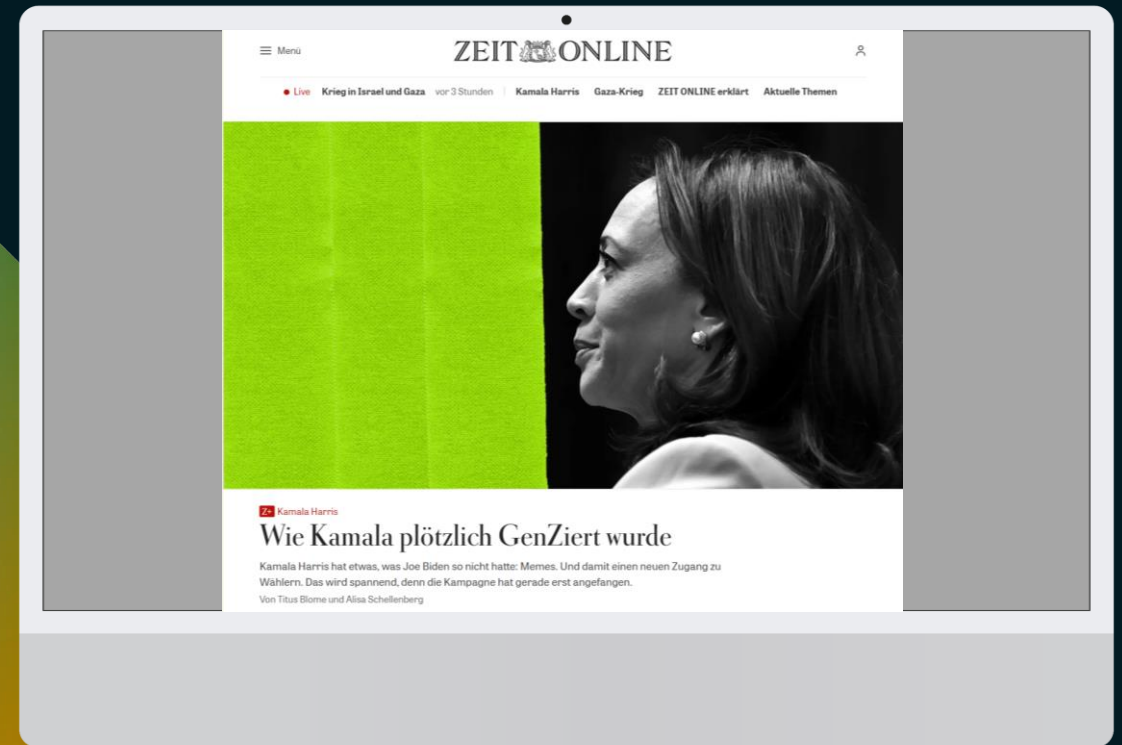


MEDIA DATA

ZEIT ONLINE

We initiate social discourses



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

ZEIT  ONLINE

Cutting-edge quality journalism with the highest journalistic standards



'ZEIT ONLINE stands for the analytical classification of world events, for elaborate data visualisations and digital storytelling, for a broad spectrum of viewpoints.'

Jochen Wegner

WHAT MAKES US SPECIAL

ZEIT ONLINE triggers social discourse

THE MOST IMPORTANT FACTS IN A BRIEF

ZEIT ONLINE reports confidently and calmly on the most important topics of the present while always keeping an eye on the future. All topics are covered in the reporting, with particular strength in news, politics, society, knowledge and culture. ZEITmagazin represents the emotional side of ZEIT ONLINE and offers magazine journalism on fashion & design, food & drink.

SPECIAL STRENGTHS

- ◆ Comprehensive background reports and in-depth analyses.
- ◆ Classification and diversity of opinion take precedence over sensationalism and speed.
- ◆ Major focus on young target groups through sections such as ZEIT CAMPUS and ze.tt.
- ◆ Promotion of discourse through guest authors and an active reader community.

INNOVATION

- ◆ Trend-setting data journalism with elaborate and interactive visualisations.
- ◆ Largest podcast portfolio in Germany.
- ◆ Democracy projects 'Deutschland spricht' and 'Europe talks' counteract the division in our society.
- ◆ The annual 'Z2X' festival brings together young people with ideas that make our world a little better.

WHO MAKES US STAND OUT

Our promise of quality is honoured

DIE REDAKTIONEN
DES JAHRES 2023



The ZEIT editorial team won 31 journalism prizes in 2023, including prestigious awards such as the Theodor Wolff Prize and the German Reporter:innen Prize. It was therefore named **Editorial Team of the Year 2023**.

DIE ZEIT



Verbrechen

ZEIT Verbrechen by Sabine Rückert and Andreas Sentker is one of the most successful podcasts in Germany. They won the **Gold Lead Award** in 2019 and the German Podcast Award in the 'Best Journalistic Achievement' category in 2020. In 2024, the podcast was even filmed as a **series and documentary**.



ZEIT ONLINE Editor-in-Chief Jochen Wegner was honoured as "**Editor-in-Chief of the Year**" by Medium magazine in 2017: "He has become a pioneer of digital quality journalism in Germany."

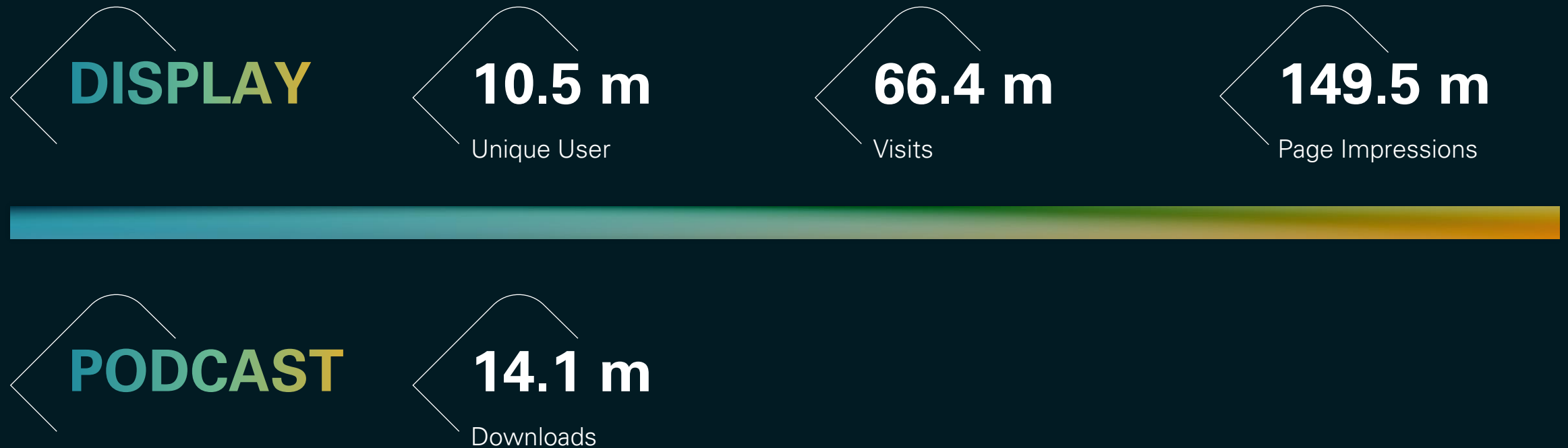


Deutschland
spricht

The 'Germany Speaks' democracy project developed by ZEIT ONLINE received the **Grimme Online Award** in 2018: 'Journalism that counteracts polarisation and promotes mutual respect between political opponents,' was the jury's verdict.

OUR REACH

Reach millions of loyal and interested users



OUR DECISION-MAKERS

According to LAE 2024, ZEIT ONLINE reaches 747 thousand **decision-makers** in Germany

C-LEVEL

178 thous

28% reach¹

¹ Senior executives/
board members/
managing directors/
directors/office/plant/
works managers

FINANCE

414 thous

23% reach²

² Sole/delegation/
co-decision-
makers Finances

MEDIUM-SIZED

376 thous

21% reach³

³ Medium-sized companies
(SMEs) (< 250 employees and
up to 50 million euros
turnover)

MANAGEMENT BOARD

588 thous

25% reach⁴

⁴ Sole/delegation/ co-
decision-makers
Company and
management board

OUR USERS

Reach exactly the right target group for your campaign

DECISION MAKERS & OPINION LEADERS

36 % are between 40 - 59 years old

55 % 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

62 % are educated above average

84 % attach great importance to individuality

22 % are trendsetters

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](#)

