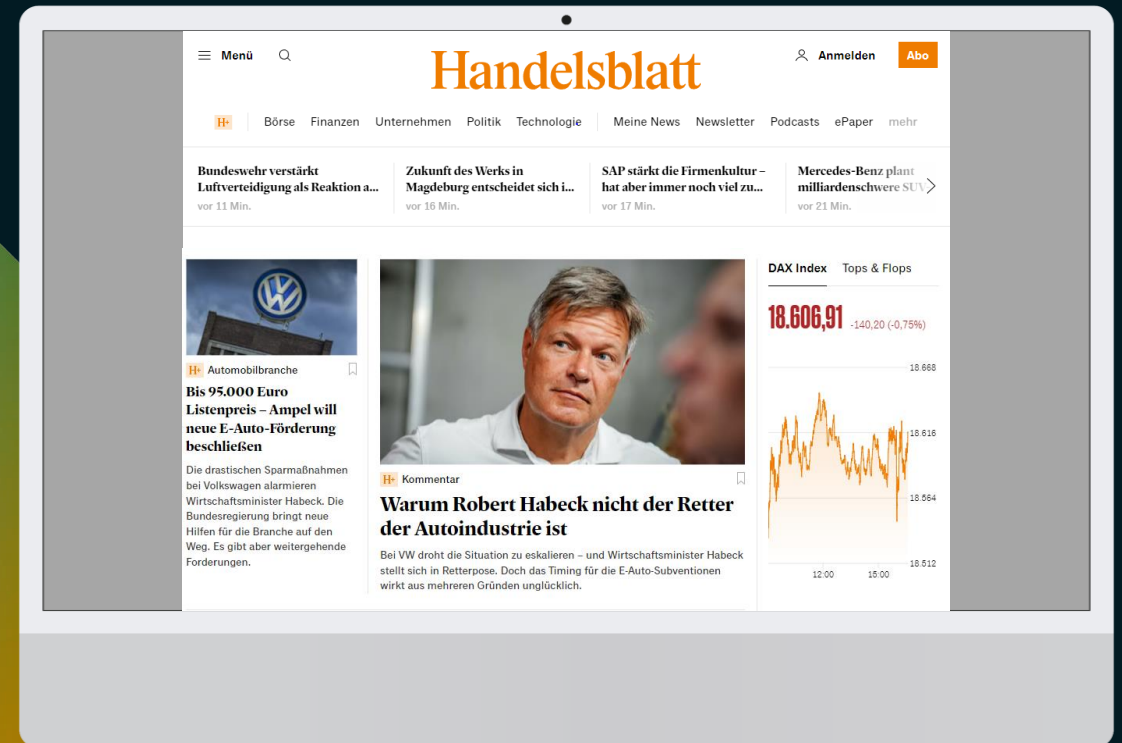


# MEDIA DATA

Handelsblatt Online  
Substance decides. On all channels.



# 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

Understanding the economy of the future

Handelsblatt



'The world is facing a decade of profound change: Artificial intelligence, the green transformation of the economy and demographic change will transform business models, companies and the lives of millions and millions of people. This harbours huge opportunities. At the same time, it is becoming increasingly clear that the problems of the future can no longer be solved with the recipes of the past, especially in times of geopolitical tensions. In Handelsblatt Online, we analyse all these developments, provide orientation and classify them.'

*Sebastian Matthes - Editor-in-Chief*

# WHAT MAKES US SPECIAL

Handelsblatt

Essential business and financial news

## THE MOST IMPORTANT FACTS IN BRIEF

Handelsblatt Online is the largest business and finance portal in the German-speaking world. With around 200 editors, correspondents and employees around the globe, it provides up-to-date and in-depth reporting on business, finance and politics, as well as on the latest developments in the trend areas of technology and innovation. With an international focus, Handelsblatt Online reports in detail on the German economy and its interdependence with the global economy.

## SPECIAL STRENGTHS

- ◆ Renowned business and financial experts, extensive research and critical analyses ensure a high level of credibility and journalistic integrity.
- ◆ The 'Tesla Files', the largest investigation in the history of Handelsblatt, has attracted a great deal of international attention and was named 'Story of the Year'.
- ◆ Numerous successful specialist events such as the 'KI Circle' bring together business decision-makers and offer a platform for specialist presentations and discussions.

## INNOVATION

- ◆ Handelsblatt Online offers multimedia storytelling in a variety of formats, including newsletters, podcasts and videos, as well as interactive tools and graphics:
- ◆ The Handelsblatt AI Briefing is the first German podcast that not only reports on AI, but is also created by an AI.

# WHO MAKES US STAND OUT

Handelsblatt

Our promise of quality is honoured



In 2019, Handelsblatt Online was honoured with the **European Digital Publishing Award** for the successful introduction of its premium strategy ('Subscription First: The New Handelsblatt Online Paywall').



The **Handelsblatt Crime** podcast series on the Wirecard fraud scandal was honoured with the 2021 **IHK 'Ernst Schneider' prize for business journalism**.



Handelsblatt Online editor-in-chief Sebastian Matthes has been named '**Business Journalist of the Year**' by Medium magazine in 2023.

# OUR REACH

Handelsblatt

Reach millions of loyal and interested users

**DISPLAY**

**7.4 m**

Unique User

**23.2 m**

Visits

**53.3 m**

Page Impressions

**PODCAST**

**2.9 m**

Downloads

# OUR DECISION-MAKERS

Handelsblatt

According to LAE 2024, Handelsblatt Online reaches 718 thousand **decision-makers** in Germany

## C-LEVEL

180 thous

29% reach<sup>1</sup>

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

## FINANCE

429 thous

24% reach<sup>2</sup>

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

## MEDIUM-SIZED

371 thous

21% reach<sup>3</sup>

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

## MANAGEMENT BOARD

565 thous

24% reach<sup>4</sup>

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

Source: LAE (reader analysis of decision-makers in business and administration) 2024, digital reach Ø month | Reading example: 718,000 users who use Handelsblatt Online are decision-makers. This corresponds to a reach of 23% of all decision-makers in Germany.

# OUR USERS

Reach exactly the right target group for your campaign

## DECISION-MAKERS & OPINION LEADERS

39 % are between 40 and 59 years old

56 % have a net household income of over €3,000

80 % have a high awareness of quality



## YOUNG ELITE

32 % are between 20 and 39 years old

62 % are educated above average

82 % attach great importance to individuality

26 % are trendsetters



# EXCITING?

ZEIT  ONLINE

And that's not all... We look forward to further dialogue!



DISPLAY



DISPLAY CHANNEL



CONTENT



TARGETING



PODCAST



NEWSLETTER

# 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**

