

THE MEDIA BRANDS FOR DECISION-MAKERS

Navigating effective B2B Communication in the German Market

iq digital

GERMANY IS A COUNTRY OF MAJOR INVESTMENTS

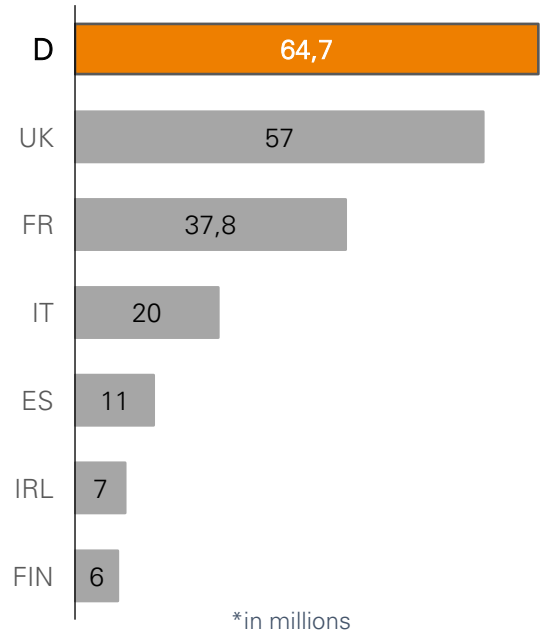
Germany is the leader in investing in development, research and technology in Europe.

Top 10 economies in the world*

1. USA	30,5
2. China	19,2
3. Germany	**4,74**
4. India	4,19
5 Japan	4,18
6. UK	3,84
7 France	3,21
8. Italy	2,42
9. Canada	2,23
10. Brazil	2,12

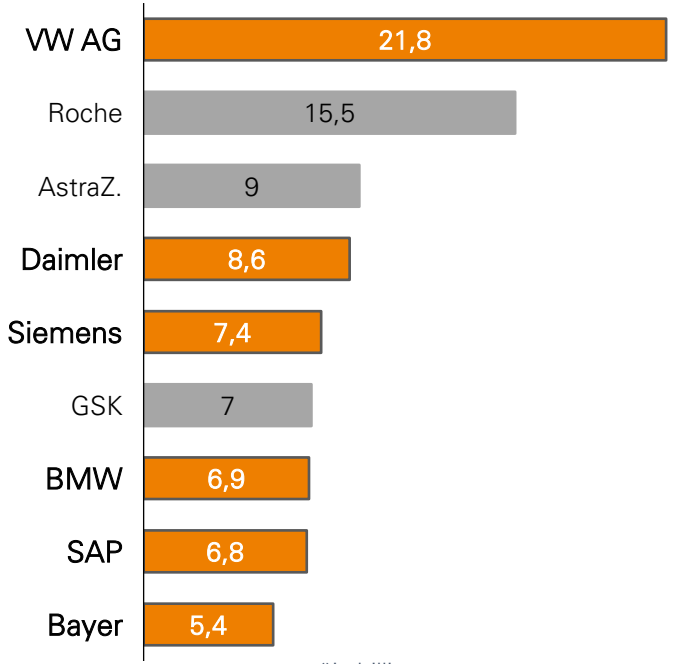
*in trillion

Highest corporate R&D expenditure (BERD) in Europe by country**



*in millions

Top R&D companies in Europe **



*in billions

Investing in the German B2B market means investing in the world's largest economy with legal stability and continuity at the same time. Germany leads the European ranking by far in terms of absolute R&D expenditure by commercial enterprises.

*IMF estimates from June 2025 | ** The data on business expenditure on research and development (BERD) comes from official sources: Germany (Destatis, 2024), EU and country data (Eurostat, 2024), United Kingdom (ONS, 2024), France (OECD, 2023).

GERMANY'S ECONOMY INVESTS - STRATEGICALLY, FUTURE-ORIENTATED.

Investments are not made in isolation - they are part of a broad economic reorganisation along technological, ecological and industrial lines.

Technology & IT infrastructure

Focus on resilience and security: over 40% of companies are relying on private and hybrid clouds to strengthen their digital infrastructure - and for 92%, IT security will be a top priority in 2025.

Artificial intelligence

AI is becoming strategic: 56% of companies are launching projects - industry has more than doubled its use since 2020

Digitalisation & cloud service

Digital transformation is picking up speed. AI, cloud strategies and managed services are characterising the change - almost every second company is bringing external consulting on board.

Sustainability

Economy focusses on green innovations: Three quarters of companies are investing in sustainable energy - with a growing focus on climate protection and biodiversity.

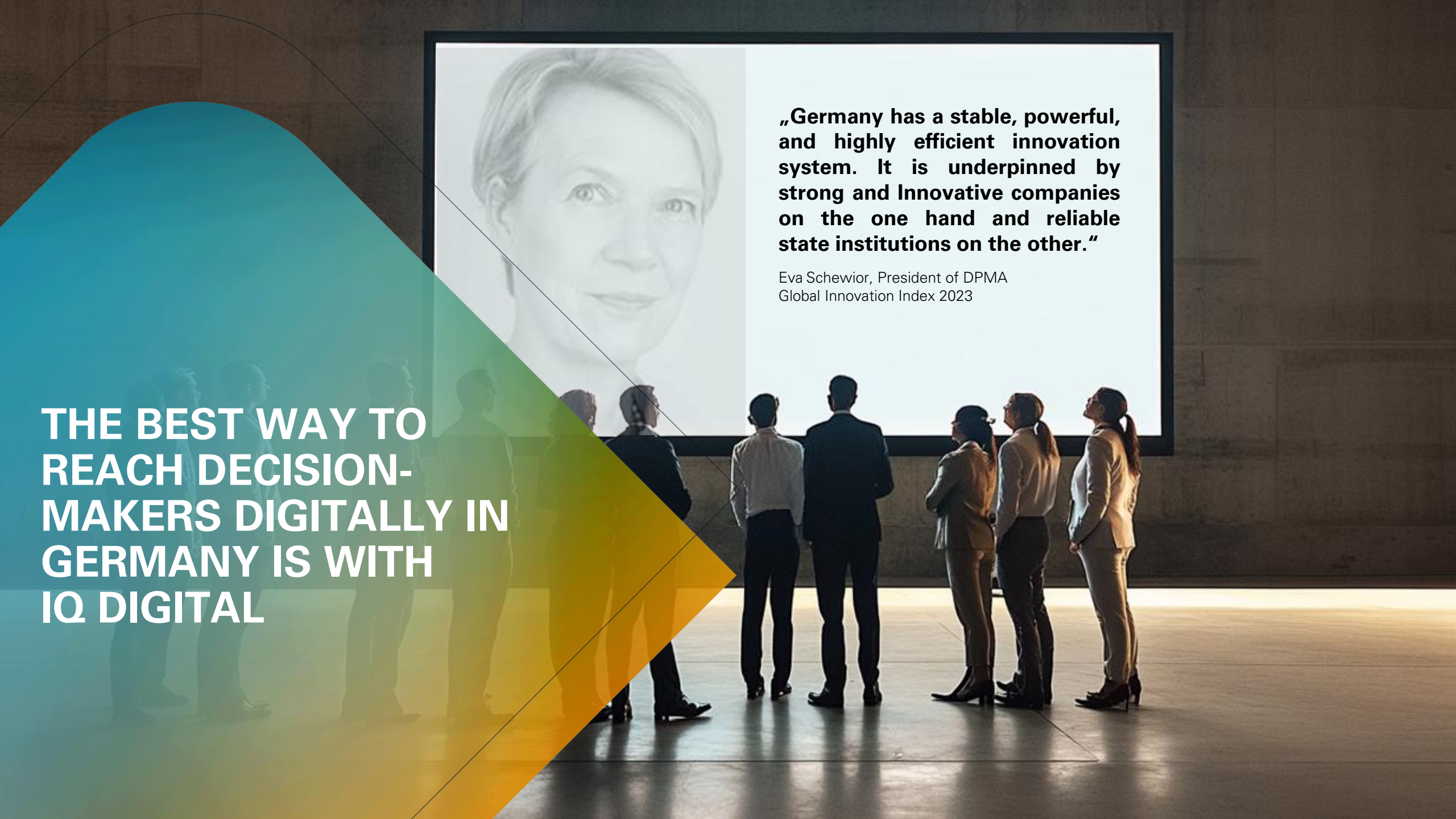
High-Tech industrial strategies

By investing in chips, IoT and quantum technology, Germany is strengthening its digital independence and future viability.

Industry & Production

Digital manufacturing on the rise: 66% of industrial companies are upgrading their IT - AI and the cloud are the key drivers of this transformation.

Analysis by Bitkom, BMWK, PwC, IDC, Roland Berger, Fraunhofer, Deloitte, EY, ZEW, ISG, Agora and others (complete list available on request)



THE BEST WAY TO REACH DECISION-MAKERS DIGITALLY IN GERMANY IS WITH IQ DIGITAL

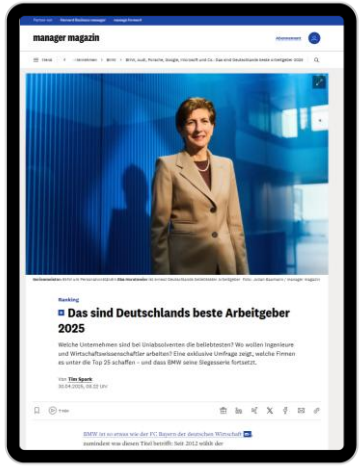
BASIS FOR DECISIONS IN GERMANY

iq digital portfolio is the largest digital information platform for decision-makers in Germany.

Handelsblatt



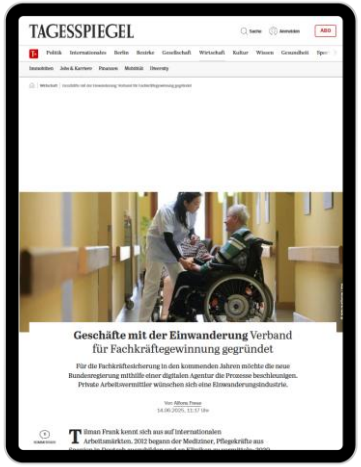
manager magazin



DER SPIEGEL



TAGESSPIEGEL



Wirtschafts Woche



DIE ZEIT VERLAGSGRUPPE



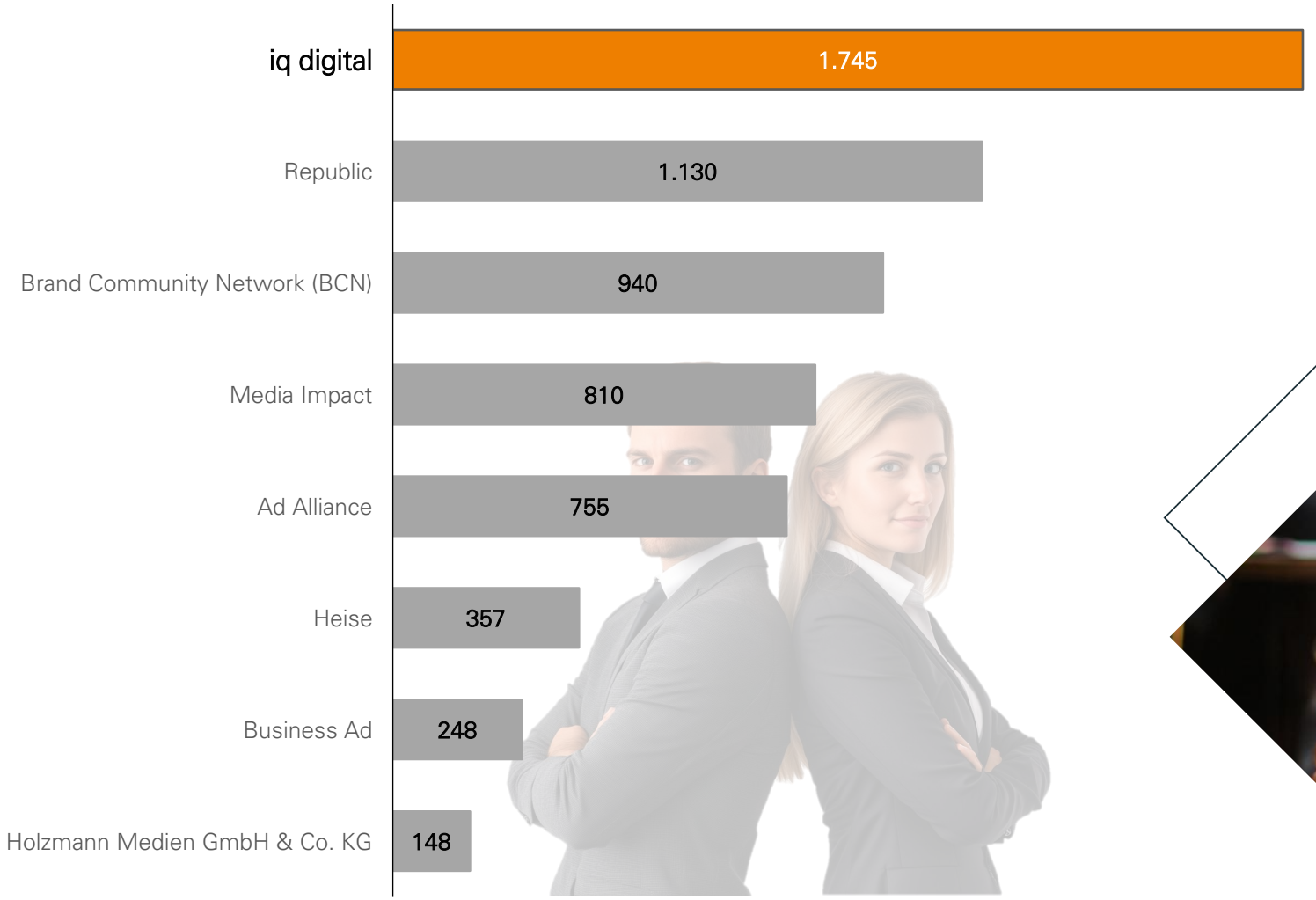
58%

of all decision-makers in Germany* make better decisions - thanks to fact-based quality journalism

*LAE 2025

NUMBER 1 PORTFOLIO FOR B2B COMMUNICATION

The leading media brands of iq digital support decision-makers in making better decisions.
Only here can they be reached in depth — where they stay informed and embrace their role.

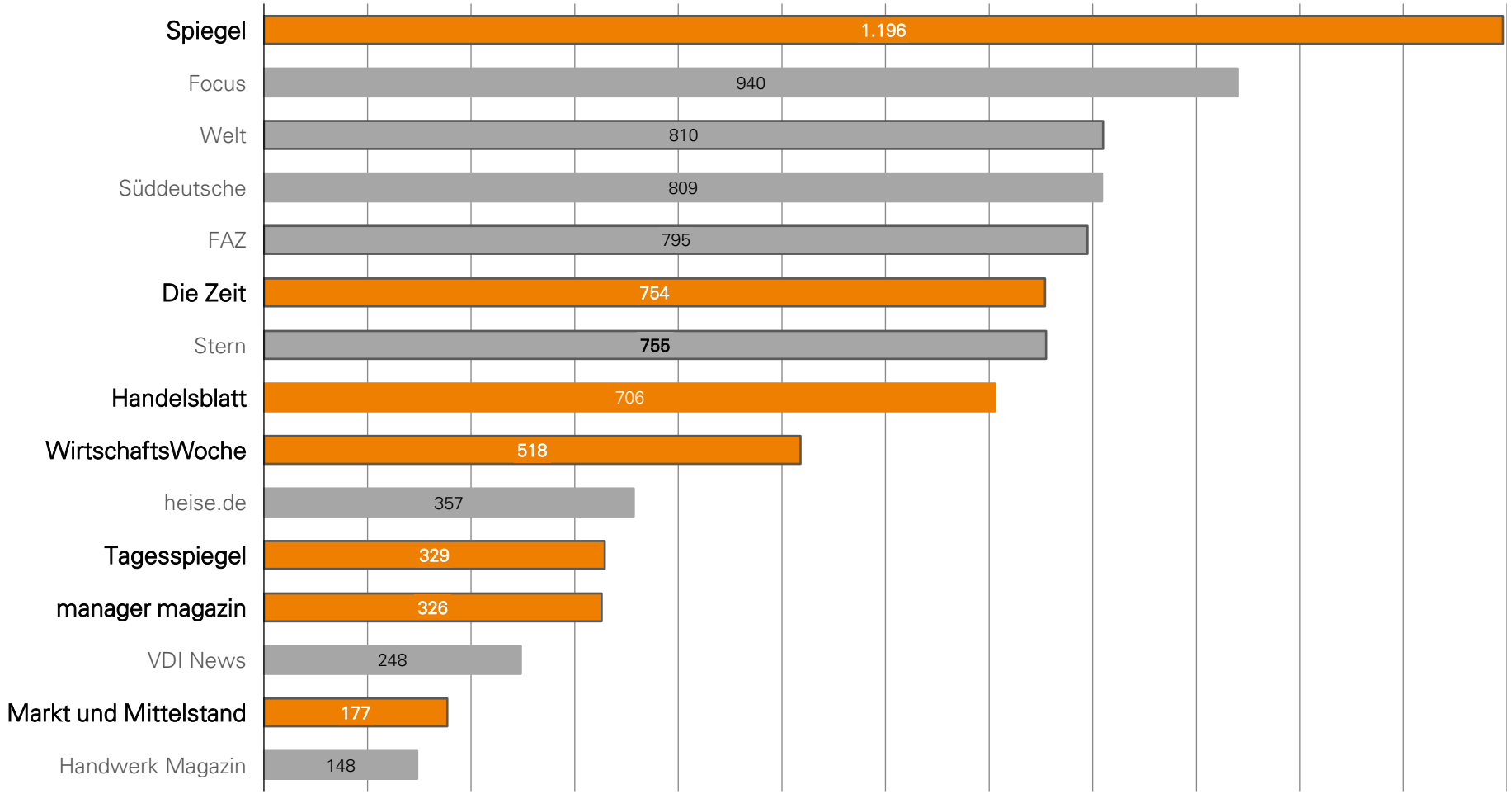




Source: LAE 2025, decision-makers per month in thousands

DIGITAL VISIBILITY IN THE DECISION-MAKER CONTEXT

Anyone looking to reach the majority of decision-makers in Germany from a single source cannot bypass the quality media of iq digital.



Source: LAE 2025, decision-makers per month in thousands

BRANDS FOR DECISION-MAKERS

Our media brands offer access to the high-profile entrepreneurs and top executives of the German economy.

QUALITY I SERVICE I PERFORMANCE I IMPACT

326,000
per month on manager magazin**

QUALITY I SERVICE I PERFORMANCE I IMPACT

706,000
per month on Handelsblatt Online**

QUALITY I SERVICE I PERFORMANCE I IMPACT

518,000
per month on WirtschaftsWoche Online**



QUALITY I SERVICE I PERFORMANCE I IMPACT

1,196,000
per month on SPIEGEL**

QUALITY I SERVICE I PERFORMANCE I IMPACT

690,000
per month on Die ZEIT**

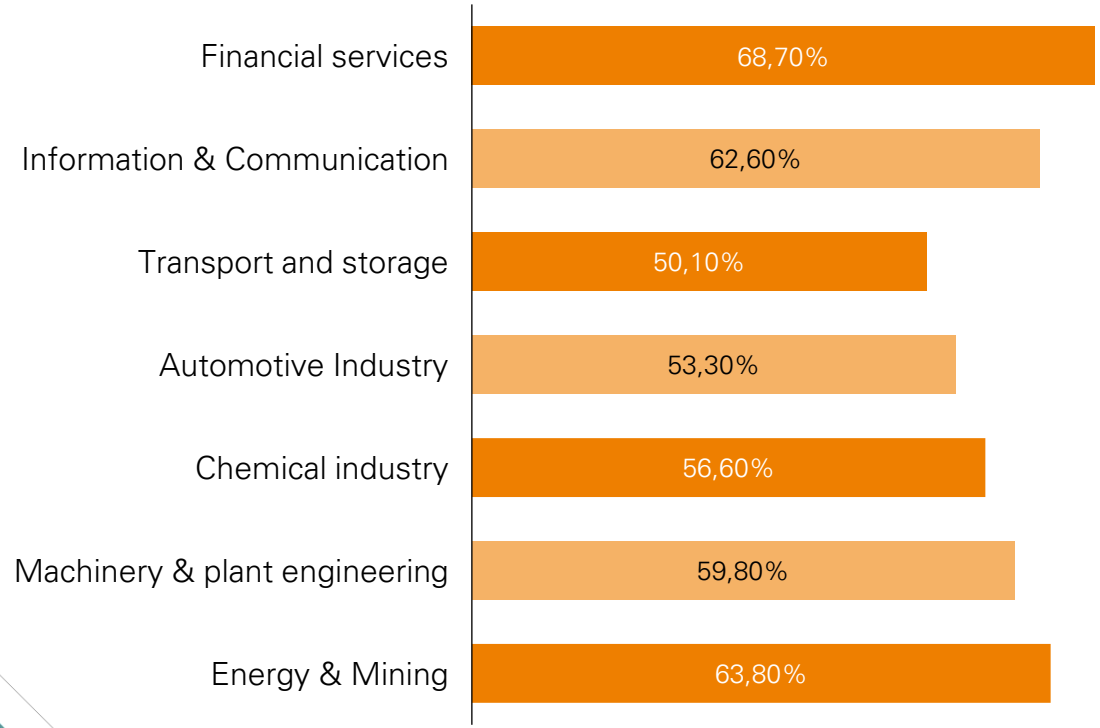
QUALITY I SERVICE I PERFORMANCE I IMPACT

329,000
per month on Tagesspiegel**

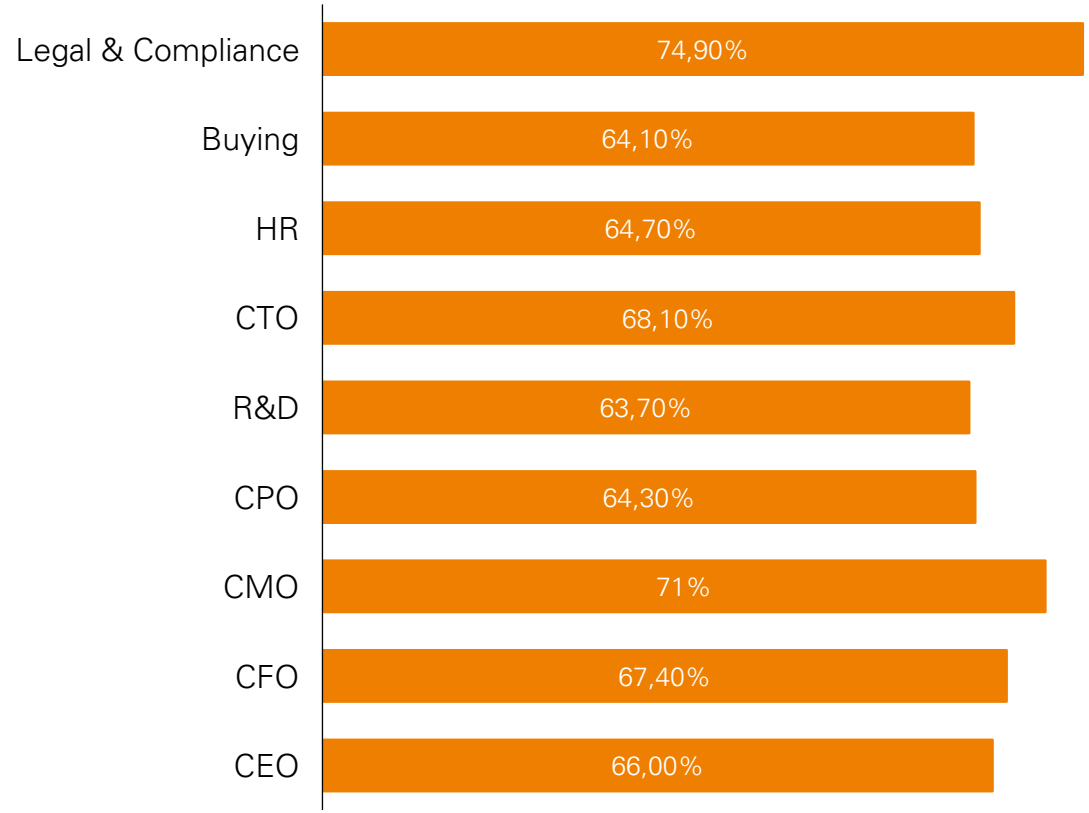
Source: *advertising-relevant reach, agma DNA 2025 | **decision-makers per month, LAE 2025

DECISION-MAKERS FROM ALL SECTORS READ OUR MEDIA

Our media brands reach an above-average number of decision-makers - across all sectors and in all relevant target groups.



*of 100% of decision-makers throughout Germany



*of 100% of decision-makers throughout Germany

* LAE 2025

WE ACCOMPANY DECISION-MAKERS THROUGH THE DAY ...

We reach around 20,000 decisions a day. Decision-makers make many of their decisions during working hours. We accompany them throughout the day and provide them with the information they need*.



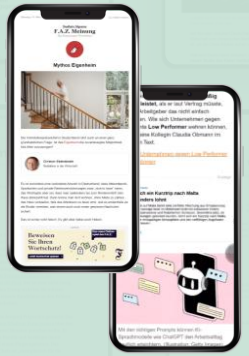
*Source: Prof Ernst Pöppel, Ludwig-Maximilians-Universität Munich, WirtschaftsWoche Online and others

... AND OFFER ALL RELEVANT INFORMATION

Whether display, podcast, newsletter or content communication via content marketing integrations - we reach decision-makers and offer them solutions for their topics exactly when they need them.

Maximum activation values & reminders across all relevant digital communication channels

Placement in our newsletters



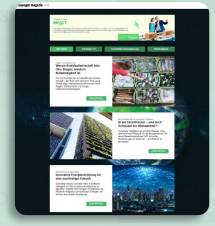
Placement in our podcasts



Placement via our display formats



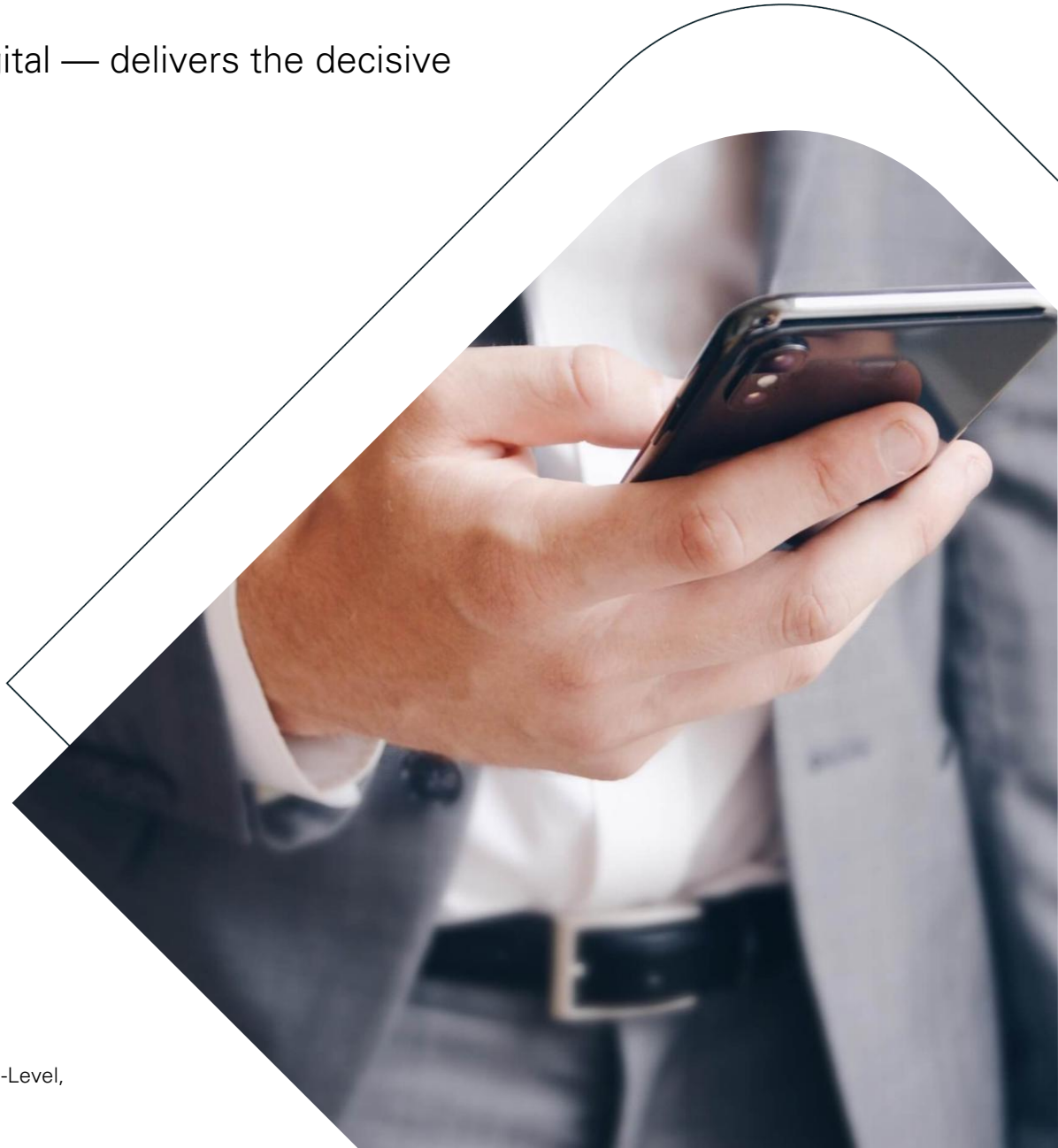
Or is content-based communication the right approach?



NOT ALL DECISION-MAKERS ARE THE SAME

Precise targeting — enabled by smart data integration from iq digital — delivers the decisive advantage.

- One in three people in the iq digital portfolio has a direct influence on business decisions - over half of them at C-level*.
- Through a unique systematic combination of a high frequency of real decision-maker contacts, verified survey data and the tracking of user behaviour across the entire iq digital portfolio (approx. 1 billion user interactions per month), we create a sound basis for identifying real decision-makers and the topics that concern them.
- We have unique B2B and decision-maker audiences that can be booked individually for campaign targeting and combined for a more targeted approach.



*Source: Adobe Analytics 2025, share of Ø monthly unique users Q1/2025, target group comparison consisting of C-Level, Deciding Employees/Civil Servants, Employees/Civil Servants & Self-Employees

THE BEST TARGETING FOR THE BEST RESULTS

Surveys, tracking & analysis, enrichment and modelling form the basis of our data segments.
The perfect target group for your campaign objective can be mapped thanks to a wide range of possible combinations.

B2B Audience*:

- Job Status: full time employed
- Company size: Medium-sized companies
- Company turnover: EUR 50 - 250 million
- Sector: Tech/IT
- Department: Decision-maker
- Number of employees: 51 - 250

Decision-Maker Audience*:

- Decision-makers in general: C-Level Executive
- Decision-makers in certain industries: IT decision-makers
- Salary: HHN > EUR 100,000



From Q3 2025, we will offer additional segments, such as targeting an HHN of > EUR 100k p.a.

B2B Audience*:

- Job Status: full time employed
- Company size: Large companies
- Company turnover: > EUR 250 million
- Sector: Handel/eCommerce
- Department: Human Resources/ Administration/Organisation
- Number of employees 251 - 1,000

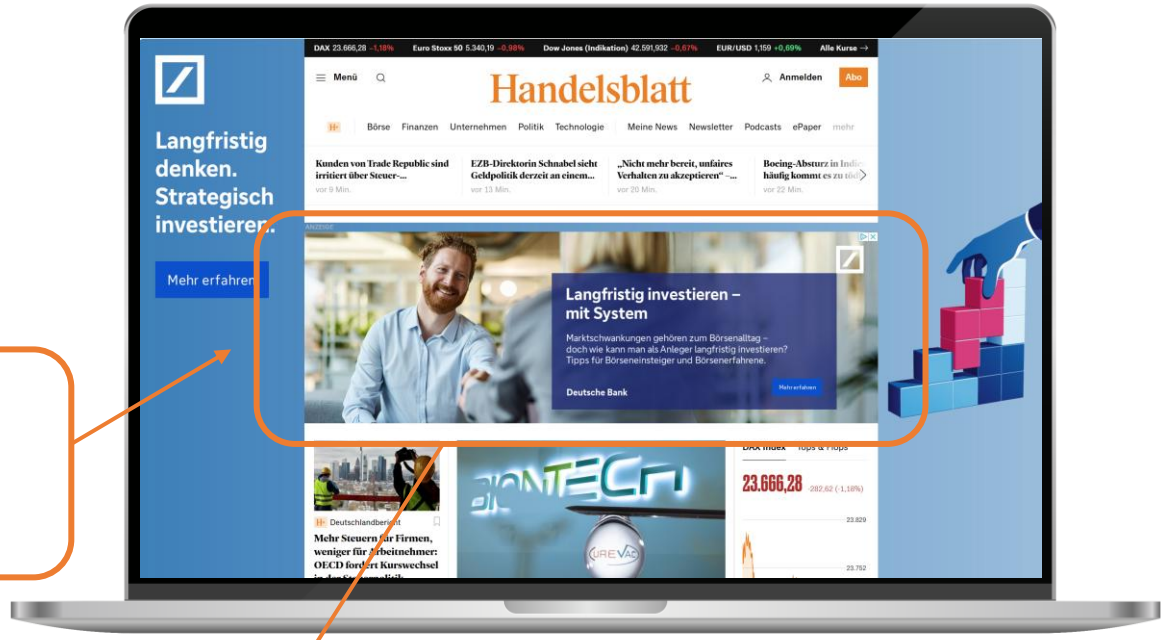
Decision-Maker Audience*:

- Decision-makers in general: BDMs
- Decision-makers in certain industries: Purchase decision-makers
- Salary: HHN > EUR 100,000

*Sample selection of targeting segments.

THE RIGHT APPROACH AT THE RIGHT TIME

- Readers of our media deliberately visit the websites to obtain information and immerse themselves in topics that generate added value for them both professionally and personally.
- It makes no difference to them whether the content is editorial or advertising. They deal with solutions and substantive information and categorisation.
- Added to this is the clear and uncluttered structure of our websites, which always emphasises the content and intelligently places brand and advertising messages*.
- The result is absolute comprehensibility of the messages conveyed, which in turn leads to maximum impact within the target group.



100% visibility of the message becomes 100% comprehensibility = maximum impact

*IAS Ad Clutter value of iq digital: 0.2%. Competition: 0.97%

WE GUARANTEE A LASTING EFFECT

Brand and advertising messages achieve better results in our portfolio than on other platforms in the German media landscape.

QUALITY I SERVICE I PERFORMANCE I IMPACT

+ 20 %

Higher advertising impact

QUALITY I SERVICE I PERFORMANCE I IMPACT

+ 42

Willingness to spend index value)

QUALITY I SERVICE I PERFORMANCE I IMPACT

+ 20 %

Higher trust ratings compared to other journalistic online portals

QUALITY I SERVICE I PERFORMANCE I IMPACT

+14 %

Purchase intentions

QUALITY I SERVICE I PERFORMANCE I IMPACT

+ 27 %

Perception of higher competence compared to other media

QUALITY I SERVICE I PERFORMANCE I IMPACT

+ 16

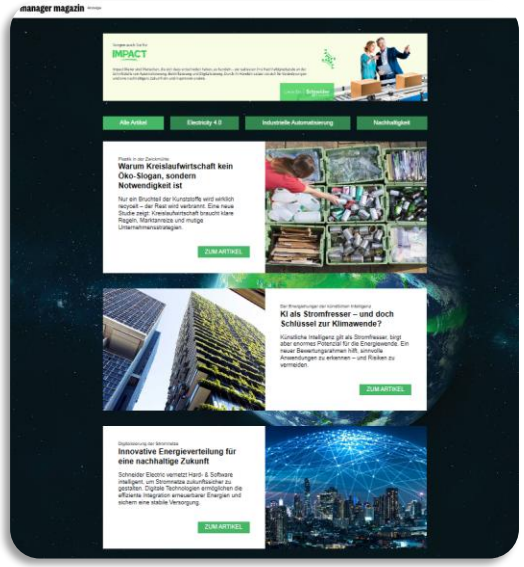
Confidence in sources, imparted expertise



Reputation study 2023, Schramm, Meitz & Partners (n=457)

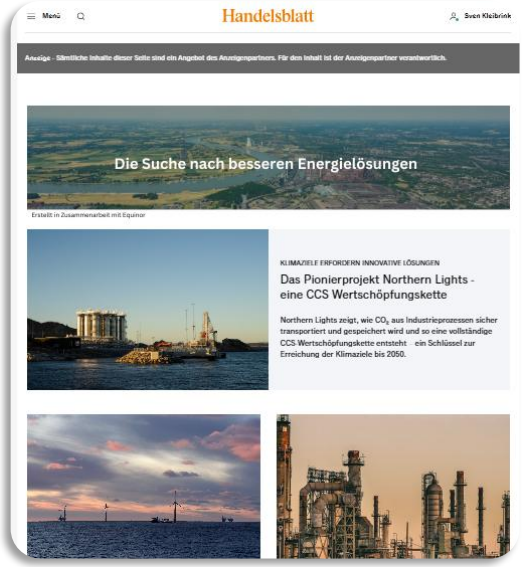
RELEVANT TOPICS, WITH RESULTS THAT CONVINCE

BRAND AWARENESS



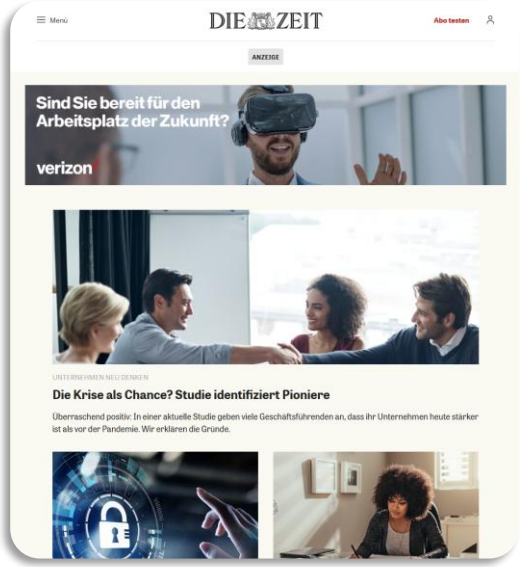
Increase in brand awareness in the relevant target group via a magazine hub.

THOUGHT LEADERSHIP



Addressing and informing the target group via a native hub.

BRAND POSITIONING



Positioning of the brand on the German market among the top 3 brands in the decision-maker environment for digital transformation and data security via a native hub.

EMPLOYER BRANDING



Attention-grabbing insights into the world of work for recruiting new specialists - via a brand story with a high dwell time.

Our content marketing solutions offer scalable options for achieving different campaign goals, from customer approach, positioning and brand awareness to thought leadership, in a sustainable way. Our experts design the campaigns specifically according to the relevant KPIs and we produce all relevant content, e.g. case studies, white papers, interviews, podcasts and videos, from a single source. We guarantee effectiveness and a measurable impact.

A PLACE FOR ORIENTATION AND INFORMATION

We bring together the media that decision-makers use to understand the complexity of the world, science, the technology revolution and digitalisation, so that they can make better decisions.



- **Exclusive reach in the decision-maker environment**
  iq digital has the highest digital reach to high-calibre specialists and executives in a unique portfolio that stands for the highest level of trust, journalistic quality and relevance.
- **Premium environments with a high level of trustworthiness**
  Our media brands are the best in their respective fields and enjoy a high degree of credibility - an ideal framework for sophisticated B2B communication.
- **Data-supported target group approach**
  With intelligent targeting and first-party data, iq digital offers a precise approach to relevant B2B target groups along the entire customer journey, regardless of the respective channel.
- **Customised campaign formats**
  From native advertising and content marketing to event integration with our partners - iq digital develops customised solutions for complex B2B requirements.

The decision-makers in iq digital's portfolio will not only see your advertising message, they will read and understand it.

START COMMUNICATING WITH THE DECISION-MAKERS!

Your campaign messages reach decision-makers with these products:

Decision-maker roadblock

B2B topic roadblock:
Handelsblatt Unternehmen, Harvard Business Manager, manager magazin Unternehmen, WirtschaftsWoche Unternehmen, Tagesspiegel Wirtschaft

Duration: 1 week fixed placement

1,645,000 Ad Impressions

Decision-maker rotation display

Display rotation in the Quality Media Channel:
Cicero, der Freitag, Handelsblatt, Manager Magazin, DER SPIEGEL, Tagesspiegel, Wirschaftswoche, Die ZEIT

1,000,000 Ad Impressions

Decision-maker newsletter

Newsletter Custom Channel consisting of:
Handelsblatt-Morning Briefing, SPIEGEL-Die Lage am Morgen, ZEIT-Was jetzt*, Morningcrunch (Automotive, Deals, Immo, Crypto, Markets), Handelsblatt-Today, Tagesspiegel Morgenlage

1,000,000 Ad Impressions

Decision-maker podcast

Podcast Custom Channel with decision-maker targeting:
Zeit-Was Jetzt?, Handelsblatt-Today, Handelsblatt-Morning Briefing, SPIEGEL-Die Lage, SPIEGEL-Shortcut

500,000 Ad Impressions

THE DECISION-MAKER WEEK

Full impact in decision-maker communication: the all-in-one offer for maximum impact - all of the above packages combined in one week with a guaranteed 4,145 million ad impressions

*

Valid for all campaigns running from 01 July - 31 December 2025. Not valid for existing enquiries and bookings.
Booking subject to current availability | Fixed price: no further discount possible
This offer only includes the morning edition of Was Jetzt

IF YOU HAVE ANY QUESTIONS OR REQUIRE FURTHER INFORMATION ON PRODUCTS AND COMMUNICATION SOLUTIONS FOR DECISION-MAKERS AND B2B MARKETING, PLEASE DO NOT HESITATE TO CONTACT US.

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