



PRESS RELEASE

## iq digital honored for sustainability efforts

- iq digital receives the EcoVadis bronze medal and ranks among the top 18% of all companies assessed
- With the new eco ad<sup>®</sup> product portfolio, responsibility and sustainability can be booked cross-digitally
- iq digital is a sustainable pioneer in the industry and advocates more responsibility in media planning

**Düsseldorf, 12 September 2024** - Shortly before the most important industry trade fair of the year, DMEXCO in Cologne, there is good news from leading media marketer iq digital from Düsseldorf: the company has been awarded the bronze medal for its sustainability efforts by EcoVadis, a globally recognized provider of sustainability ratings for companies.

The abbreviation ESG stands for Environment, Social & Governance and refers to the three central criteria by which a company's sustainability performance is assessed. In July of this year, iq digital had its sustainability management system, including all elements such as responsibilities, mindset, processes, guidelines, milestones, goals, measures and KPIs, reviewed by EcoVadis. The assessments carried out by EcoVadis are based on international sustainability standards and are analyzed by a team of experts with AI support.

The result: iq digital was awarded the bronze medal, placing it in the top 18% of all the more than 130,000 companies assessed by EcoVadis. This also means that the marketer only just missed out on the silver medal.

Heike Fuhrmann, Corporate Social Responsibility Manager at iqd, commented: "We are very proud to have been awarded this medal. By implementing our sustainability management system, we have laid a solid foundation on which we can build wonderfully. We scored very well in the EcoVadis assessment for numerous factors. We were also able to identify our optimization potential and know where we can professionalize."

What specifically has changed in terms of sustainability? iq digital incorporates sustainability criteria into numerous decisions relating to products, technologies and processes. This also influences, for example, the technical setup and various practices in advertising playout. In addition, the eco ad<sup>®</sup> product range was launched with CO<sub>2</sub>-reduced advertising media. The data weight of eco ads<sup>®</sup> is up to 90% lower than that of regular advertising media. Tracking is also emission-optimized. This is another way in which iq digital aims to revolutionize the digital advertising market. "We don't want to offset CO<sub>2</sub> emissions, we want to prevent them from occurring in the first place. The eco ad<sup>®</sup> is an



ideal product for taking responsibility and still communicating with great impact,” says Tim Rottländer, CMO of iq digital.

Managing Director Steffen Bax knows that this can only be the beginning and wants to inspire many partners for responsible communication and media planning in the coming months: “We are not resting on our laurels. We are looking at what we can still achieve. We demand a clear commitment to sustainability from ourselves, but also from the entire industry. It's about responsibility, it's about relevance and ultimately also about better effectiveness. The time for glossing over and procrastination is over, solutions have long been on the table. Value Media, for example, has been around for over 70 years and our portfolio proves this in a unique way. We can still bundle all of our strengths in the market today and live responsibility, I look forward to a sustainable exchange on this, also at DMEXCO!”

**About iq digital:**

iq digital media marketing gmbh is the exclusive marketer for leading media in Germany. The portfolio includes top-class media in the areas of general news, business & finance, specialist media and millennials. Websites such as DER SPIEGEL, FAZ.NET, Handelsblatt Online, Süddeutsche Zeitung, WirtschaftsWoche Online, manager magazin, Harvard Business manager and Der Tagesspiegel inform decision-makers daily about all relevant topics. As a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Verlag, Düsseldorf-based iq digital stands for high reach in the areas of news and business/finance as well as for special interest offerings to address specific target groups. With a total digital reach of 35.41 million unique digital users, iq digital is one of the leading marketers for digital quality media and mediabrands.

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