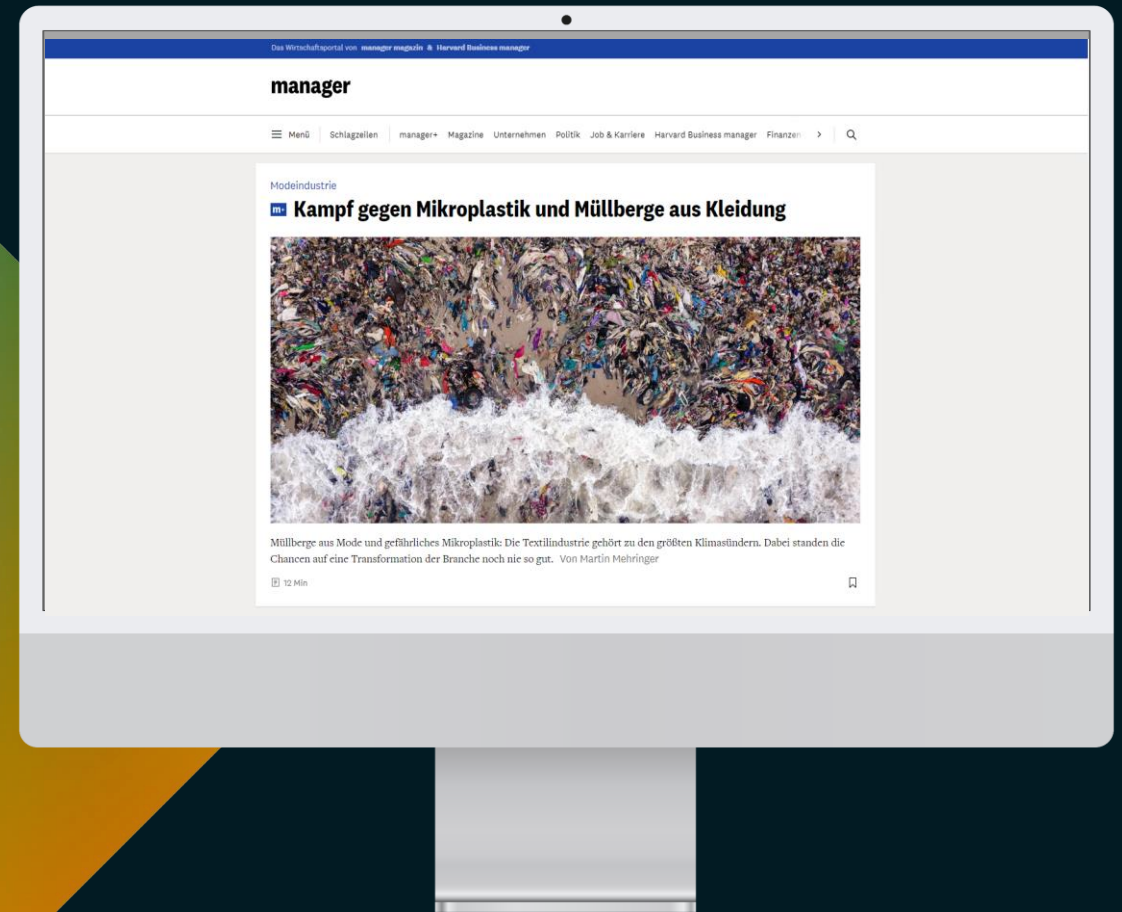


MEDIA DATA

manager magazin
Economy at first hand.



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

Journalism at the pulse of the German economy



'manager magazin is the leading medium for German business: for more than 50 years, the editorial team has been investigatively and critically uncovering, explaining, analysing and setting the topics that decision-makers talk about. Whether in the monthly title, online around the clock or as a podcast: manager magazin is the home for everyone who wants to achieve something with and in business.'

Jennifer Lachmann, Managing Director of manager magazin

WHAT MAKES US SPECIAL

Spearhead of investigative corporate reporting in Germany

THE MOST IMPORTANT FACTS IN BRIEF

The manager group is a source of inspiration and a home for all people who want to achieve something in business. In addition to research and interviews focussing on business and economic policy, manager magazin also covers the finer things in life with content on travel, style and luxury goods.

SPECIAL STRENGTHS

- ◆ Investigative: Every year since 2010, mm has exclusively published the list of the '500 richest Germans' and researched the stories behind leading entrepreneurs.
- ◆ Required reading for managers: In 2022, the industry portal kress described manager magazin as the 'central organ of the German economy'.
- ◆ Every article is checked by an in-house documentation unit to ensure journalistic quality.

INNOVATION

- ◆ manager magazin hosts exclusive industry events such as the 'Hall of Fame of German Business' and the 'Top 100 Women in German Business'.
- ◆ Manager profiles provide detailed and incisive analyses of the corporate management and economic policy views of important people from the business world.
- ◆ Editor-in-chief: Since May 2024, the editorial team has been led by Isabelle Hülsen, an experienced and award-winning business journalist.

OUR REACH

Customers benefit from a loyal user base and a top target group

DISPLAY

4.9 m

Unique User

8.68 m

Visits

6.7 m

Page Impressions

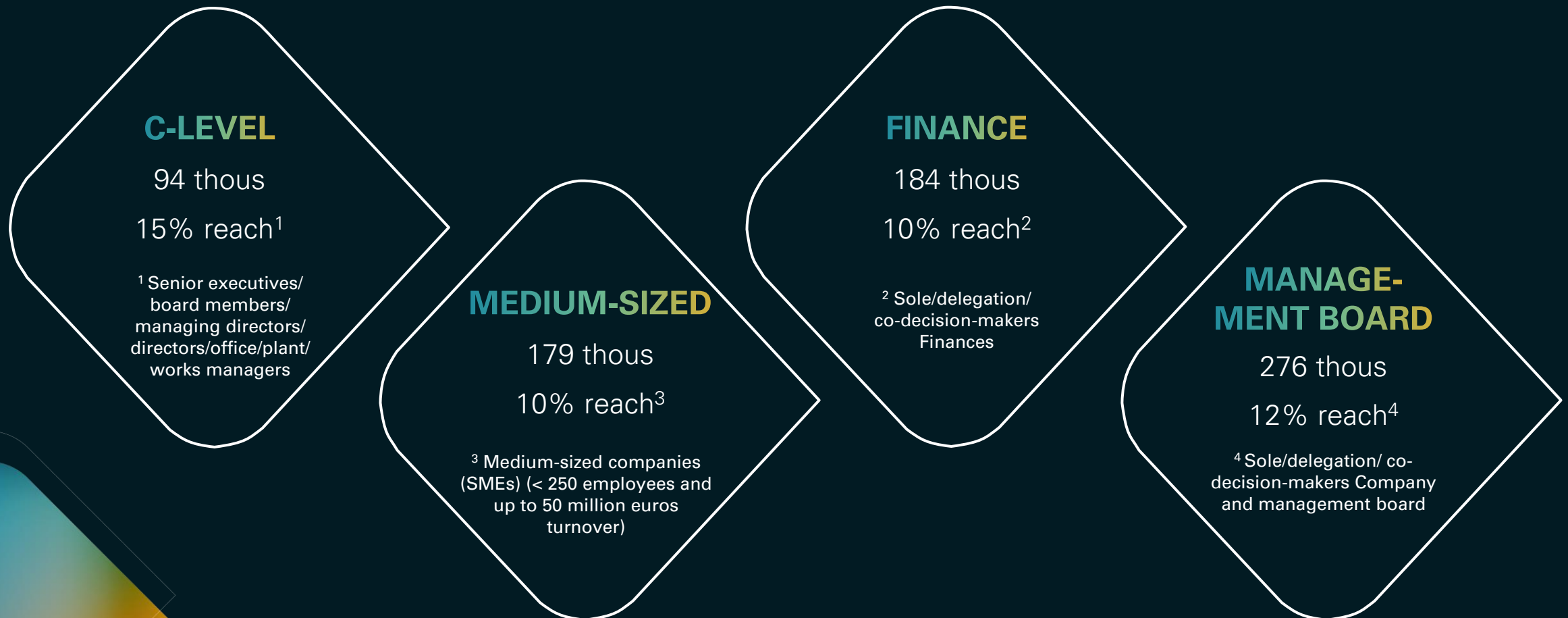
PODCAST

47.7 k

Downloads

OUR DECISION-MAKERS

According to LAE 2024, Manager Magazin reaches 363 thousand **decision-makers** in Germany



Source: LAE (reader analysis of decision-makers in business and administration) 2024, digital reach Ø month | Reading example: 363 thousand users who use Manager Magazin are decision-makers. This corresponds to a reach of 12% of all decision-makers in Germany.

OUR USERS

Reach exactly the right target group for your campaign

DECISION-MAKERS & OPINION LEADERS

75 % are between 40 and 59 years old

57 % have a net household income of over € 3,000

79 % have a high awareness of quality



YOUNG ELITE

37 % are between 20 and 39 years old

60 % are educated above average

84 % attach great importance to individuality

34 % are trendsetters

EXCITING?

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

HERE YOU WILL FIND FURTHER **CONTACTS**

