq media stands for intelligent and high-quality brand staging.

¹ Source: ma 2023 PM I

² Source: LAE 2022

About SPIEGEL Group

The SPIEGEL Group, based in Hamburg, is one of Germany's most respected media companies. The print magazines, digital offerings and TV productions occupy an outstanding position in the German media landscape. Journalistic quality and independent reporting form the brand essence of all journalistic products.

In addition to SPIEGEL, Germany's most important and Europe's largest news magazine, the business magazines manager magazin and Harvard Business manager and a large number of moving image formats are produced under the SPIEGEL TV brand.

In 2021, the SPIEGEL Group generated a turnover of 274.9 million euros with around 1,300 employees. The Group has seven editorial offices in Germany. Internationally, it is represented at 20 locations.

Status 08/2022

DER SPIEGEL

DER SPIEGEL - politically independent, not affiliated with any economic group, committed only to itself and its readers - has stood for investigative journalism for more than 75 years. With its reporting, the editorial team of around 500 people uncovers grievances, sets the news, provides context in a complex world and sets the pace in public debate. The journalistic offerings, printed or digital, reach over 15 million people every week. Its reach and journalistic standards make the DER SPIEGEL brand a highly trusted authority in the German media landscape.

DER SPIEGEL has seven editorial offices in Germany. Internationally, the magazine is represented at 20 locations.

Status 05/2023

iq digital

iq media

manager magazin

Since it was founded in 1971, manager magazin has provided information in the business world and is a source of inspiration for everyone who wants to be successful in business. manager magazin offers decision-makers and executives independent information and guidance on key business topics. Investigative company stories, the uncovering of mismanagement and success stories, especially in German companies, play a central role. The articles are based on information from decision-makers - and provide readers with unique insights into companies and the lives of top managers.

The editorial team of around 60 people reaches over 3.5 million people every month with its journalistic content. Headquartered in Hamburg, the editorial offices are located in Frankfurt am Main and Munich.

Status 08/2022

Press contact:

Tim Rottländer

tim.rottlaender@iqdigital.de

iq digital GmbH

Toulouser Allee 27

40211 Düsseldorf