FINANCE

x

iq digital



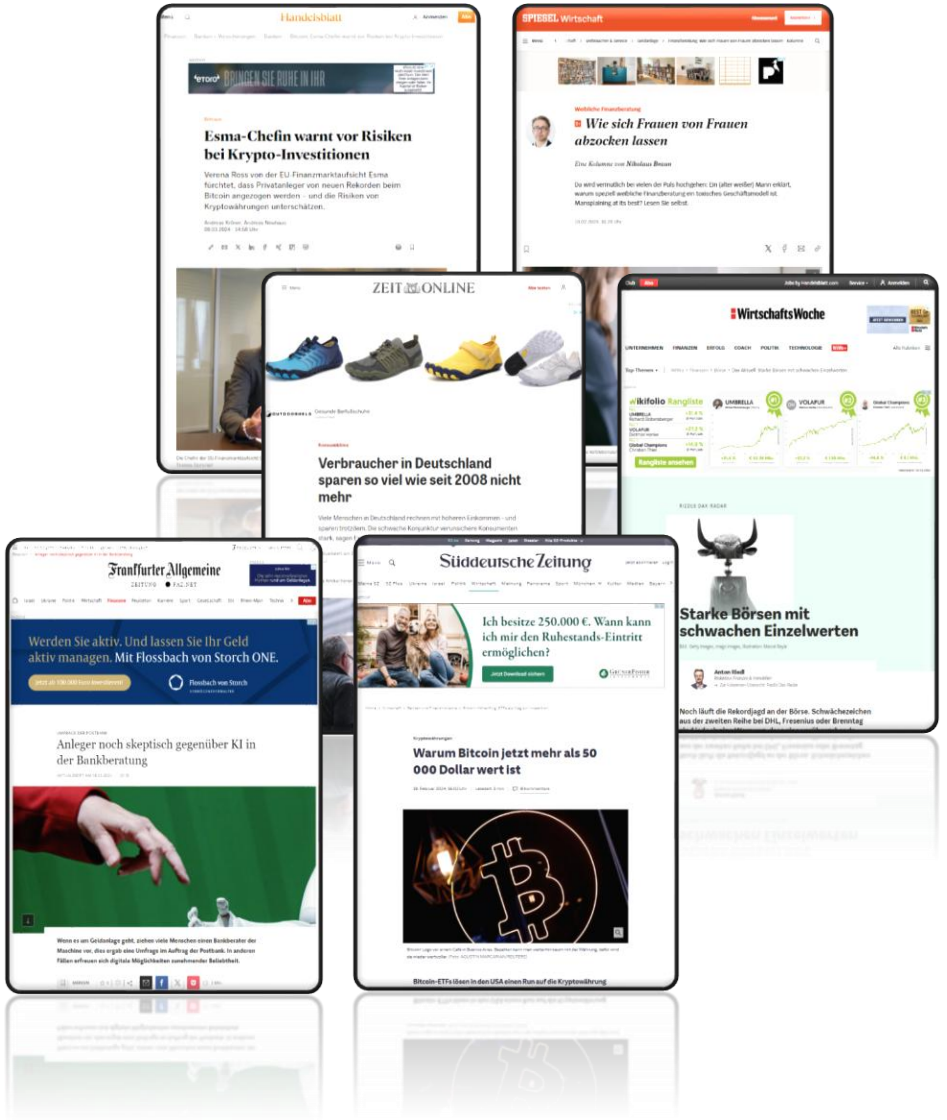
FINANCIAL ISSUES ARE A MATTER OF TRUST

In the leading media, relevant content meets a target group interested in finance - ideal for communicating security, provision and expertise.

When it comes to money, pensions, or insurance, relevance matters more than just reach. In trusted, high-quality media, people interested in finance find content they can rely on.

This is precisely where there is room for brands to explain complex financial topics in an understandable way, provide guidance and build lasting trust.

A strong environment for strong messages.



Frankfurter Allgemeine Handelsblatt DER SPIEGEL Süddeutsche Zeitung
ZEIT ONLINE TAGESSPIEGEL

WE ARE IQ DIGITAL

Our portfolio



Frankfurter Allgemeine

Handelsblatt

DER SPIEGEL

Süddeutsche Zeitung

ZEIT ONLINE

TAGESSPIEGEL

QUALITY | REPUTATION | MINDSET | RESPONSIBILITY

Economy

manager magazin

Wirtschafts Woche

Markt

QUALITY | REPUTATION | MINDSET | RESPONSIBILITY

Finance

ARIVA.DE

BÖRSE am Sonntag

BTC-ECHO

QUALITY | REPUTATION | MINDSET | RESPONSIBILITY

Lifestyle

Süddeutsche Zeitung Magazin

ZEIT MAGAZIN

11FREUNDE

monopol Magazin für Kunst und Leben

RollingStone

METAL HAMMER

musikexpress.

QUALITY | REPUTATION | MINDSET | RESPONSIBILITY

Science

FORSCHUNG & WISSEN

scinexx

Spektrum.de

QUALITY | REPUTATION | MINDSET | RESPONSIBILITY

Background

Cicero MAGAZIN FÜR POLITISCHE KULTUR

The European

der Freitag Das Meinungsmedium

QUALITY | REPUTATION | MINDSET | RESPONSIBILITY

Travelling

Düsseldorf Airport DUS

Hamburg Airport

STRONG PARTNERS IN THE FINANCIAL SECTOR

With ARIVA.DE and BTC-ECHO, we combine two leading platforms in the financial and crypto sector - ideally positioned in financial communication.

BTC-ECHO has been the leading German-speaking medium for Bitcoin, blockchain and digital currencies in the DACH region since 2014.

Comprehensive reporting (news, analyses, podcasts, videos)

Training programmes for beginners and professionals

Exclusive market reports and analyses

Strong presence at events and through partnerships

Core competence: Up-to-date, diverse information on the crypto and blockchain world for a broad audience.



ARIVA.DE has been one of Germany's leading bank-independent financial portals since 1998 and supports private investors.

Comprehensive financial data and real-time prices for well-founded decisions

Innovative analysis tools for traders

One of the most active stock exchange communities in the German-speaking world

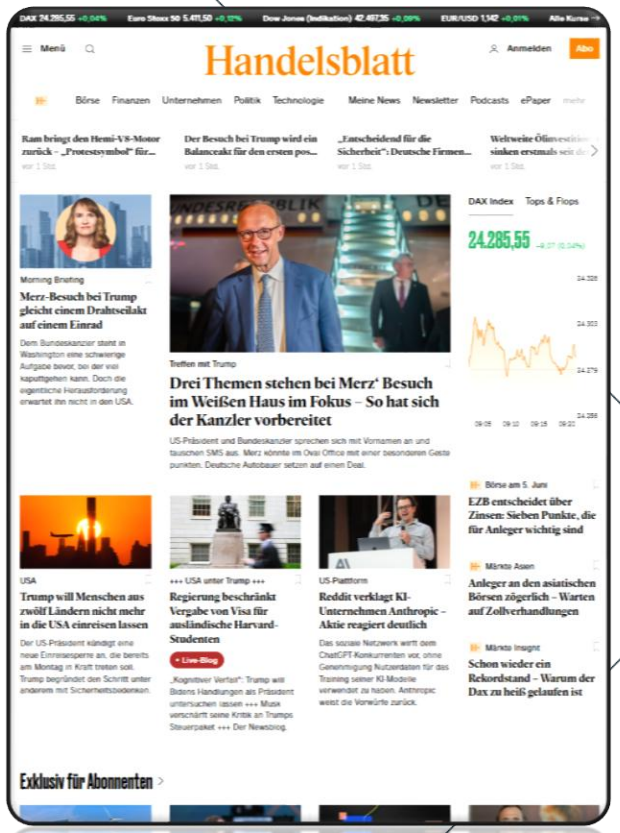
Direct connection to smart brokers for fast trading

Core competence: financial information, analysis and community for investors and traders.



THE TARGET MEDIUM FOR INSTITUTIONAL INVESTORS

Wide-reaching, trustworthy and close to investors - ideal conditions for B2B financial communication



Investment-related audience with high relevance for banks, insurers & asset managers
User behaviour shows clear proximity to capital market products

Strong editorial environment for credible communication
High frequency of use in a professional context, exclusive business focus

Efficient B2B approach with low wastage rate
Highly affine, information-orientated audience

Broad multimedia positioning
Additional reach through podcasts, newsletters & native advertising

Handelsblatt

WE REACH THE RIGHT PEOPLE

The affine users in our environment.

Financial topics in leading media reach a particularly valuable target group: informed, forward-thinking and decisive.

These users actively engage with issues relating to pensions, protection and the financial future - making leading media a relevant environment for strong brands in the financial and insurance sector.

58,8%
users have a net household income of more than €3,000.

43,2 %
users are interested in the topic of investments.

41,5 %
Users like to leave the investment to a specialist.

59,4 %
It is important for users to have a trustworthy bank advisor.

27,6 %
Users are often asked for advice in the area of finance/investments.

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



DISPLAY

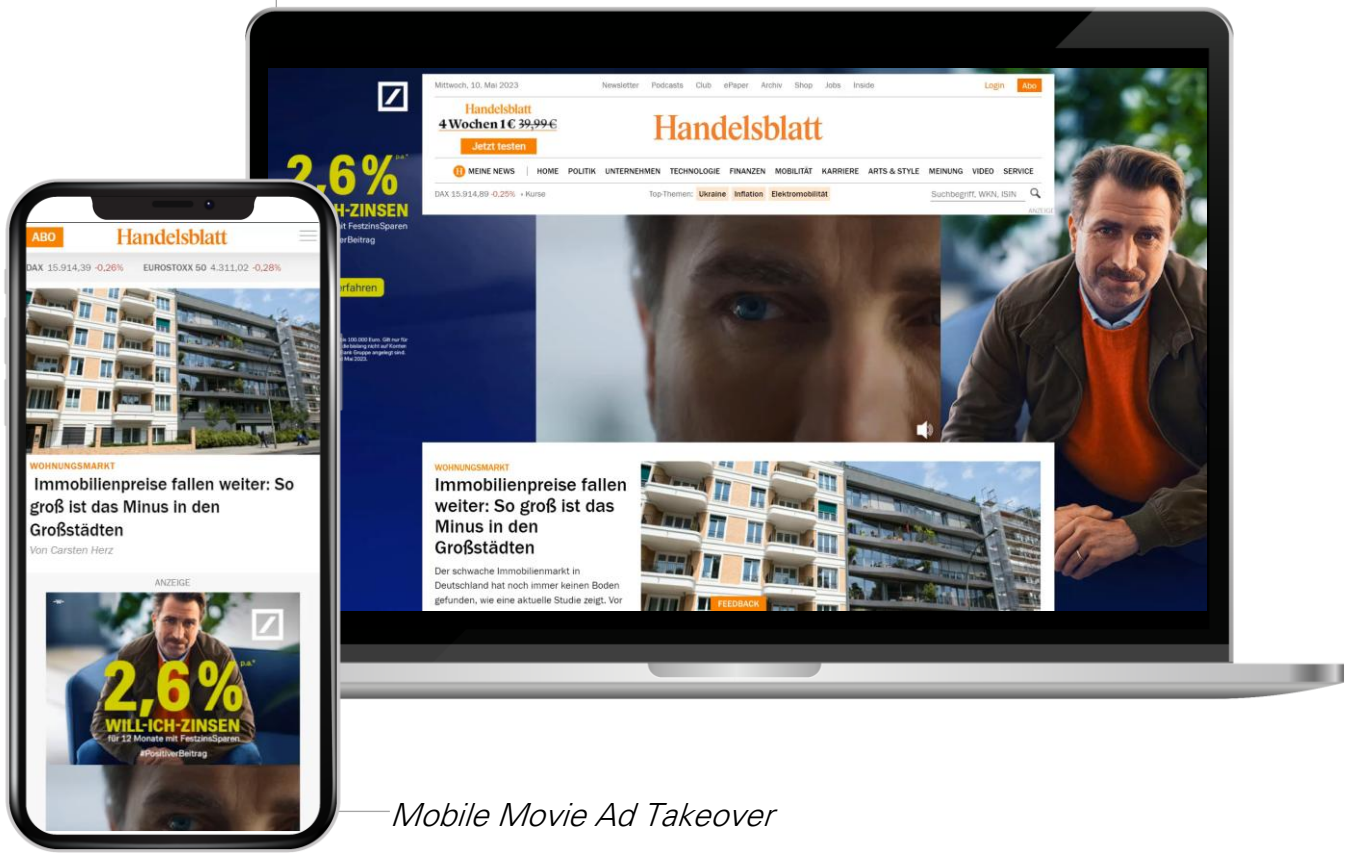
HIGH VISIBILITY FOR STRONG BRAND MESSAGES IN A REPUTABLE ENVIRONMENT.

iq digital

COMMUNICATION IN THE RIGHT ENVIRONMENT

Premium media offer relevance, reach and trust - ideal for brands in the financial sector.

Online Video Branding Ad



Mobile Movie Ad Takeover

Financial environments strengthen brand trust

Relevance through topics such as investments & pensions

Addressing high-income, financially interested target groups

High level of attention due to contextual proximity to financial decisions

Maximum visibility with full brand safety in premium media

The iqd portfolio offers a wide range of display formats. Talk to us - together we will find the right display solution for your communication objective.

ADVERTISING IN THE FINANCIAL ENVIRONMENT

Your brand in the focus of a financially savvy target group.

Our channels bundle thematically appropriate environments and categories of our media brands.

The Finance Channel is the ideal platform for targeted communication in business and finance-related environments.

Here you can reach a dedicated target group with a strong interest in economic contexts, investments, the stock market, fintech and wealth accumulation.

The channel offers ideal conditions for positioning your financial brand or investment product credibly and effectively in a high-quality editorial environment.

ARIVA.DE Total	BTC ECHO Total	Cicero Economy	DER SPIEGEL Money
Frankfurter Allgemeine Finances	fachmedien und mittelstand digital Finance & Economy	Handelsblatt Finances	manager magazin Finances, stock exchange
Markt und Mittelstand Total	Süddeutsche Zeitung Money	TAGESSPIEGEL Finances	The European Total
Wirtschafts Woche Finances	ZEIT ONLINE Money		

Digital reach: 4.47 m Unique users

ETF SPONSORING WITH PREMIUM IMPACT

Exclusive sponsoring package with maximum attention in the entire ETF section on Ariva.de

Achieve maximum attention for your product with the exclusive allocation of the top advertising slot in the ETF section.

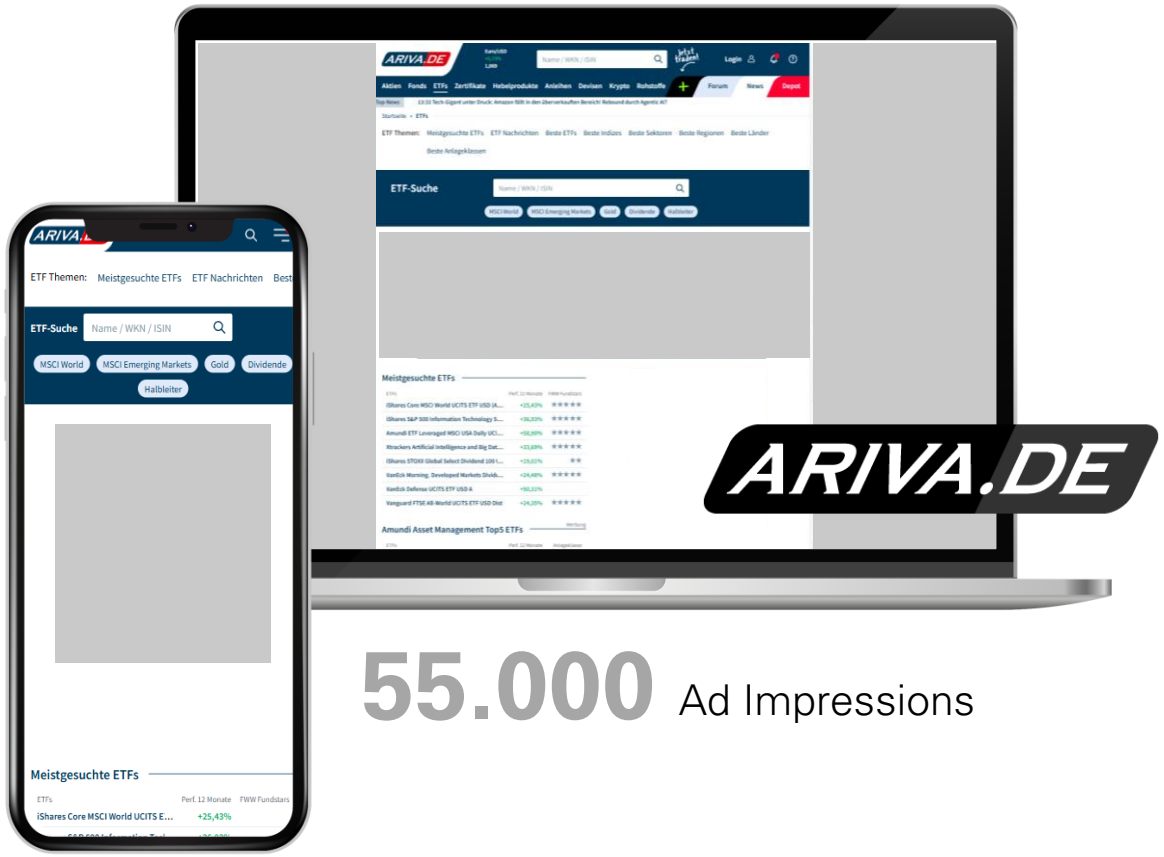
Advertising material for fixed placement:

Online:

- Page Skin / Sliding Skin / Value Ad
- Double Sitebar
- Billboard
- Cinema Ad
- Dynamic Fireplace

Mobile:

- Content Ad 1:1 / Premium Rectangle



55.000 Ad Impressions

- Including 25% surcharge for standalone occupancy



PODCAST

BRAND TRUST THROUGH CREDIBLE VOICES AND INTENSIVE ATTENTION.

iq digital

IQD PODCAST PORTFOLIO

All media brands & all topics in just one booking



AGMA reach: **30 million**
downloads per month (2025)

Frankfurter Allgemeine · Handelsblatt · Harvard Business manager · manager magazin · METAL HAMMER · musikexpress. · DER SPIEGEL
Süddeutsche Zeitung · Rolling Stone · Wirtschafts Woche · ZEIT ONLINE · TAGESSPIEGEL · BTC·ECHO · Cicero · Spektrum.de

FINANCES IN FOCUS IN THE PODCAST PORTFOLIO

Use the attention to position your brand visibly and effectively.

Two thirds of listeners react in a brand-activating way - a strong signal for financial brands that want to create trust and communicate complex content in an understandable way. In the focussed listening situation, messages reach an attentive, security-conscious and future-oriented target group.

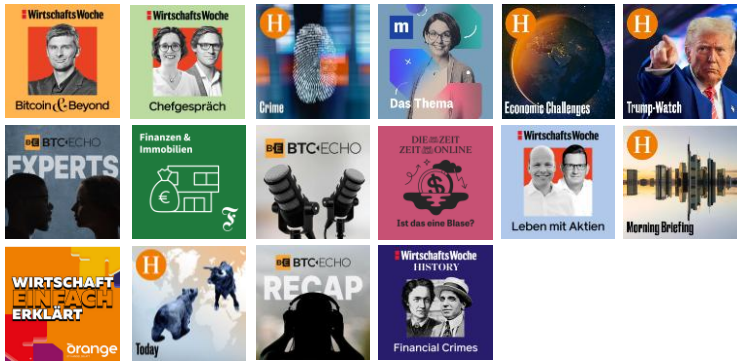
The iqd Business and Finance Channel combines high-reach business podcasts with high-quality, native advertising formats - for credible, attention-grabbing communication about money, pensions and the financial future.

NATIVE AUDIO AD / COMMERZBANK



NATIVE AUDIO AD / DZ BANK





ECONOMY & FINANCE CHANNEL

16 Media brands

4.9 m Downloads pro Monat

BTC-ECHO · Frankfurter Allgemeine · Handelsblatt · DER SPIEGEL · ZEIT ONLINE · Wirtschafts Woche



NEWSLETTER

DIRECT ACCESS TO A LOYAL READERSHIP WITH AN INTEREST IN FINANCE.

iq digital

OUR PORTFOLIO

Large variety of excellent newsletters in the iq digital portfolio



15 MEDIA BRANDS I 100+ NEWSLETTER I 11 TOPIC AREAS

iq digital

Frankfurter Allgemeine

Handelsblatt

Harvard Business manager

Landlust

manager magazin

METAL HAMMER

morningcrunch

musikexpress.

RollingStone

Spektrum.de

DER SPIEGEL

Süddeutsche Zeitung

TAGESSPIEGEL

Wirtschafts Woche

ZEIT ONLINE

MORE IMPACT FOR YOUR BRAND

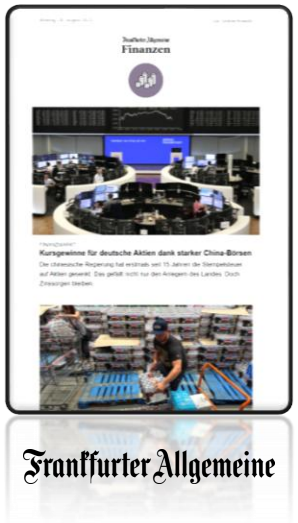
Fixed placement in 5 newsletters with just one booking

Our finance newsletters reach exactly the right target group: decision-makers and finance-savvy professionals with a high need for information.

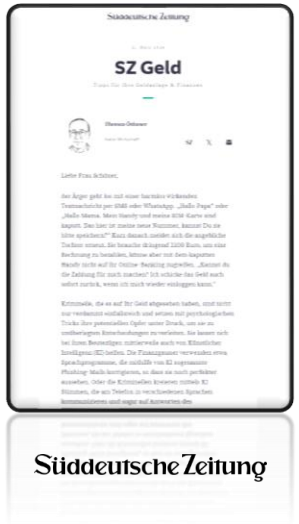
With exclusive newsletter ads in our financial roadblock, you can place your brand in an attention-grabbing environment - serious, relevant and trustworthy.

9 issues

618.500 Ad impressions per booking









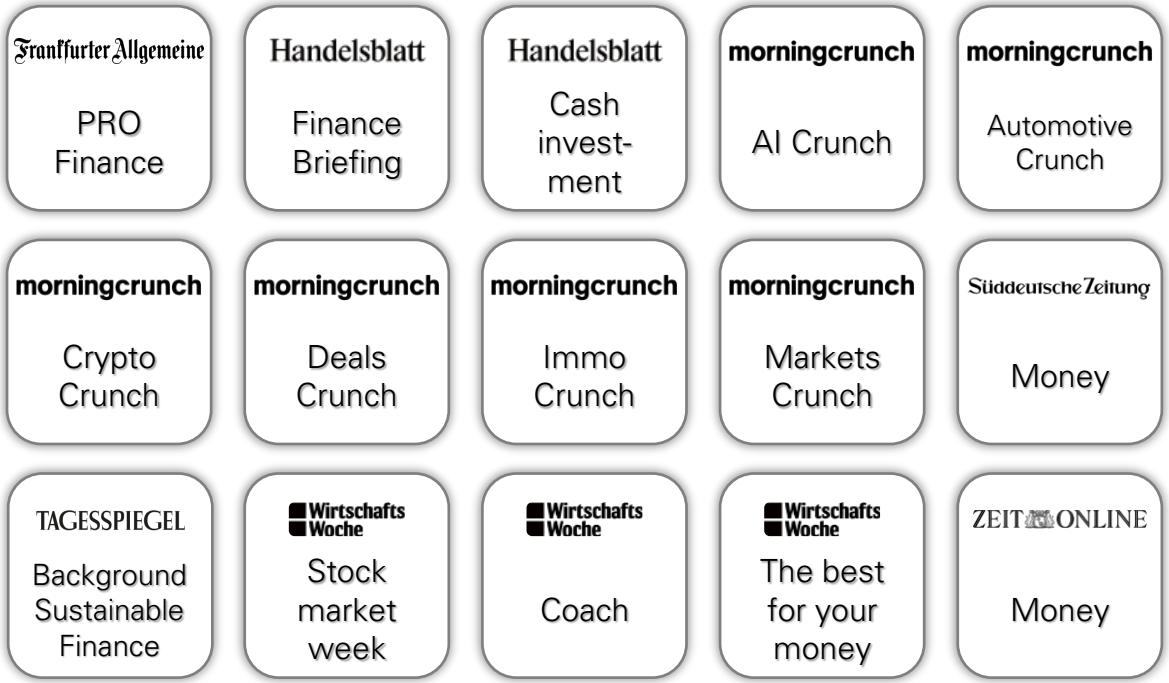


THE DIRECT TO THE FINANCIAL TARGET GROUP

Place yourself in all financial newsletters with just one booking

With a placement in the **financial newsletter channel** of the leading German media, you can reach precisely those people who think - and decide - about money, markets and corporate decisions.

Why be present there?
Because these newsletters are read daily - by a highly relevant target group with above-average purchasing power, a clear focus on information and brand awareness. **This means that your brand appears where content is relevant and trust counts.**



15 Newsletter

1 m Ad Impressions pro Woche

Breaking Ad Advertising format*

*Other advertising formats available on request

KNOWLEDGE IN THE MORNING

Smarter every morning - with the Morningcrunch newsletter

Six newsletters that work like an extra shot of espresso for the brains of **young professionals and decision-makers** of tomorrow:

Snackable News Format

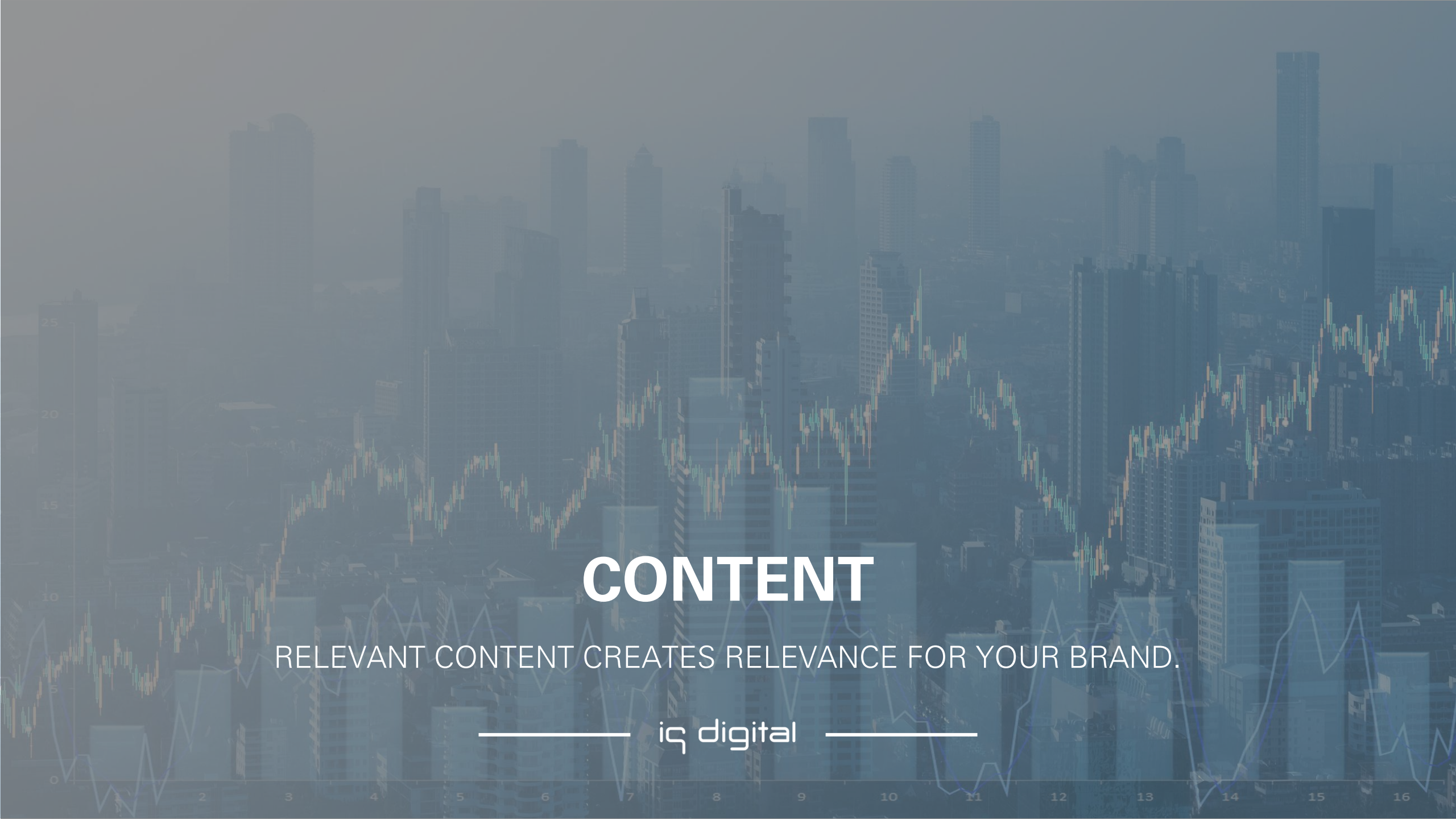
Highest journalistic standard

Relevant & authentic - from the target group for the target group

Provides context and background information for today - for tomorrow on the main topics: **Economy, finance, property, automotive, crypto & tech**

NEWSLETTER ADS + NATIVE ADS + DISPLAY ADS





CONTENT

RELEVANT CONTENT CREATES RELEVANCE FOR YOUR BRAND.

iq digital

TRUST IS BUILT THROUGH UNDERSTANDING

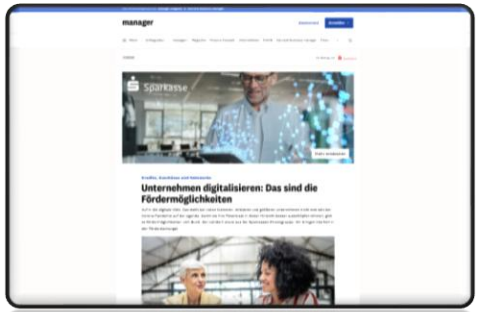
Content marketing explains insurance products where users are looking for guidance - in a high-quality editorial environment.



Users are directed to the content integration (here: Native Hub) via **banners**.



From here, CTAs and **in-text links** lead directly to the customer's landing page.



Click here for the **live case**

STRONG EMPLOYER BRAND – STRONG ENVIRONMENT

Employer branding with content marketing: relevant, visible, effective.



Long-standing native hub that is continuously being expanded.

In the Zeit Campus environment, TK reaches the younger target group with this employer branding hub.

Integration of various articles and various link-outs to the TK website.

Credible environment: Leading media strengthen trust in the employer brand

Qualified target group: Reaches ambitious young professionals & specialists

Thematic relevance: High fit with topics such as finance, digitalisation, career

Strong brand perception: employer branding contributes to overall image

Long-term effect: Sustainable development of employer attractiveness



TOPIC SPECIAL

TARGETED PRESENCE IN THE EDITORIAL CONTEXT AROUND FINANCIAL TOPICS.

iq digital

THEME SPECIAL: THE 500 RICHEST GERMANS

The ranking continues into the next round: once a year, manager magazin publishes the exclusive special issue



The ideal environment to reach a **highly educated and high-income audience** with a pronounced affinity for business.

The editorial team reports on **the most successful and wealthiest entrepreneurs in Germany**. In addition to the ranking, the magazine contains background reports and interviews with the top entrepreneurs in Germany as well as detailed analyses of the companies.

The **topic special** is supplemented by **two special podcast episodes** in the business podcast "Das Thema".

Interested? We will forward you our exclusive range of special topics and podcasts.

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

For agencies:

agency-sales@iqdigital.de

For companies:

client-sales@iqdigital.de

HERE YOU WILL FIND FURTHER CONTACTS

iq digital

