

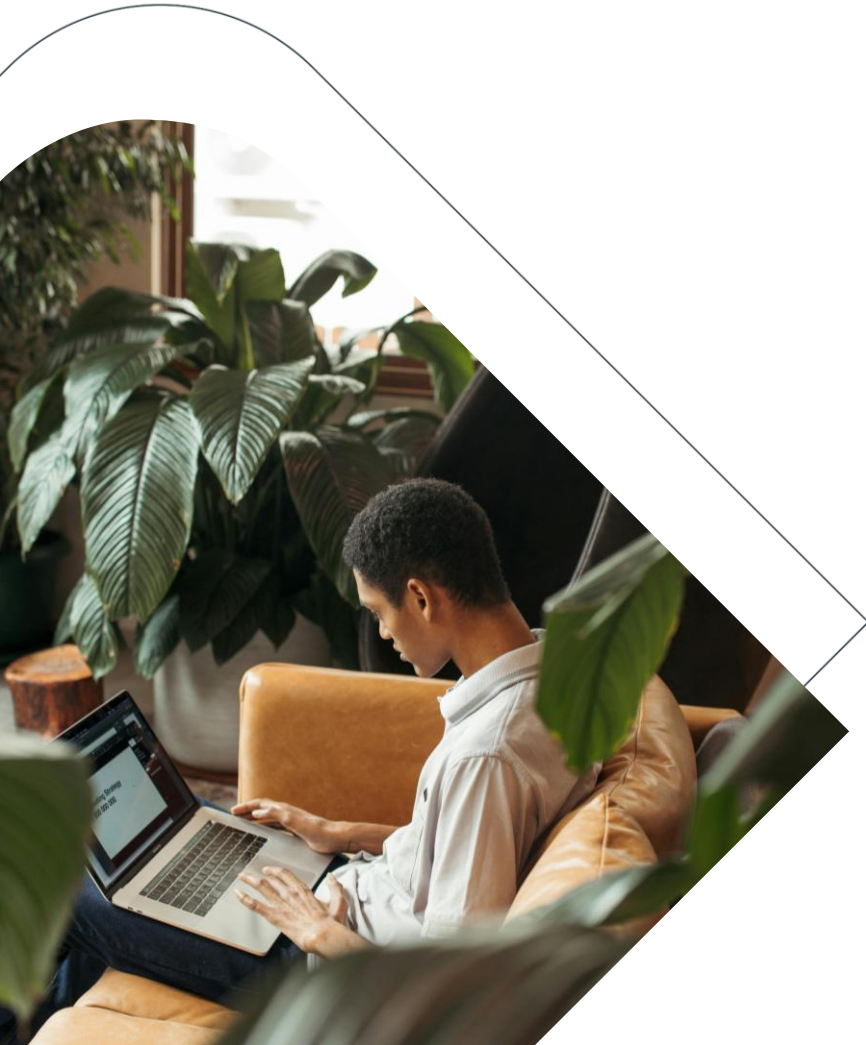
# TOPIC CHANNEL

Your message in environments for target groups with an affinity for the topic

iq digital



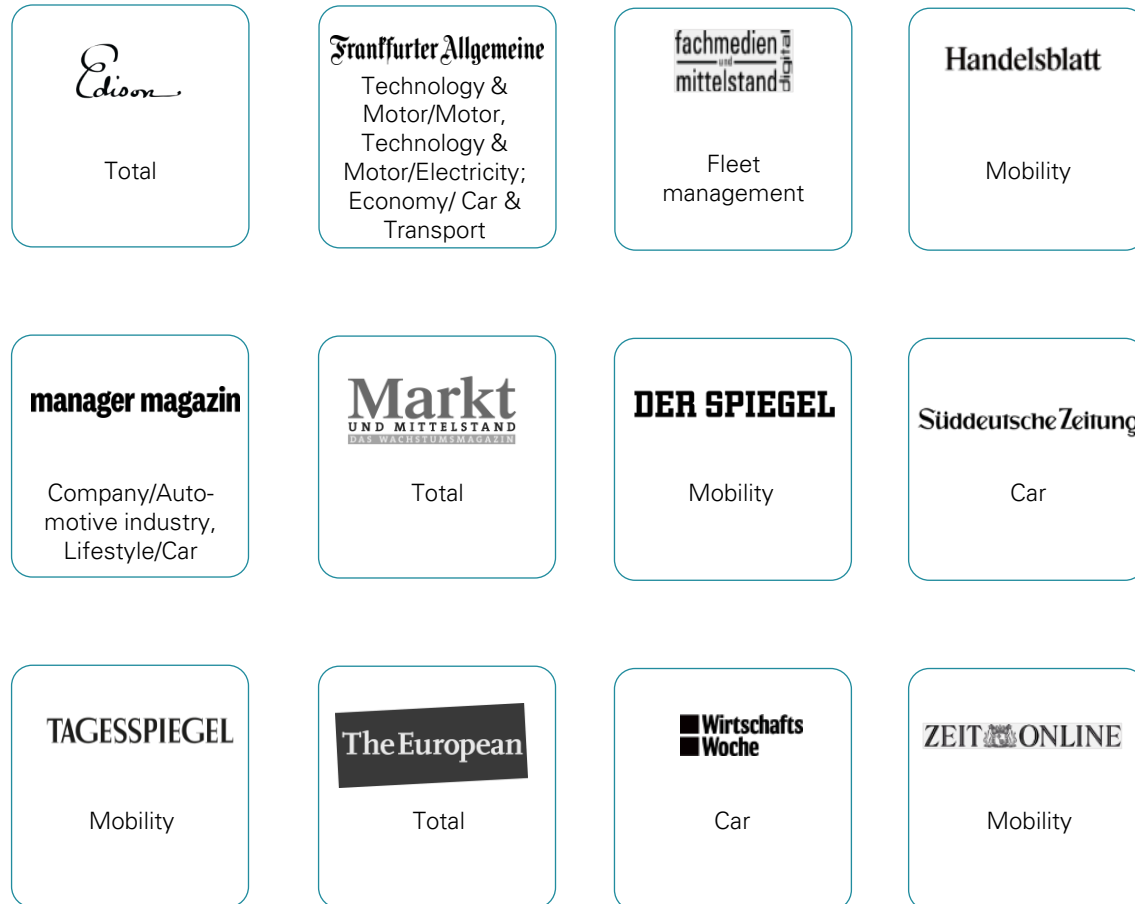
# WE OFFER YOU THESE TOPIC CHANNELS



1	Car	13	Middle class
2	B2B Cars	14	Sustainability
3	B2B	15	Quality Media
4	Consumer	16	Politics
5	Digitisation	17	Private-Investment
6	E-Mobility	18	Recruiting
7	Film & Entertainment	19	Journey
8	Finances	20	Sport
9	Fund	21	Economy
10	Health	22	Science
11	Homepage	23	Women & more
12	Lifestyle	24	Young Generation
		25	Feel Good Channel

# CAR CHANNEL

Digital reach: 9.52 million unique users



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.



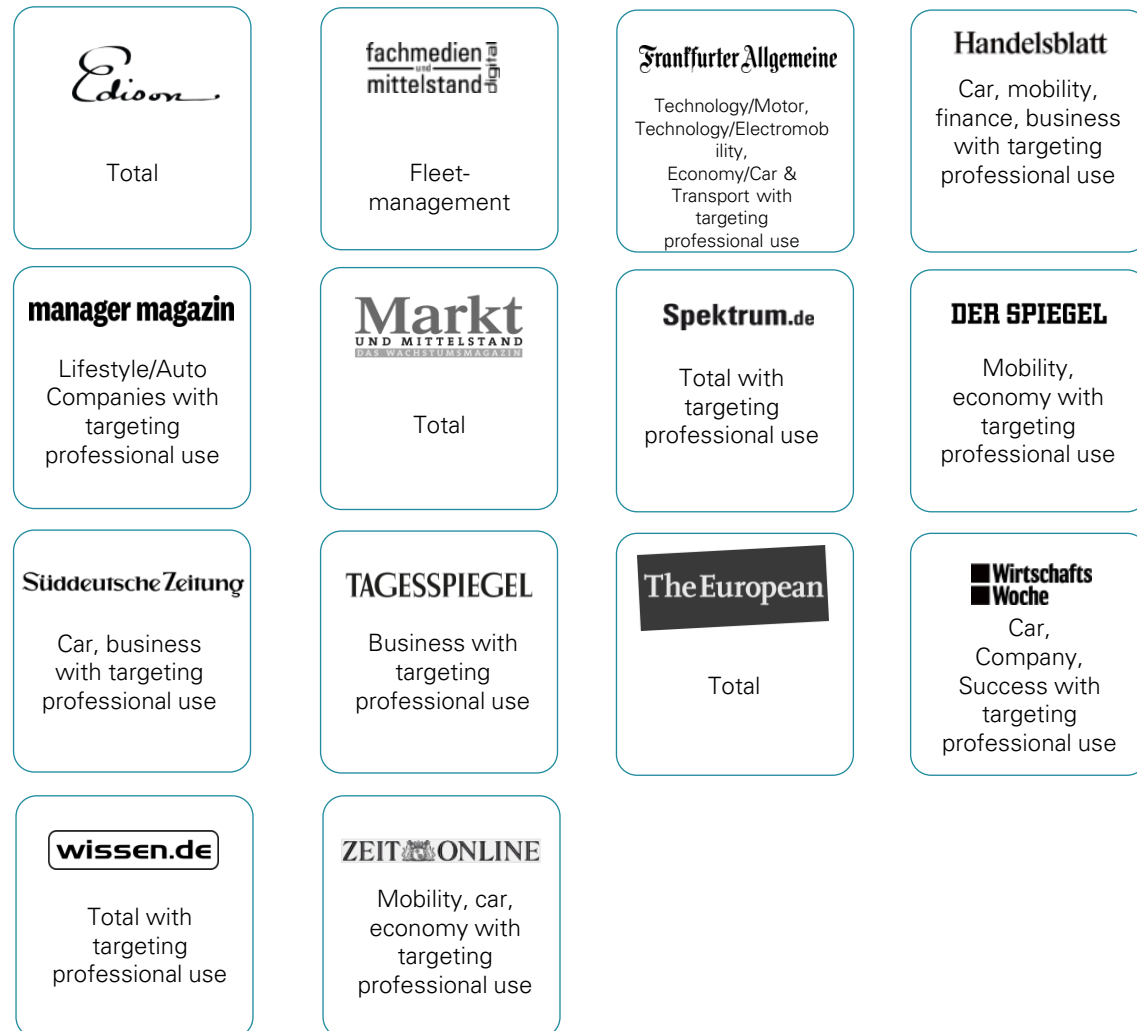
85% are prepared to pay more for quality to pay more money for quality.



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

# CAR B2B CHANNEL

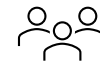
Digital reach: 3.3 million unique users



67% are male.



32% Self-employed/proprietors/freelancers.



56% are between 20 and 49 years old.



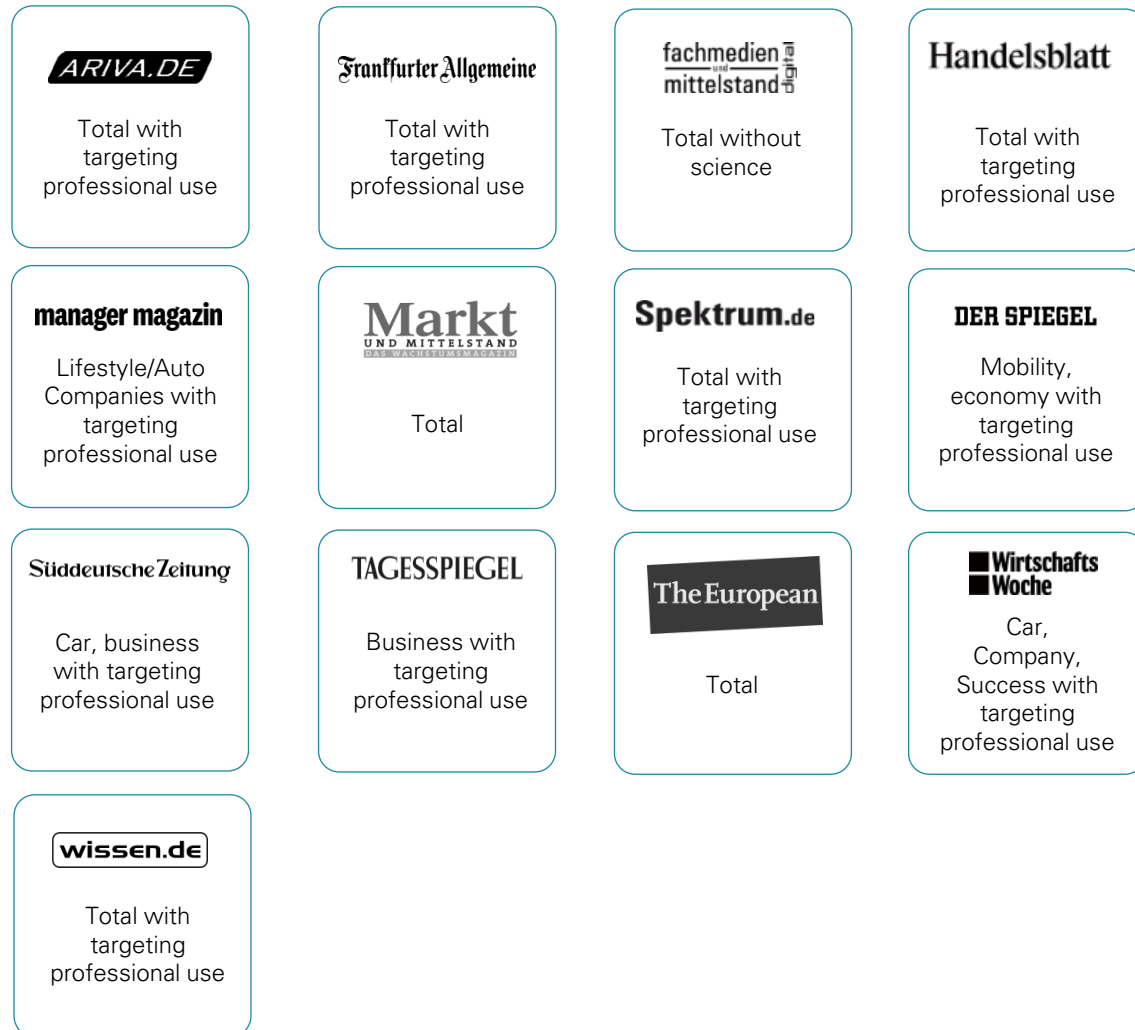
48% work in the areas of finance, controlling and accounting.



90% are employed in SMEs.

# B2B CHANNEL

Digital reach: 14.59 million unique users



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.



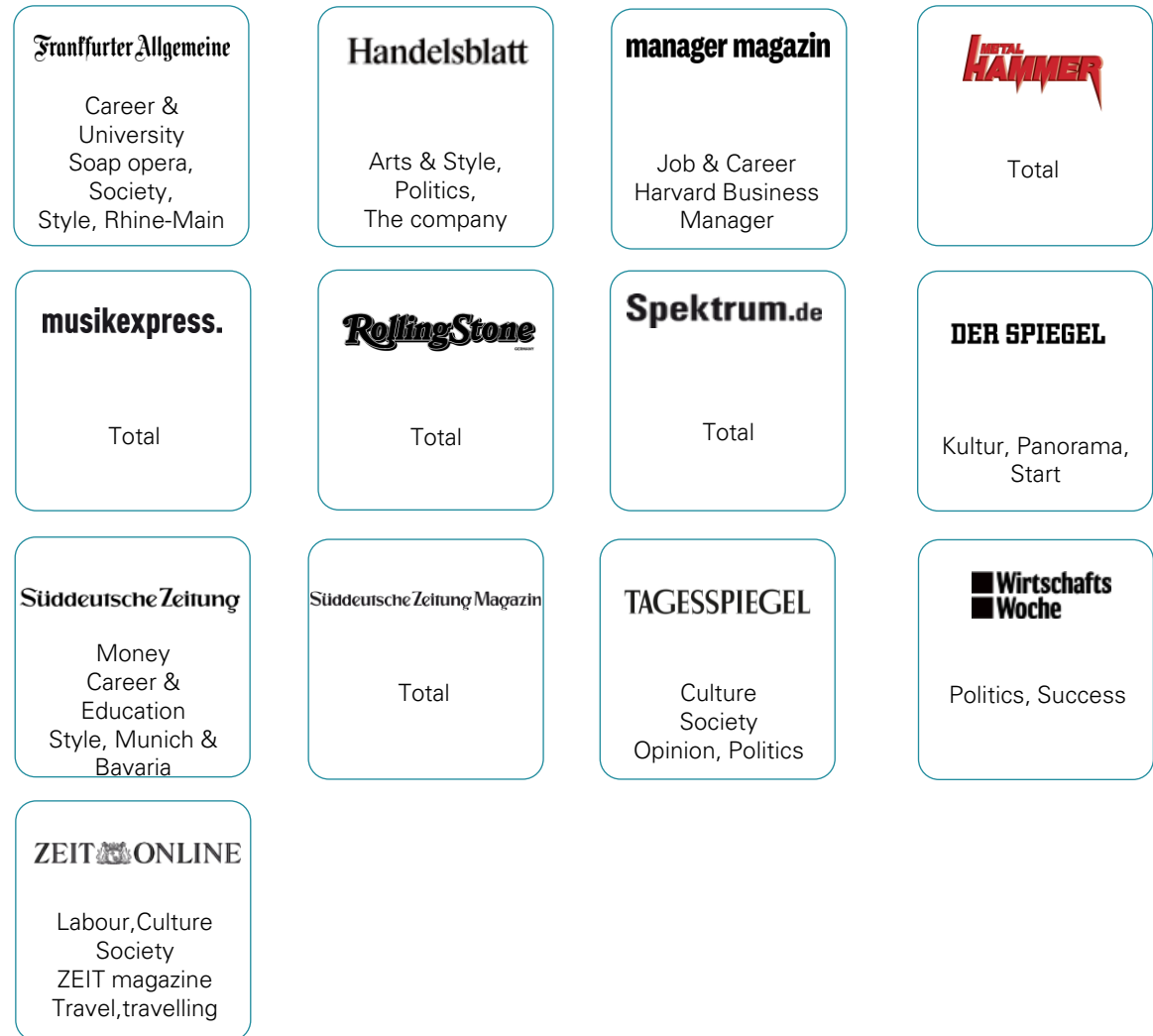
85% are employed.



89% are employed in SMEs.

# CONSUMER-CHANNEL

Digital reach: approx. 20 million unique users



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.

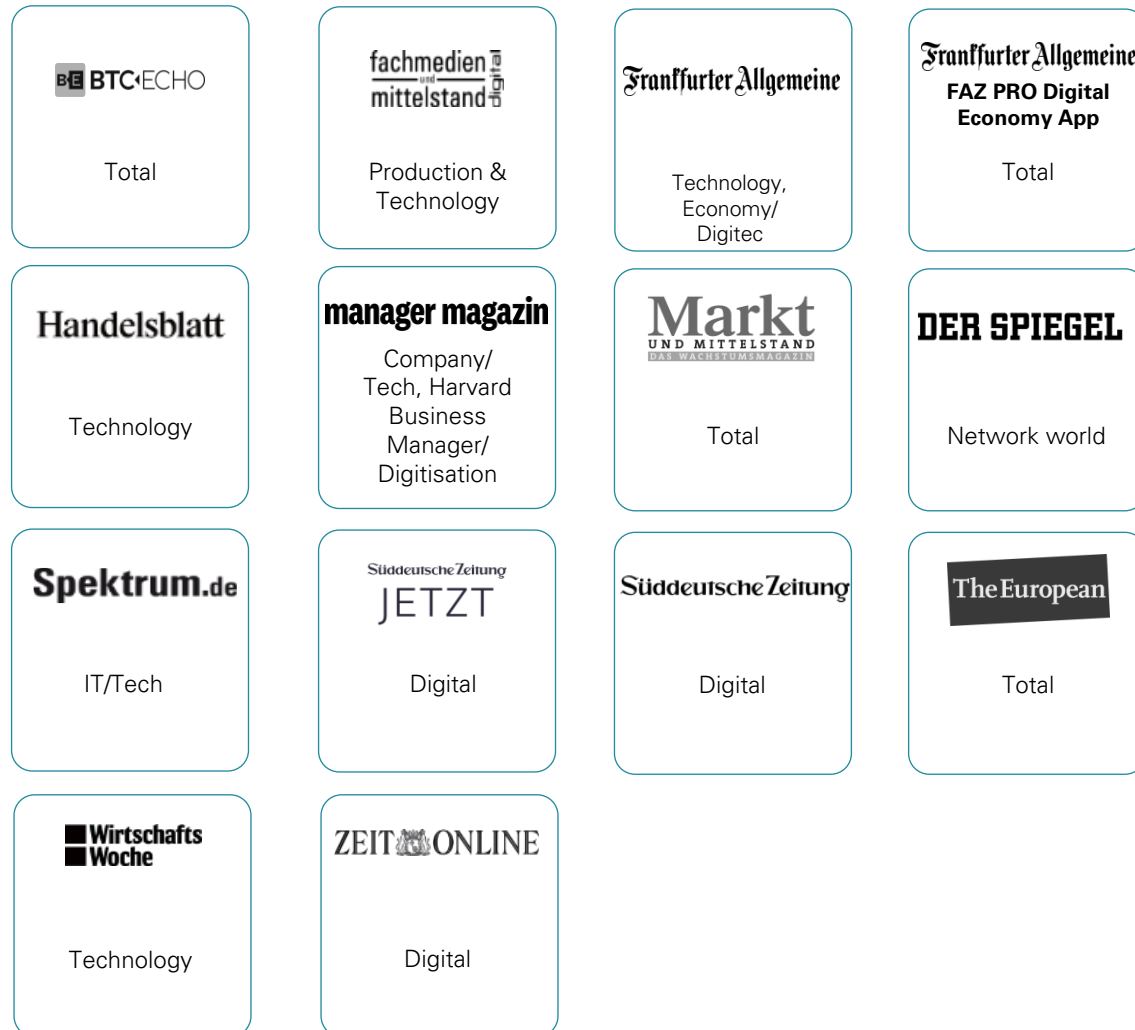


87% are prepared to pay more for quality to pay more money for quality.



# DIGITISATION CHANNEL

Digital reach: 5 million unique users



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



67% are male.



59% are between 20 and 49 years old.



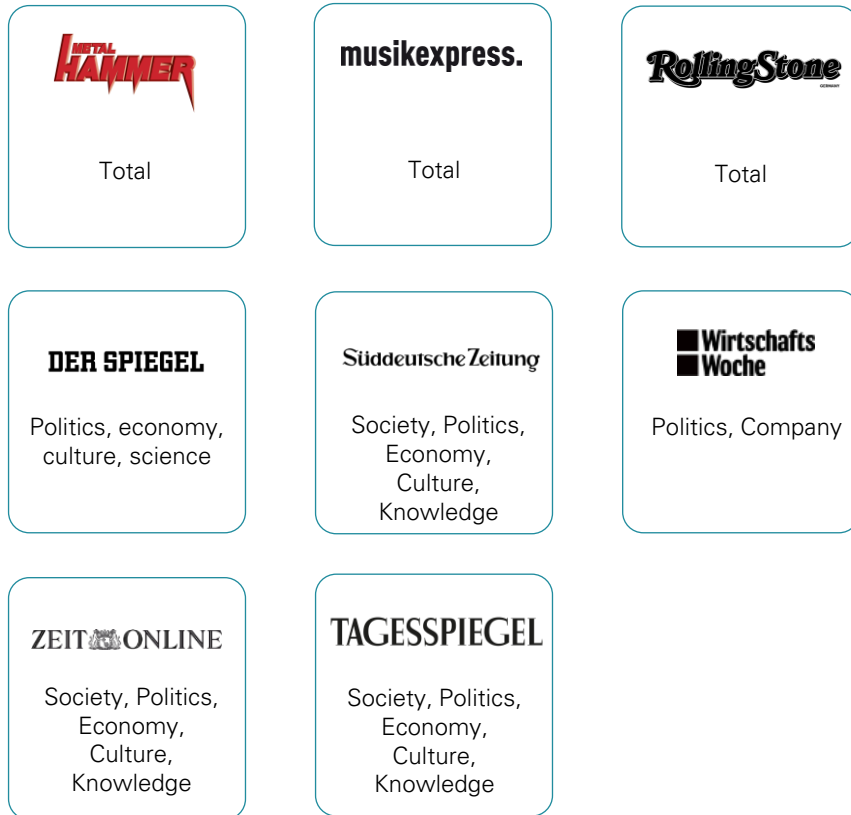
40% have a technical/university degree.



38% sind Opinion Leader.

# SOCIETY CHANNEL

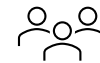
Digital reach: 8.75 million unique users



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



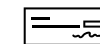
53% are male.



52% are between 20 and 49 years old.



34% have a technical/university degree.

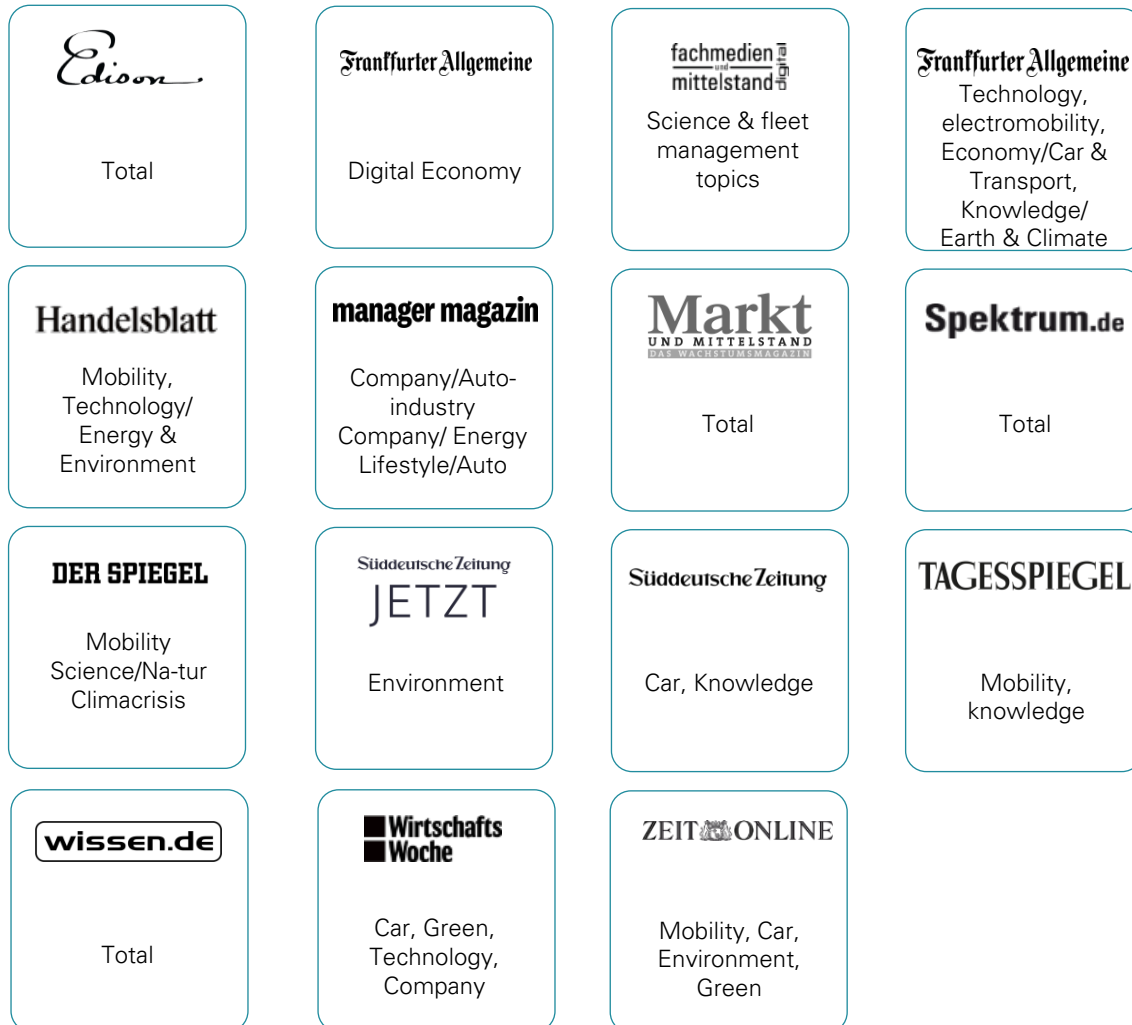


59% say that advertising gives them a good overview of the wide range of offers.



# E-MOBILITY CHANNEL

Digital reach: 10.44 million unique users



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

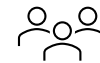
Digital reach: 3.16 million unique users



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.



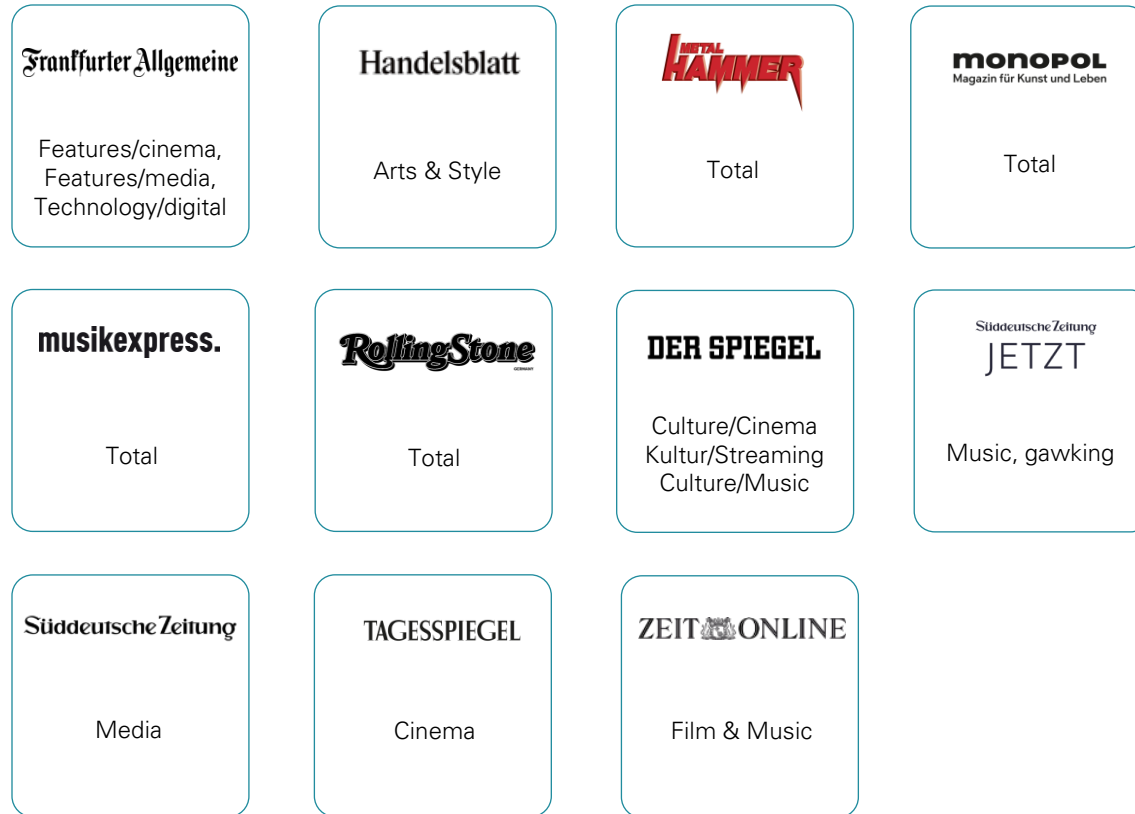
33% have children in the household.



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

# FILM AND ENTERTAINMENT CHANNEL

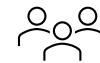
Digital reach: 7.04 million unique users



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



54% are male.



52% are between 20 and 49 years old.



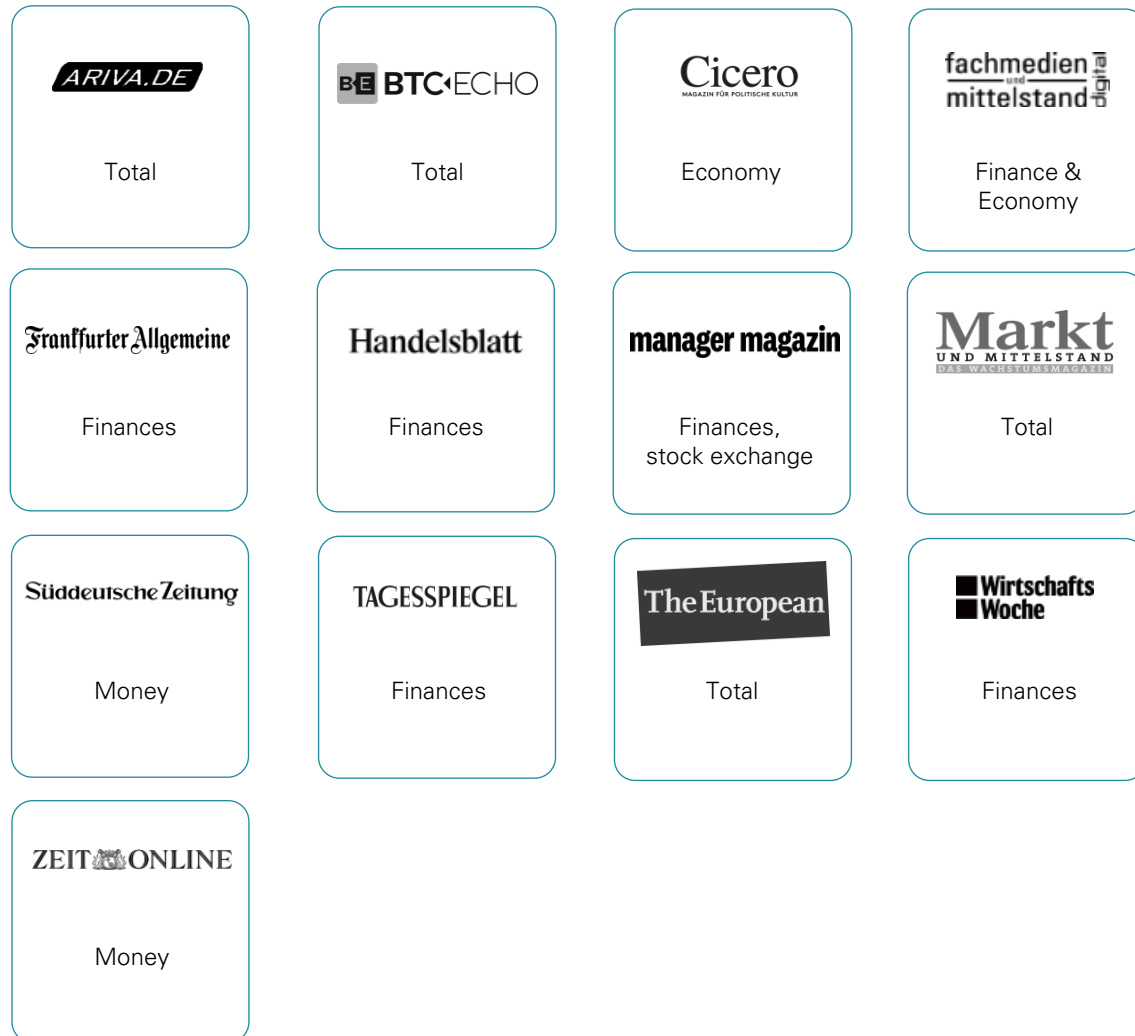
37% have a technical/university degree.



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

# FINANCE CHANNEL

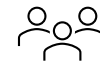
Digital reach: 4.47 million unique users



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



68% are male.



54% are between 20 and 49 years old.



34% have a technical/university degree.



42% are interested in financial investments.

# FUND CHANNEL

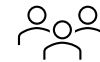
Digital reach: 7.05 million unique users



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



53% are male.



75% are between 20 and 59 years old.



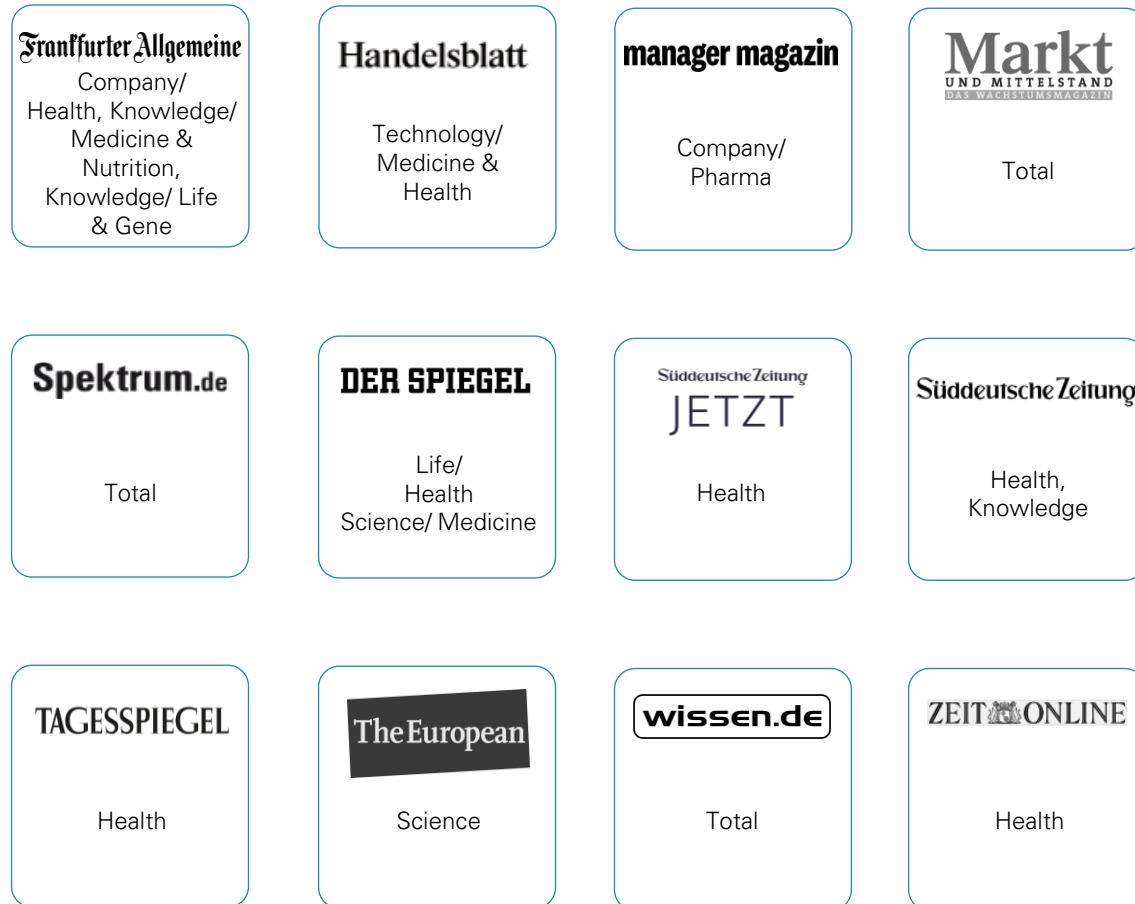
35% have a technical/university degree.



43% are interested in financial investments.

# HEALTH CHANNEL

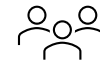
Digital reach: 7.10 million unique users



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.

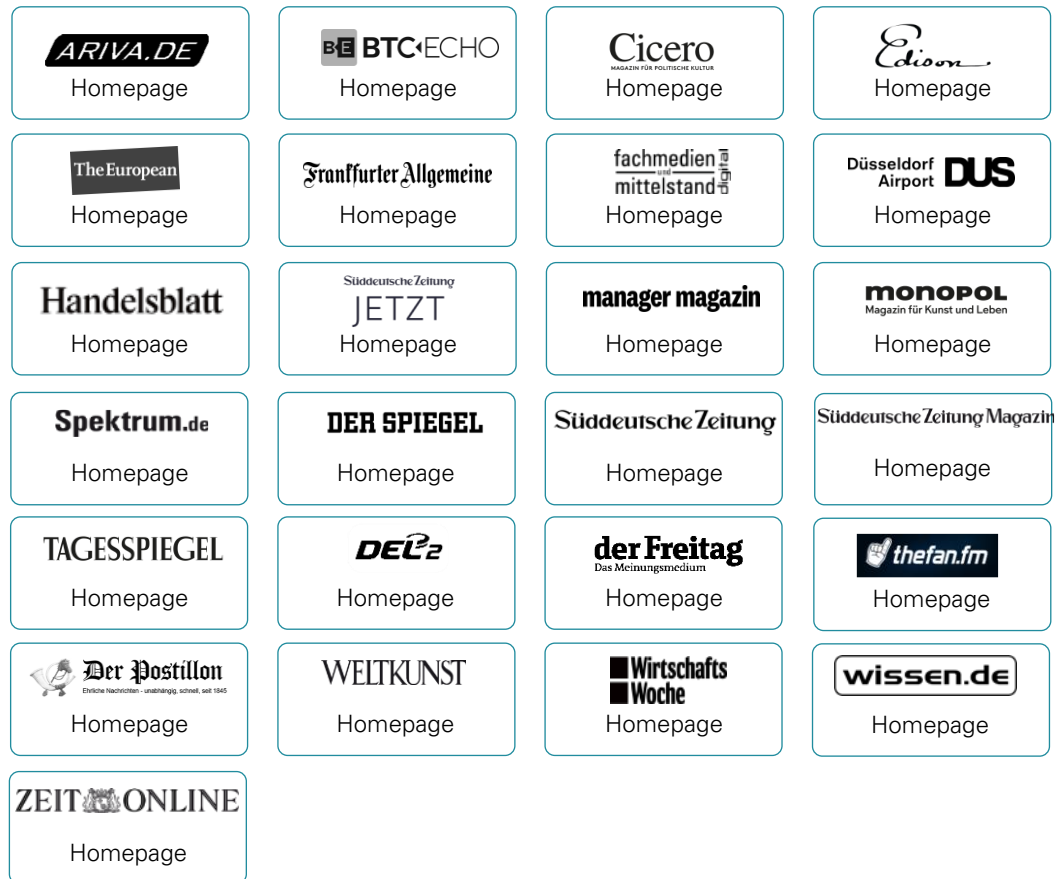


85% are prepared to pay more for quality to pay more money for quality.



# HOMEPAGE CHANNEL

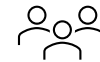
Digital reach: 6.3 million unique users



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



62% are male.



57% are between 20 and 49 years old.



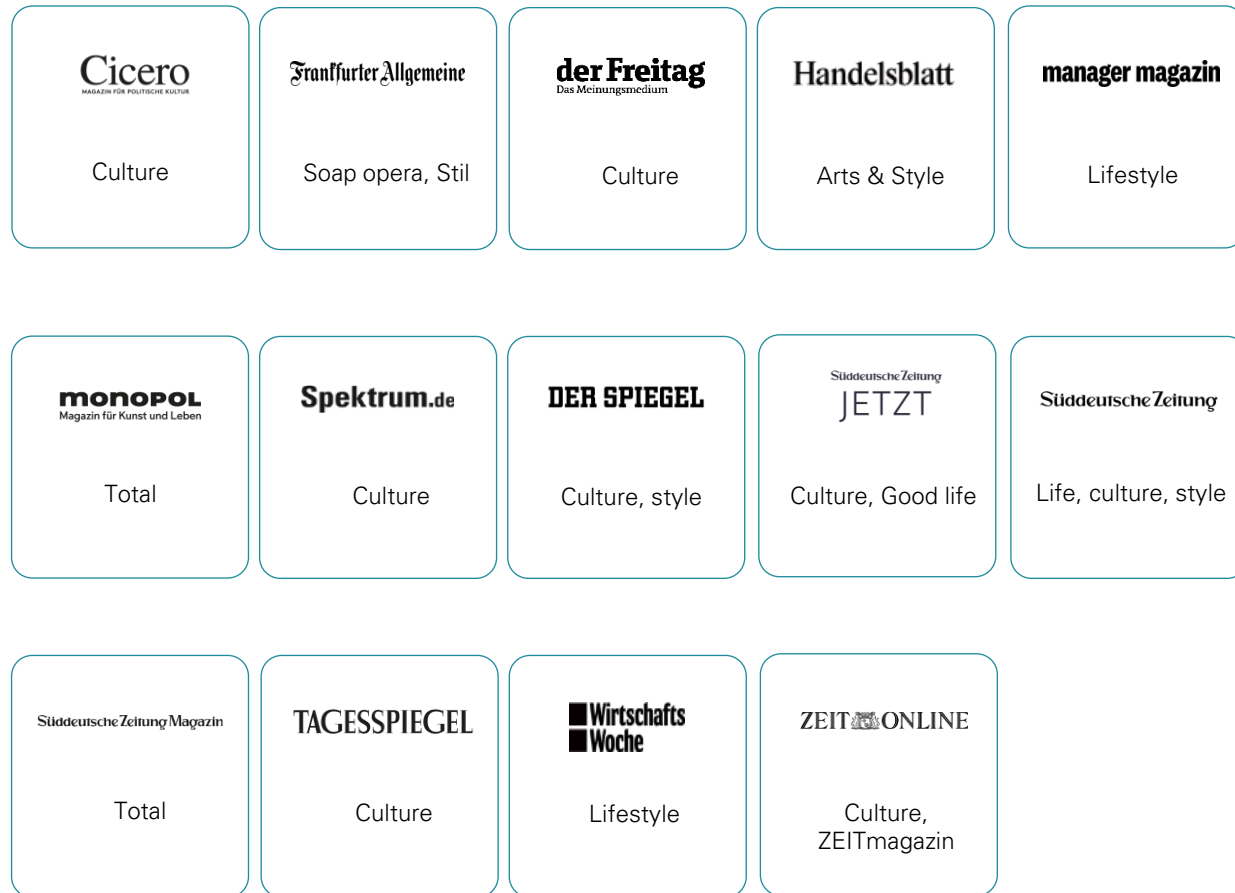
42% have a technical/university degree.



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

# LIFESTYLE CHANNEL

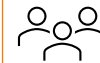
Digital reach: 11.2 million unique users



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



48% are female.



48% are between 20 and 49 years old.



40% have a technical/university degree.



58% see themselves as individualists.

# SME CHANNEL

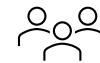
Digital reach: 9.42 million unique users



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.



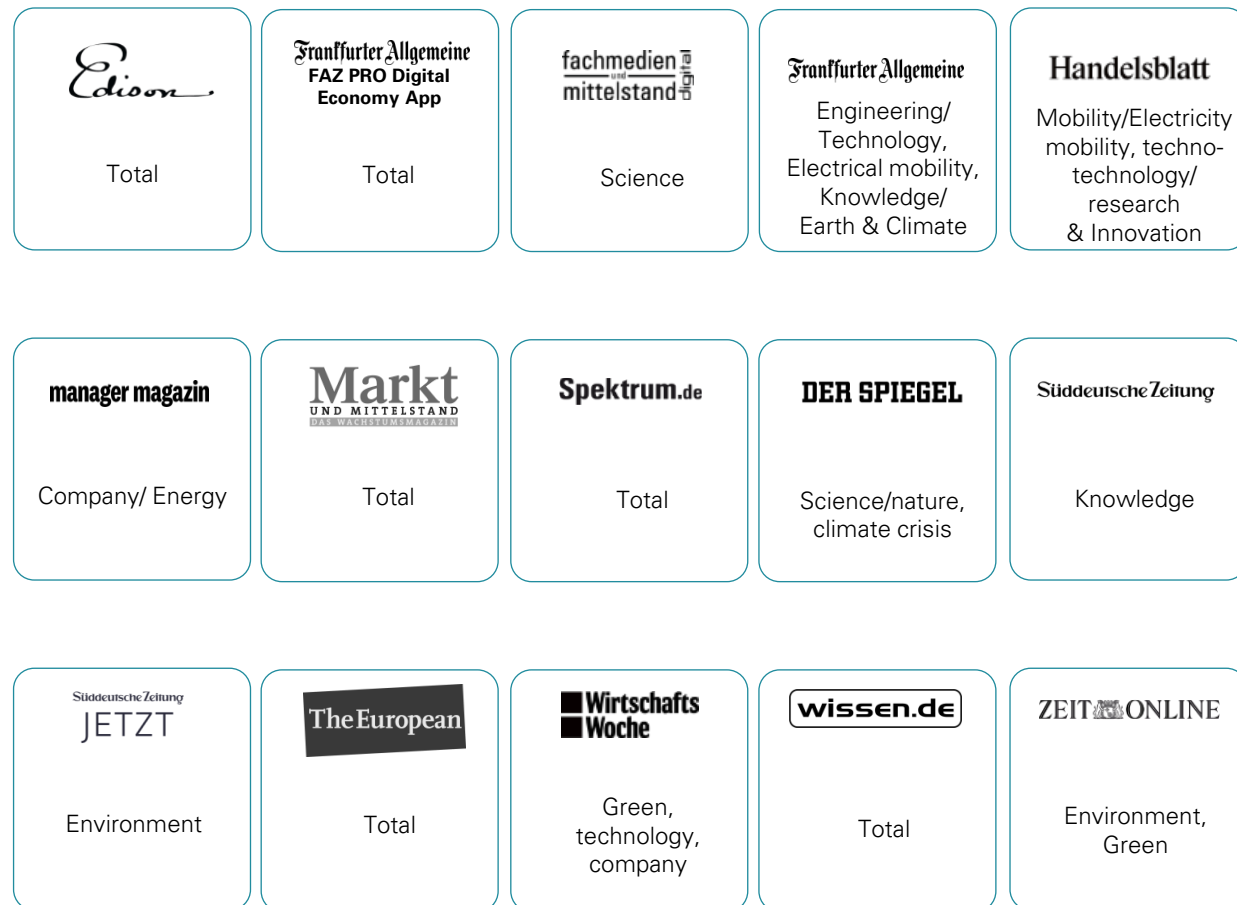
64% are fully or partially employed.



41% are interested in financial investments.

# SUSTAINABILITY CHANNEL

Digital reach: 8.56 million unique users



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



40% are female.



56% are between 20 and 49 years old.



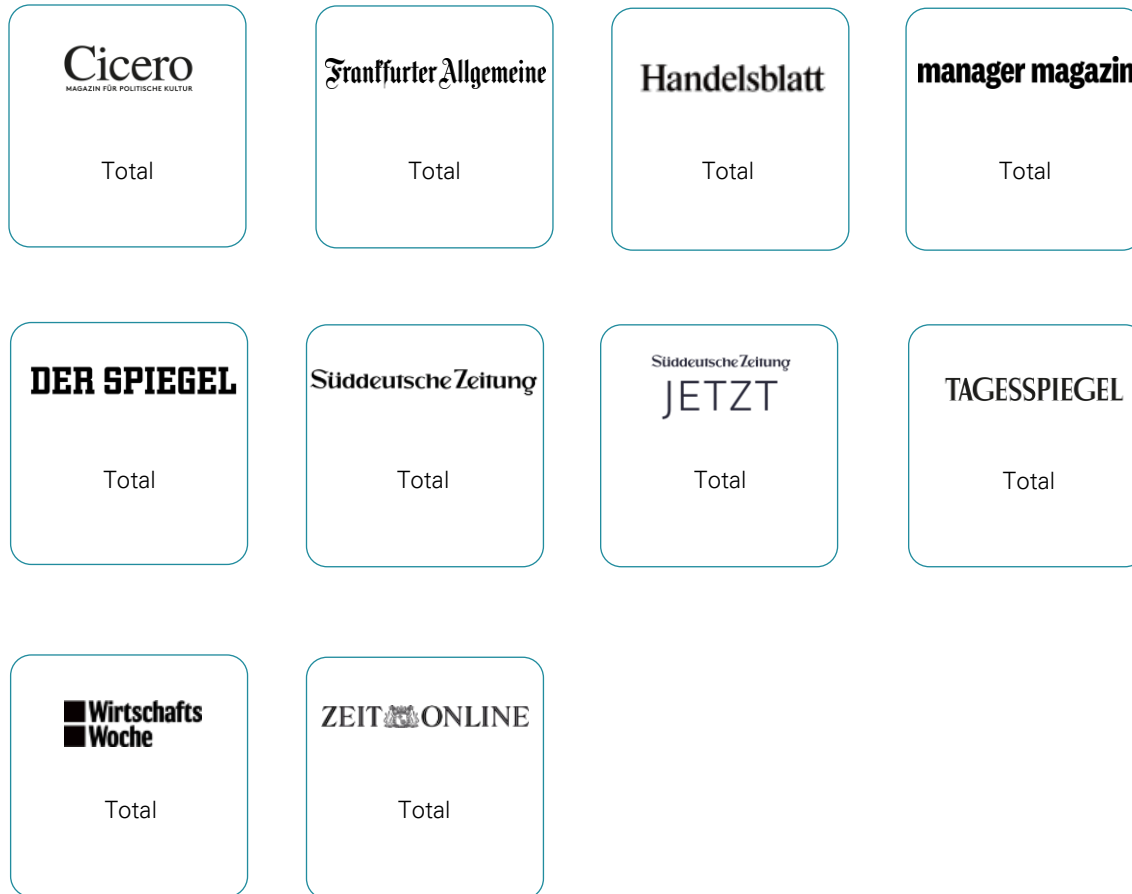
35% have a technical/university degree.



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

# QUALITY MEDIA CHANNEL

Digital reach: 30.98 million unique users



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



45% are female.



52% are between 20 and 49 years old.



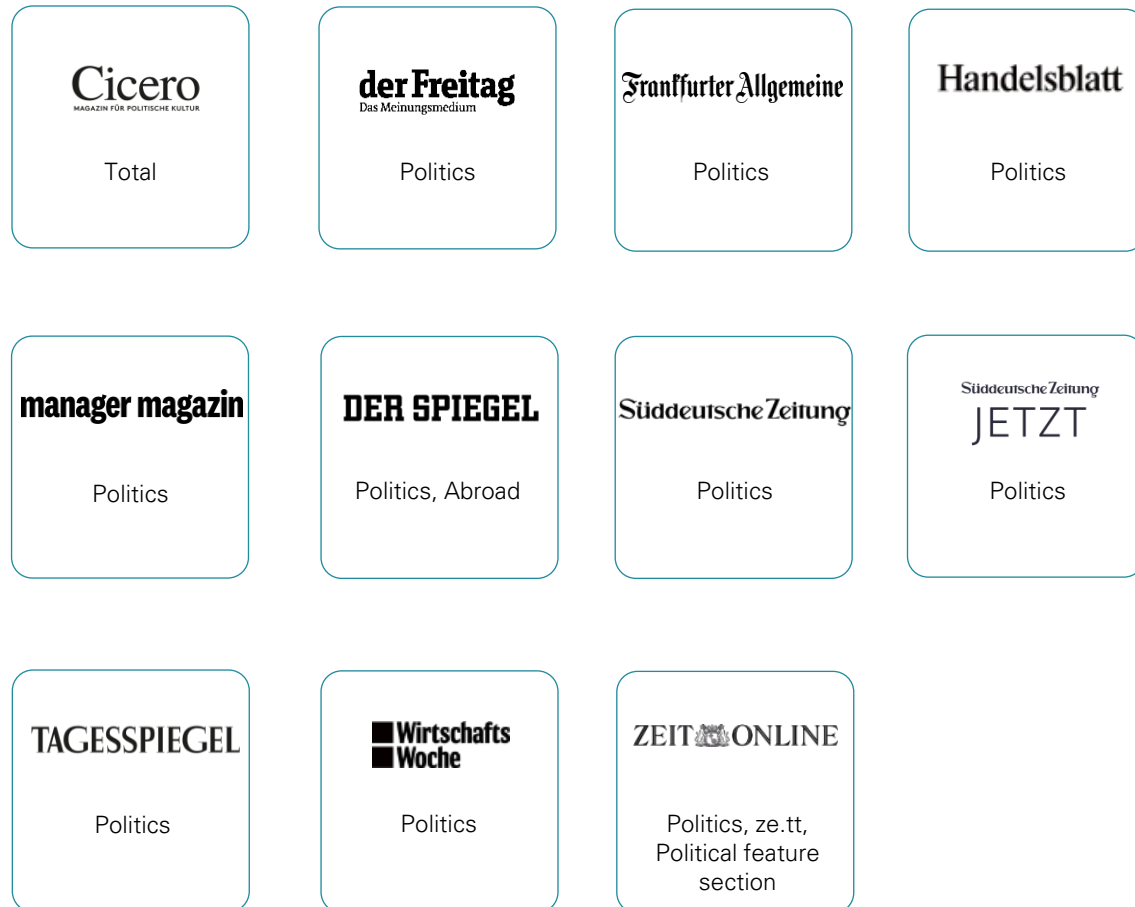
29% have a technical/university degree.



61% are fully or partially employed.

# POLITICS CHANNEL

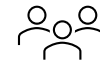
Digital reach: 11.83 million unique users



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.

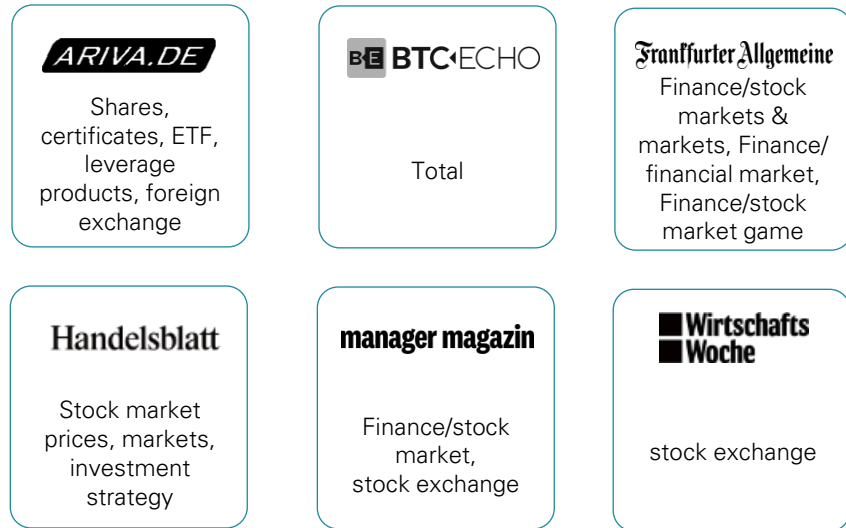


36% are usually the spokesperson in a discussion group.



# PRIVATE INVESTMENT CHANNEL

Digital reach: 1.37 million unique users



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



80% are male.



56% are between 30 and 59 years old.



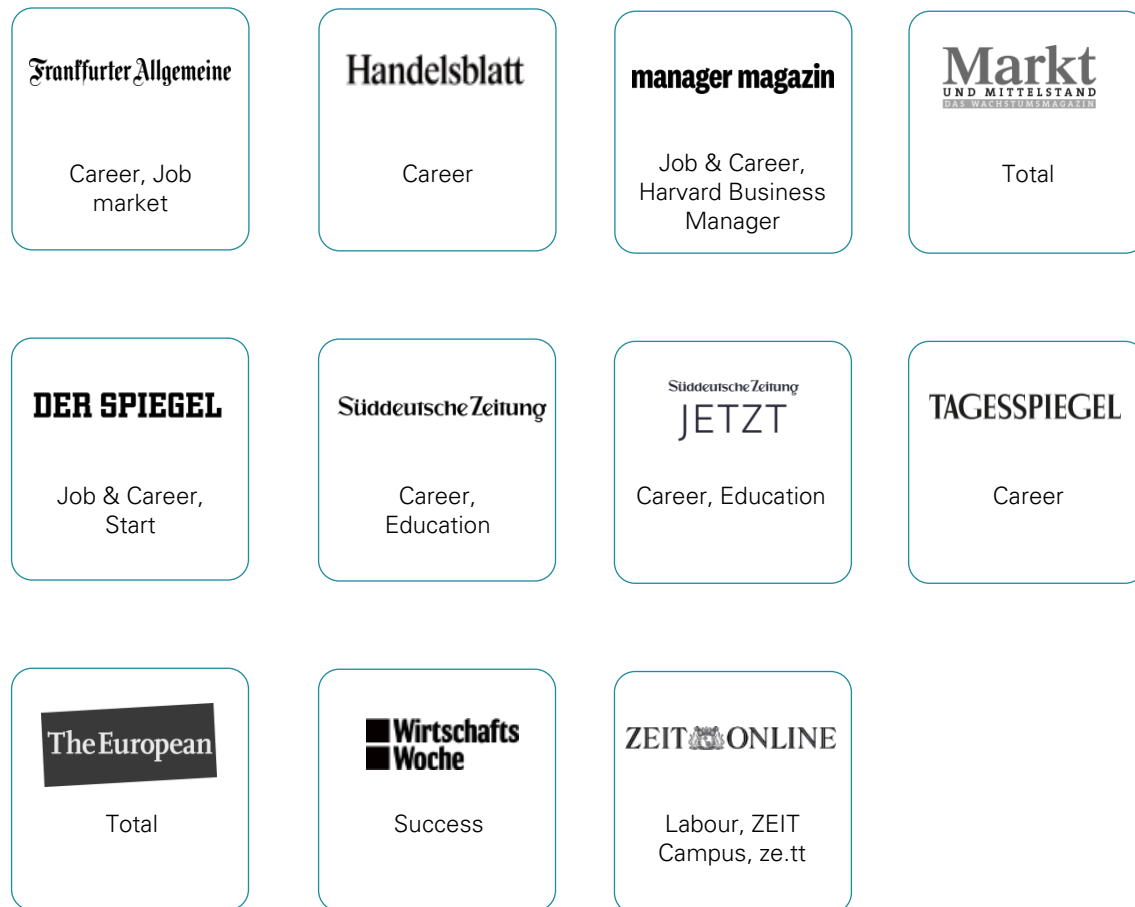
35% have a technical/university degree.



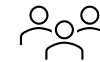
44% are interested in financial investments.

# RECRUITING CHANNEL

Digital reach: 4.88 million unique users



57% are male.



26% are between 16 and 29 years old.



38% have a technical/university degree.



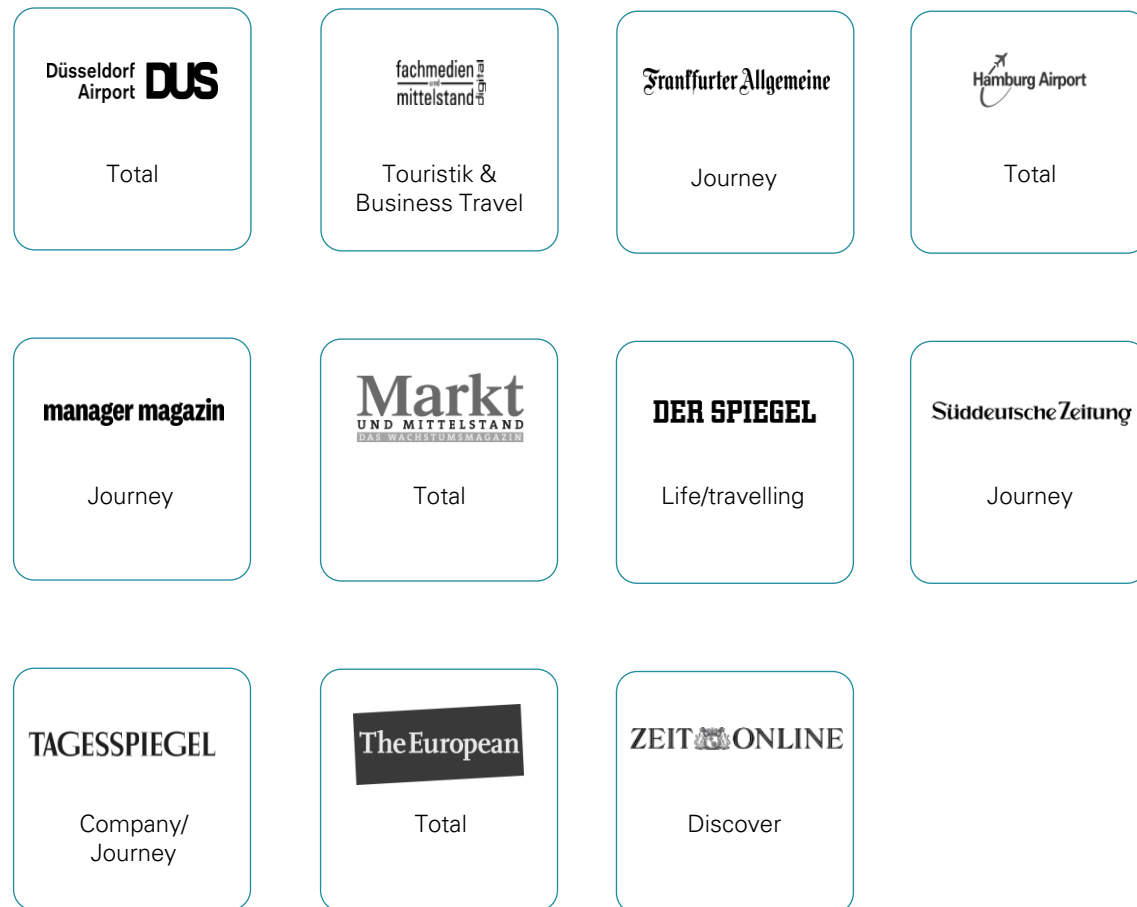
12% are still in training.



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

# TRAVEL CHANNEL

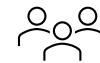
Digital reach: 3.68 million unique users



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.



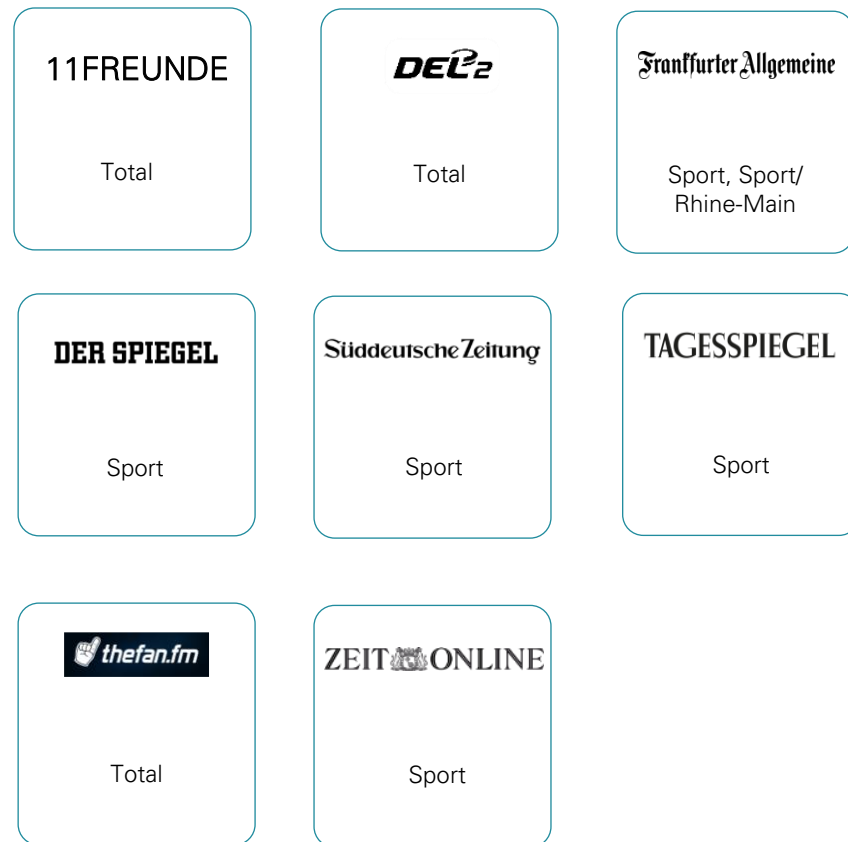
69% are interested in (longer) holidays holiday trips.



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

# SPORT CHANNEL

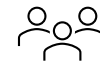
Digital reach: 5.70 million unique users



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



69% are male.



46% are between 20 and 49 years old.



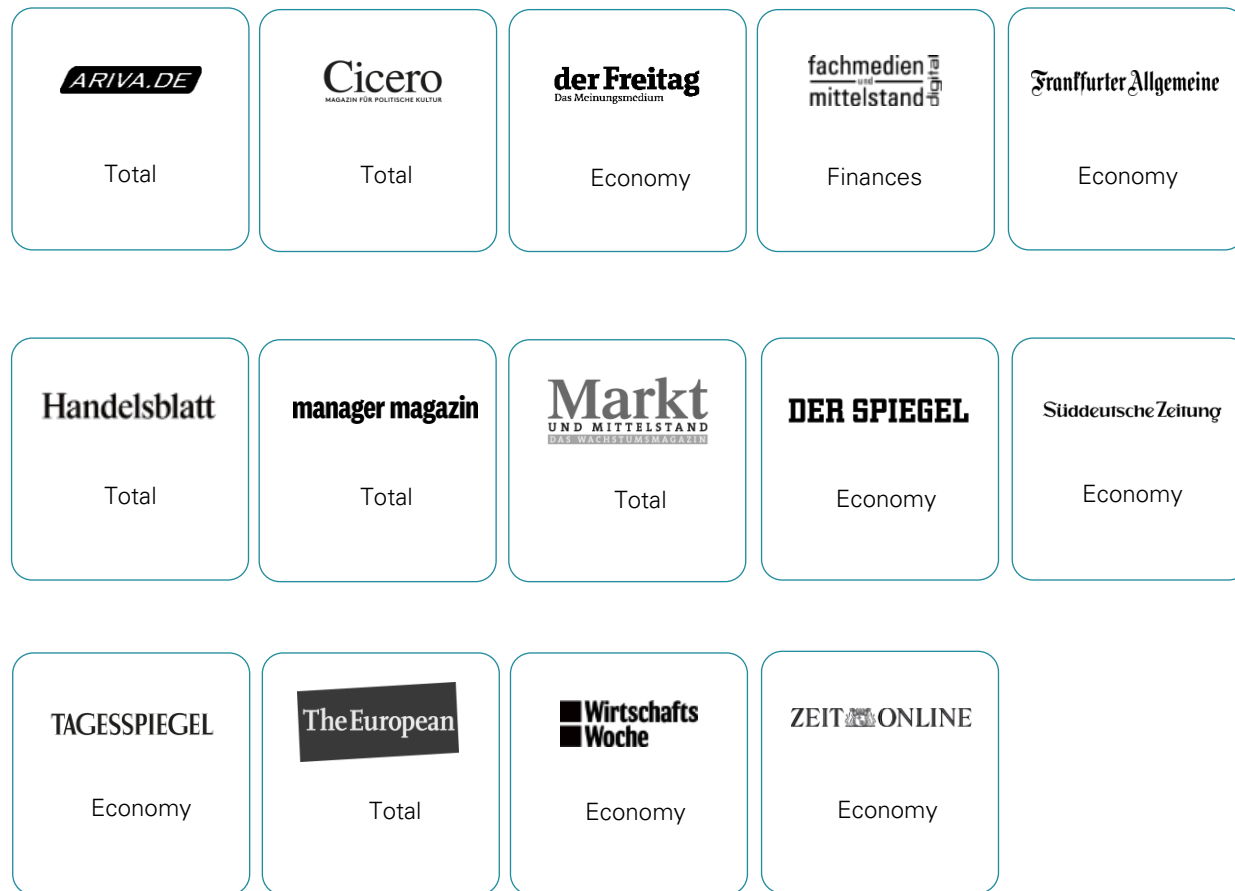
49% have a technical/university degree.



67% do sport regularly.

# ECONOMY CHANNEL

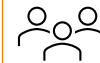
Digital reach: 16.3 million unique users



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



61% are male.



54% are between 20 and 49 years old.



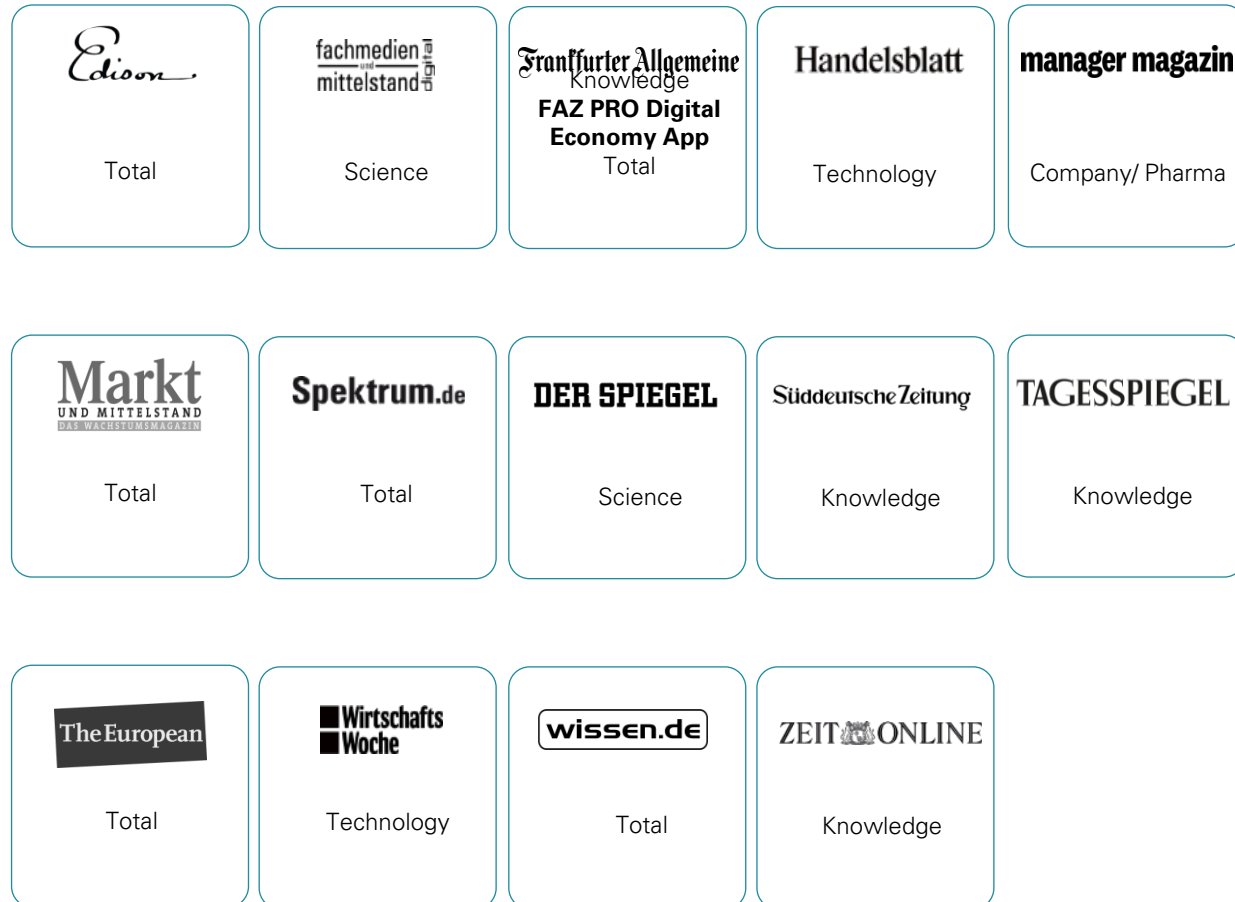
33% have a technical/university degree.



85% are prepared to pay more for quality.

# SCIENCE CHANNEL

Digital reach: 9.32 million unique users



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



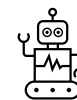
58% are male.



55% are between 20 and 49 years old.



35% have a technical/university degree.

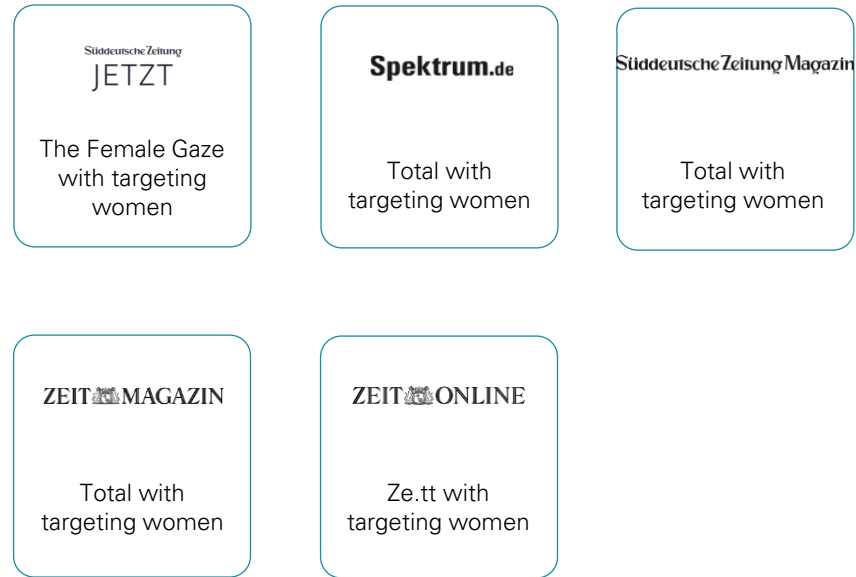


26% are among the first in their circle of acquaintances to try out new technologies.



# WOMEN & MORE CHANNEL

Digital reach: 2.7 million unique users



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

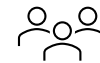
Digital reach: 2.11 million unique users



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.