

WE OFFER YOU THESE TOPIC CHANNELS



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CAR CHANNEL

Digital reach: 9.52 million unique users



Total

Frankfurter Allgemeine

Technology & Motor/Motor, Technology & Motor/Electricity; Economy/ Car & Transport

fachmedien mittelstand

Fleet management

Handelsblatt

Mobility



Company/Automotive industry, Lifestyle/Car



Total

DER SPIEGEL

Mobility

Süddeutsche Zeitung

Car

TAGESSPIEGEL

Mobility



Total



Car



Mobility



55% have a net household income over € 3,000.



61% are male.



56% are between 20 and 49 years old.



35% have a technical/university degree.



85% are prepared to pay more for quality to pay more money for quality.



57% are interested in products in the car and mobility mobility.

CAR B2B CHANNEL

Digital reach: 3.3 million unique users



Total

manager magazin

Lifestyle/Auto Companies with targeting professional use

Süddeutsche Zeitung

Car. business with targeting professional use

wissen.de

Total with targeting professional use

fachmedien 2 mittelstand∺

Fleetmanagement

Markt

Total

TAGESSPIEGEL

Business with targeting professional use



Total

Frankfurter Allgemeine

Technology/Motor, Technology/Electromob Economy/Car & Transport with targeting professional use

Spektrum.de

Total with targeting professional use

■ Wirtschafts

Woche

Handelsblatt

Car, mobility,

finance, business

with targeting

professional use

DER SPIEGEL

Mobility,

economy with

targeting

professional use

Car, Company, Success with targeting professional use



67% are male.



32% Self-employed/proprietors/freelancers.



56% are between 20 and 49 years old.



48% work in the areas of finance, controlling and accounting.



90% are employed in SMEs.

Mobility, car, economy with targeting



professional use

B2B CHANNEL

Digital reach: 14.59 million unique users



Total with targeting professional use

manager magazin

Lifestyle/Auto Companies with targeting professional use

Süddeutsche Zeitung

Car. business with targeting professional use

wissen.de

Total with targeting professional use

Frankfurter Allgemeine

Total with targeting professional use

Markt

Total

TAGESSPIEGEL

Business with

targeting

professional use

Spektrum.de

fachmedien 2

mittelstand

Total without

science

Total with targeting professional use

The European

Total

Handelsblatt

Total with targeting professional use

DER SPIEGEL

Mobility, economy with targeting professional use

Wirtschafts Woche

Car, Company, Success with targeting professional use



57% are male.



57% are between 20 and 49 years old.



27% Self-employed/proprietors/freelancers.



16% work in the areas of finance, controlling and accounting.



85% are employed.



89% are employed in SMEs.



CONSUMER CHANNEL

Digital reach: approx. 20 million unique users

Frankfurter Allgemeine

Career & University Soap opera, Society, Style, Rhine-Main

Handelsblatt

Arts & Style, Politics, The company

manager magazin

Job & Career Harvard Business Manager



Total

musikexpress.

Total

<u>RollingStone</u>

Total

Spektrum.de

Total

DER SPIEGEL

Kultur, Panorama, Start

Süddeutsche Zeitung

Money Career & Education Style, Munich & Bavaria

Süddeutsche Zeitung Magazin

Total

TAGESSPIEGEL

Culture Society Opinion, Politics

■ Wirtschafts ■ Woche

Politics, Success



55% have a net household income over € 3,000.



61% are male.



56% are between 20 and 49 years old.



40% have a technical/university degree.



87% are prepared to pay more for quality to pay more for quality.

ZEIT ONLINE

Labour, Culture Society ZEIT magazine Travel, travelling

DIGITISATION CHANNEL

Digital reach: 5 million unique users

BE BTC ECHO

Total

fachmedien 2 mittelstand #

Production & Technology

Frankfurter Allgemeine

Technology, Economy/ Digitec

Frankfurter Allgemeine **FAZ PRO Digital Economy App**

Total

Handelsblatt

Technology

manager magazin

Company/ Tech, Harvard Business Manager/ Digitisation

Markt

Total

DER SPIEGEL

Network world

Spektrum.de

IT/Tech

Süddeutsche Zeitung IETZT

Digital

Süddeutsche Zeitung

Digital

The European

Total

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

67% are male.

59% are between 20 and 49 years old.



40% have a technical/university degree.



38% sind Opinion Leader.

■ Wirtschafts Woche

Technology

ZEIT ONLINE

Digital

SOCIETY CHANNEL

Digital reach: 8.75 million unique users



Total

musikexpress.

Total



Total

DER SPIEGEL

Politics, economy, culture, science

Süddeutsche Zeitung

Society, Politics, Economy, Culture, Knowledge

■ Wirtschafts ■ Woche

Politics, Company

ZEIT ONLINE

Society, Politics, Economy, Culture, Knowledge

TAGESSPIEGEL

Society, Politics, Economy, Culture, Knowledge



48% have a net household income over € 3,500.



53% are male.



52% are between 20 and 49 years old.



34% have a technical/university degree.



59% say that advertising gives them a good overview of the wide range of offers.

E-MOBILITY CHANNEL

Digital reach: 10.44 million unique users



Total

Handelsblatt

Frankfurter Allgemeine

Total

fachmedien 2 mittelstand

Science & fleet management topics

Frankfurter Allgemeine

Technology, electromobility, Economy/Car & Transport, Knowledge/ Earth & Climate

manager magazin

Company/Auto-

industry

Company/ Energy

Lifestyle/Auto

Mobility, Technology/ Energy & Environment

Markt

Total

Spektrum.de

Total

DER SPIEGEL

Mobility Science/Na-tur Climacrisis

Süddeutsche Zeitung Süddeutsche Zeitung JETZT

Car, Knowledge

TAGESSPIEGEL

Mobility, knowledge

wissen.de

Total

■ Wirtschafts ■ Woche

Environment

Car, Green, Technology, Company

ZEIT ONLINE

Mobility, Car, Environment, Green



54% have a net household income over € 3,000.



61% are male.



56% are between 20 and 49 years old.



35% have a technical/university degree.



63% are employed.



86% are prepared to pay more for quality to pay more money for quality.

FAMILY CHANNEL

Digital reach: 3.16 million unique users

DER SPIEGEL

Total, family ZEITALONLINE

Total, family **TAGESSPIEGEL**

Total family



54% have a net household income over € 3,000.



51% are female.



53% are between 20 and 49 years old.



34% have a technical/university degree.



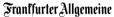
33% have children in the household.



43% live with three or more people in a household.

FILM AND ENTERTAINMENT CHANNEL

Digital reach: 7.04 million unique users



Features/cinema. Features/media, Technology/digital

Handelsblatt

Arts & Style

Süddeutsche Zeitung IETZT

Music, gawking





Total



Total

musikexpress.

Total



Total

DER SPIEGEL

Culture/Cinema Kultur/Streaming Culture/Music



Media

TAGESSPIEGEL

Cinema

ZEITAMONLINE

Film & Music



54% have a net household income over € 3,000.



54% are male.



52% are between 20 and 49 years old.



37% have a technical/university degree.



26% occasionally to frequently use the the Internet to find out about cinema films. inform themselves about films.

FINANCE CHANNEL

Digital reach: 4.47 million unique users







Economy







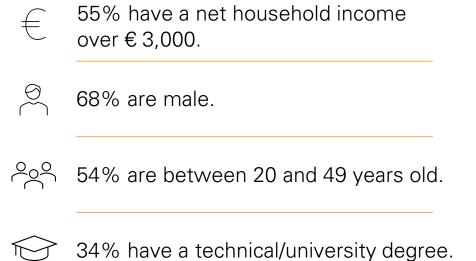


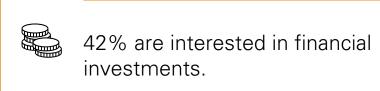












FUND CHANNEL

Digital reach: 7.05 million unique users



Fonds, ETF

Handelsblatt

Investment strategy

JETZT

Finances/ Investment Stock exchange/funds



Total



54% have a net household income over € 3,000.



53% are male.



75% are between 20 and 59 years old.



35% have a technical/university degree.



43% are interested in financial investments.

HEALTH CHANNEL

Digital reach: 7.10 million unique users

Frankfurter Allgemeine

Company/ Health, Knowledge/ Medicine & Nutrition, Knowledge/ Life & Gene

Handelsblatt

Technology/ Medicine & Health

manager magazin

Company/ Pharma



Total

Spektrum.de

Total

DER SPIEGEL

Life/ Health Science/ Medicine



Health

Süddeutsche Zeitung

Health, Knowledge

TAGESSPIEGEL

Health



Science



Total

ZEIT ONLINE

Health



54% have a net household income over € 3,000.



53% are male.



56% are between 20 and 49 years old.



64% do sport regularly.



36% have a technical/university degree.

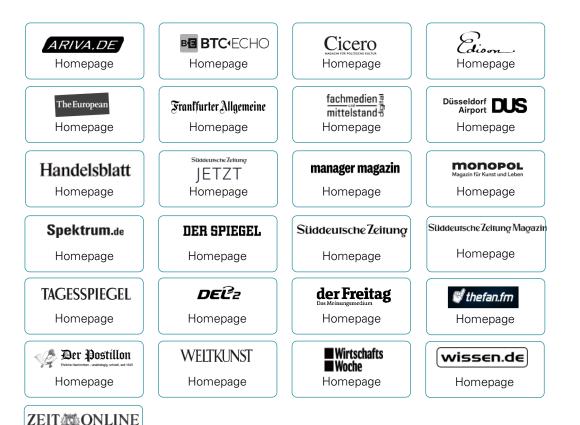


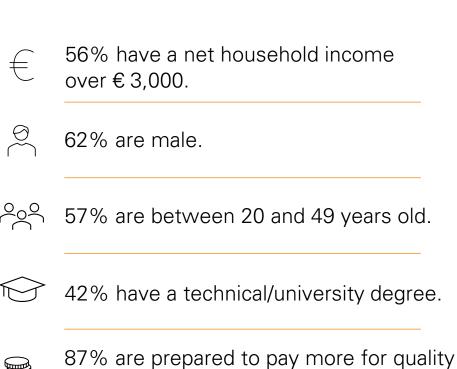
85% are prepared to pay more for quality to pay more money for quality.

HOMEPAGE CHANNEL

Digital reach: 6.3 million unique users

Homepage





to pay more money for quality.

LIFESTYLE CHANNEL

Digital reach: 11.2 million unique users

Cicero

Culture

Frankfurter Allgemeine

Soap opera, Stil

der Freitag

Culture Ar

Handelsblatt

Arts & Style

manager magazin

Lifestyle

 \in

54% have a net household income over € 3,000.



48% are female.

MONOPOL

Total

Spektrum.de

Culture

DER SPIEGEL

Culture, style

Süddeutsche Zeitung JETZT

Culture, Good life

Süddeutsche Zeitung

Life, culture, style

200

48% are between 20 and 49 years old.



40% have a technical/university degree.

Süddeutsche Zeitung Magazin

Total

TAGESSPIEGEL

Culture

■ Wirtschafts ■ Woche

Lifestyle

ZEIT ONLINE

Culture, ZEITmagazin



58% see themselves as individualists.

SME CHANNEL

Digital reach: 9.42 million unique users

Cicero

Economy

fachmedien 2 mittelstand

Total

Frankfurter Allgemeine

Finance, Economy

Handelsblatt

Finance. Company

manager magazin

Company/ Finance

Markt

Total

The European

DER SPIEGEL

Economy

Süddeutsche Zeitung

Economy

TAGESSPIEGEL

Economy

Total

■ Wirtschafts ■ Woche

Success. Company ZEIT ONLINE

'Economy

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



69% are male.



54% are between 20 and 49 years old.



43% have a technical/university degree.



64% are fully or partially employed.



41% are interested in financial investments.

SUSTAINABILITY CHANNEL

Digital reach: 8.56 million unique users



Total

Frantfurter Allgemeine FAZ PRO Digital Economy App

Total

fachmedien mittelstand

Science

Frankfurter Allgemeine

Engineering/ Technology, Electrical mobility, Knowledge/ Earth & Climate

Handelsblatt

Mobility/Electricity mobility, technotechnology/ research & Innovation



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



40% are female.

manager magazin

Company/ Energy



Total

Spektrum.de

Total

DER SPIEGEL

Science/nature, climate crisis

Süddeutsche Zeitung

Knowledge



56% are between 20 and 49 years old.



35% have a technical/university degree.



Environment



Total

■ Wirtschafts ■ Woche

Green, technology, company

wissen.de

Total

ZEIT ONLINE

Environment, Green



38% use the bicycle as a means of transport every day/almost every day.

QUALITY MEDIA CHANNEL

Digital reach: 30.98 million unique users



Total

Frankfurter Allgemeine

Total

Handelsblatt

Total

manager magazin

Total



Total

Süddeutsche Zeitung

Total

Süddeutsche Zeitung **JETZT**

Total

TAGESSPIEGEL

Total



53% have a net household income over € 3,000.



45% are female.



52% are between 20 and 49 years old.



29% have a technical/university degree.



61% are fully or partially employed.



Total



Total

POLITICS CHANNEL

Digital reach: 11.83 million unique users



Total

der Freitag Das Meinungsmedium

Politics

Frankfurter Allgemeine

Politics

Handelsblatt

Politics

manager magazin

Politics

DER SPIEGEL

Politics, Abroad

Süddeutsche Zeitung

Politics



Politics



54% have a net household income over € 3,000.



62% are male.



51% are between 20 and 49 years old.



36% have a technical/university degree.



36% are usually the spokesperson in a discussion group.

TAGESSPIEGEL

Politics

■ Wirtschafts Woche

Politics

ZEIT ONLINE

Politics, ze.tt, Political feature section

PRIVATE INVESTMENT CHANNEL

Digital reach: 1.37 million unique users



Shares, certificates, ETF, leverage products, foreign exchange



Total

Frankfurter Allgemeine

Finance/stock markets & markets, Finance/ financial market, Finance/stock market game

Handelsblatt

Stock market prices, markets, investment strategy

manager magazin

Finance/stock market, stock exchange



stock exchange



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



80% are male.



56% are between 30 and 59 years old.



35% have a technical/university degree.



44% are interested in financial investments.

RECRUITING CHANNEL

Digital reach: 4.88 million unique users

Frankfurter Allgemeine

Career, Job market

Handelsblatt

Career

manager magazin

Job & Career, Harvard Business Manager



Total

DER SPIEGEL

Job & Career, Start

Süddeutsche Zeitung

Career, Education Stiddeutsche Zeitung JETZT

Career, Education

TAGESSPIEGEL

Career



57% are male.



26% are between 16 and 29 years old.



38% have a technical/university degree.



12% are still in training.



43% have often become aware of interesting products and new ideas through advertising.





Success

ZEIT ONLINE

Labour, ZEIT Campus, ze.tt

TRAVEL CHANNEL

Digital reach: 3.68 million unique users



Total



Touristik & Business Travel

Frankfurter Allgemeine

Journey



Total

manager magazin

Journey



Total

DER SPIEGEL

Life/travelling

Süddeutsche Zeitung

Journey

TAGESSPIEGEL

Company/ Journey



Total

ZEIT ONLINE

Discover



55% have a net household income over € 3,000.



49% are female.



75% are between 20 and 59 years old.



38% have a technical/university degree.



69% are interested in (longer) holidays holiday trips.



34% book holidays once a quarter/half year on the Internet.

SPORT CHANNEL

Digital reach: 5.70 million unique users



Total

DEĈ2

Total

Frankfurter Allgemeine

Sport, Sport/ Rhine-Main

DER SPIEGEL

Sport

Süddeutsche Zeitung

Sport

TAGESSPIEGEL

Sport



Total



Sport



58% have a net household income over € 3,000.



69% are male.



46% are between 20 and 49 years old.



49% have a technical/university degree.



67% do sport regularly.

ECONOMY CHANNEL

Digital reach: 16.3 million unique users



Total

Cicero

Total



Economy



Finances

Frankfurter Allgemeine

Economy



54% have a net household income over € 3,000.



61% are male.



Total



Total



Total

DER SPIEGEL

Economy

Süddeutsche Zeitung

Economy

کیے

54% are between 20 and 49 years old.



33% have a technical/university degree.

TAGESSPIEGEL

Economy



Total

■ Wirtschafts ■ Woche

Economy

ZEIT ONLINE

Economy



85% are prepared to pay more for quality.

SCIENCE CHANNEL

Digital reach: 9.32 million unique users



Total

fachmedien mittelstand

Science

Frankfurter Allgemeine Knowledge FAZ PRO Digital

Economy App Total

Handelsblatt

Technology

manager magazin

Company/ Pharma



54% have a net household income over € 3,000.



58% are male.



Total

Spektrum.de

Total

DER SPIEGEL

Science

Süddeutsche Zeitung

Knowledge

TAGESSPIEGEL

Knowledge



55% are between 20 and 49 years old.



35% have a technical/university degree.



Total

■ Wirtschafts ■ Woche

Technology

wissen.de)

Total

ZEIT ONLINE

Knowledge



26% are among the first in their circle of acquaintances to try out new technologies.

WOMEN & MORE CHANNEL

Digital reach: 2.7 million unique users

Stiddeutsche Zeitung | ETZT

The Female Gaze with targeting women

Spektrum.de

Total with targeting women

Süddeutsche Zeitung Magazir

Total with targeting women

ZEIT

Total with targeting women

ZEIT SONLINE

Ze.tt with targeting women



54% have a net household income over € 3,000.



44% live in a household with three or more people.



47% are between 16 and 39 years old.



66% do sport regularly.



68% are mobile and travel a lot.



67% have a high school diploma or a technical/university degree.

YOUNG GENERATION CHANNEL

Digital reach: 2.11 million unique users

DER SPIEGEL

Start

Stiddeutsche Zeitung
JETZT

Total

ZEIT ONLINE

ze.tt, Campus

musikexpress.

Total



55% have a net household income over € 3,000.



53% are female.



50% are between 20 and 39 years old.



41% have a technical/university degree.



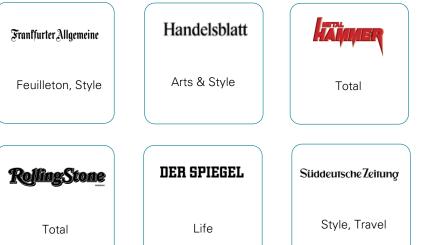
39% are interested in financial investments.



43% have often become aware of interesting products and new ideas through advertising.

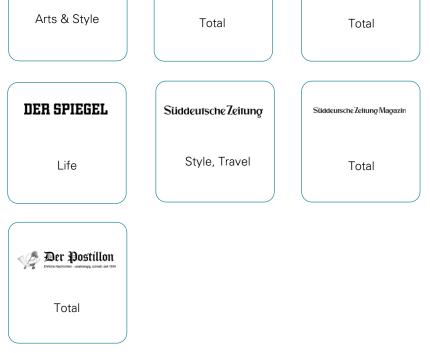
FEEL GOOD CHANNEL

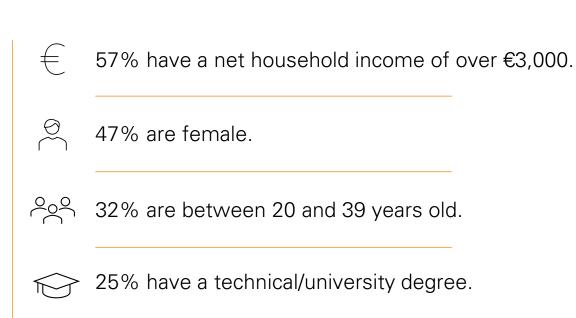
Digital reach: 41.21 million unique users



ZEIT MAGAZIN

Travel





Work-life balance is particularly important to

92% think fun and enjoyment

particularly important.

72%.

musikexpress.

DAS_UMFELD IN A NEW DIMENSION

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

international@iqdigital.de

