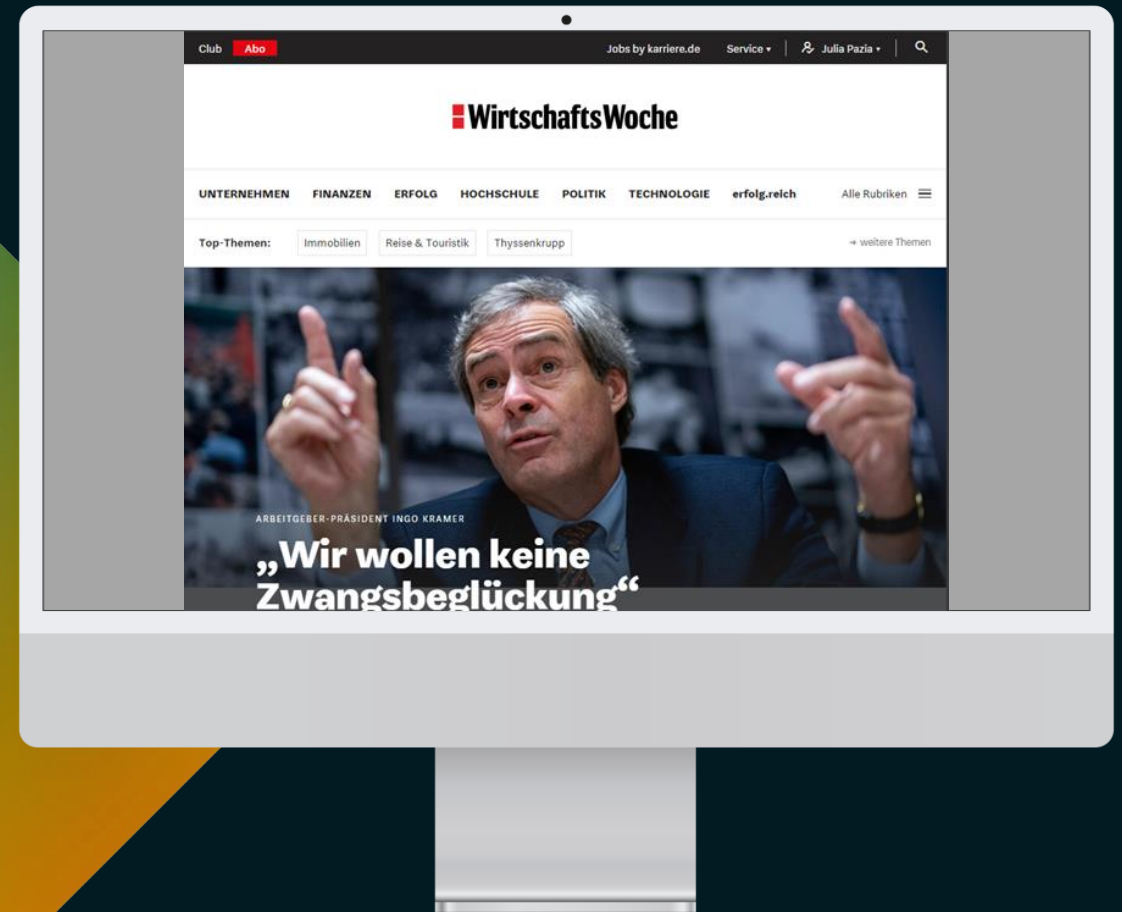


MEDIA DATA

WIRTSCHAFTSWOCHE ONLINE
Thinking, understanding and making
economic decisions.



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

An indispensable voice of economic reason

■ Wirtschafts
■ Woche



'WiWo empowers its readers to make smart decisions - for their assets, their own career or their own company.'

Horst von Buttlar, Chefredaktion

WHAT MAKES US SPECIAL

Magazine and compass for business, finance and success.

THE MOST IMPORTANT FACTS IN BRIEF

WirtschaftsWoche Online is THE digital business magazine and one of the most trusted media brands in Germany. WirtschaftsWoche is a navigator and coach in one - with a clear stance and clear recommendations for its readers. It explains the world of business and how to optimise your wealth and career within it.

SPECIAL STRENGTHS

- ◆ In-depth research and a high level of editorial care characterise WirtschaftsWoche's in-depth journalism.
- ◆ WirtschaftsWoche is characterised by practical reporting and analyses that support entrepreneurs as well as managers and investors in their professional activities.
- ◆ Renowned rankings such as the 'Top 500 Companies' and 'Top 100 Innovators' serve as decision-making aids for investors, managers and consumers.

INNOVATION

- ◆ Data journalism: Complex economic relationships are made easier to understand through high-quality data visualisations and infographics.
- ◆ Interactive tools such as 'Immobilienatlas' and 'WiWo Coach' offer users practical added value.
- ◆ Exclusive formats and events such as the 'WiWo Club' serve as a platform for the exchange of ideas and innovations.

WHO MAKES US STAND OUT

Our promise of quality is honoured



In 2024, WirtschaftsWoche was honoured with the **European Publishing Award** as 'Magazine of the Year'.



2020 honoured twice at the **European Publishing Awards**: Winner in the 'Economy' category, in which the best business magazines in Europe are honoured. In addition, victory in the 'Cover Concept' category, for outstanding magazine cover design concepts.



Volker ter Haseborg, Daniel Goffart, Artur Lebedew and Silke Wettach were awarded the 2023 **German Journalism Prize** in the 'Global Economy' category for their article 'Operation Reconstruction'.

OUR REACH

Reach millions of loyal and interested users

DISPLAY

3.5 m

Unique User

11.6 m

Visits

19.6 m

Page Impressions

PODCAST

181 thous

Downloads

OUR DECISION-MAKERS

According to LAE 2024, WIRTSCHAFTSWOCHE reaches 557 thousand **decision-makers** in Germany

C-LEVEL

144 thous

23% reach¹

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

MEDIUM-SIZED

284 thous

16% reach³

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

FINANCE

332 thous

19% reach

² Sole/delegation/
co-decision-makers
Finances

MANAGEMENT BOARD

450 thous

19% reach⁴

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

OUR USERS

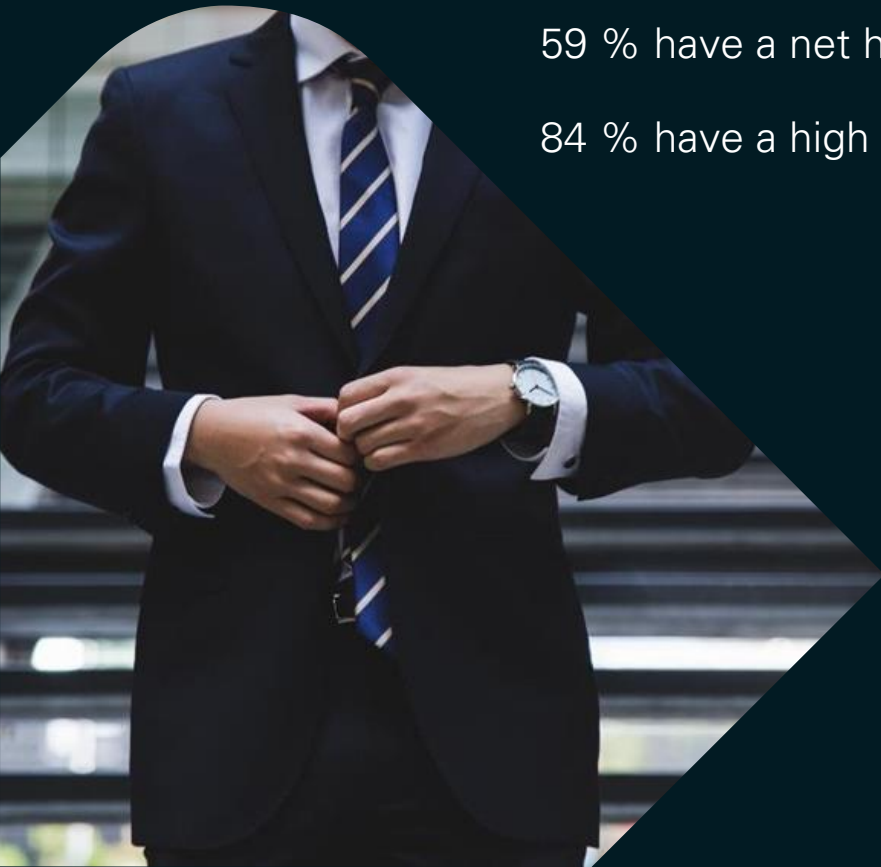
Reach exactly the right target group for your campaign

DECISION-MAKERS & OPINION LEADERS

39 % are between 40 and 59 years old

59 % have a net household income of over €3,000

84 % have a high awareness of quality



YOUNG ELITE

23 % are between 20 and 39 years old

62 % are educated above average

85 % attach great importance to individuality

32 % are trendsetters

Source: best for planning 2023; population: German-speaking 16+ year olds

EXCITING?

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



DAS UMFELD IN A NEW DIMENSION

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

international@iqdigital.de

HERE YOU WILL FIND FURTHER [CONTACTS](#)

