

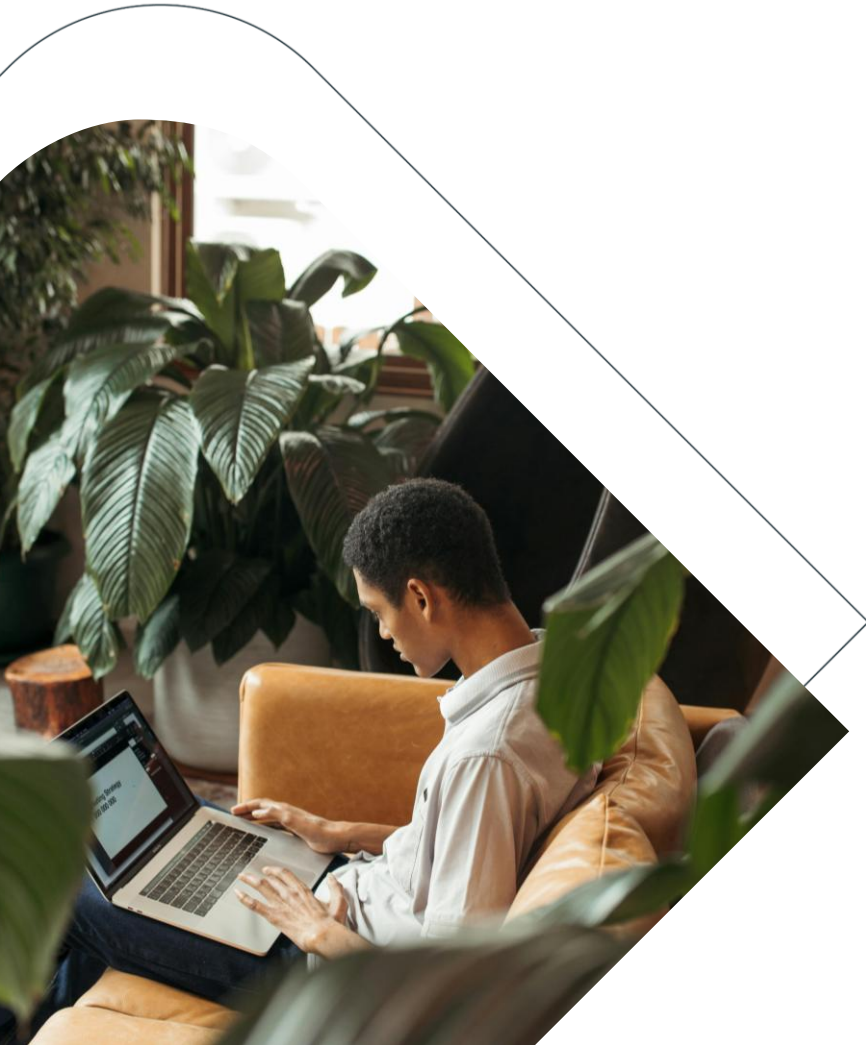
TOPIC CHANNEL

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

iq digital



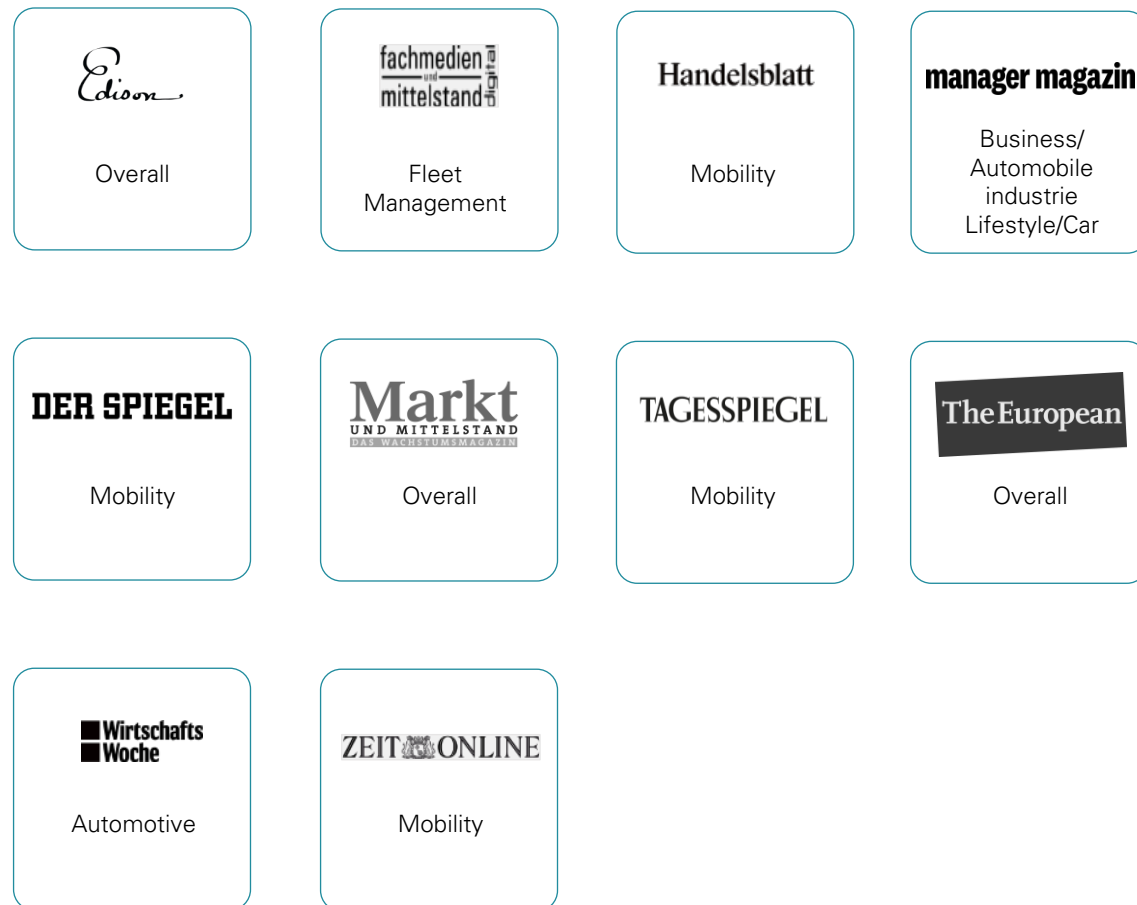
WE OFFER YOU THESE TOPIC CHANNELS



1	Auto	14	Lifestyle
2	Auto B2B	15	Quality Media
3	B2B	16	Politics
4	Consumer	17	Private Investment
5	Digitalization	18	Recruiting
6	Economy	19	Science
7	E-Mobility	20	SME
8	Feel Good	21	Sports
9	Film & Entertainment	22	Sustainability
10	Finance	23	Travel
11	Fond	24	Women & more
12	Health	25	Young Generation
13	Homepage	26	Feel Good Channel

CAR-CHANNEL

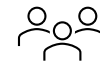
Digital reach: 3,6 million unique users



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



70% are male.



56% are between 20 and 49 years old.









38% have an applied sciences/university degree.



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

CAR B2B-CHANNEL

Digital reach: 3.23 million unique users

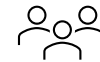
 Overall	 Fleetmanagement	Handelsblatt Car, mobility, finance, business with targeting professional use	manager magazin Lifestyle/Auto Companies with targeting professional use
 Overall	Spektrum.de Overall with targeting professional use	DER SPIEGEL Mobility, economy with targeting professional use	TAGESSPIEGEL Economy with targeting professional use
 Overall	 Car, Company, Success with targeting professional use	 Overall with targeting professional use	 Mobility, car, economy with targeting professional use



66% are male.



31% Self-employed/proprietors/freelancers.



74% are between 20 and 49 years old.



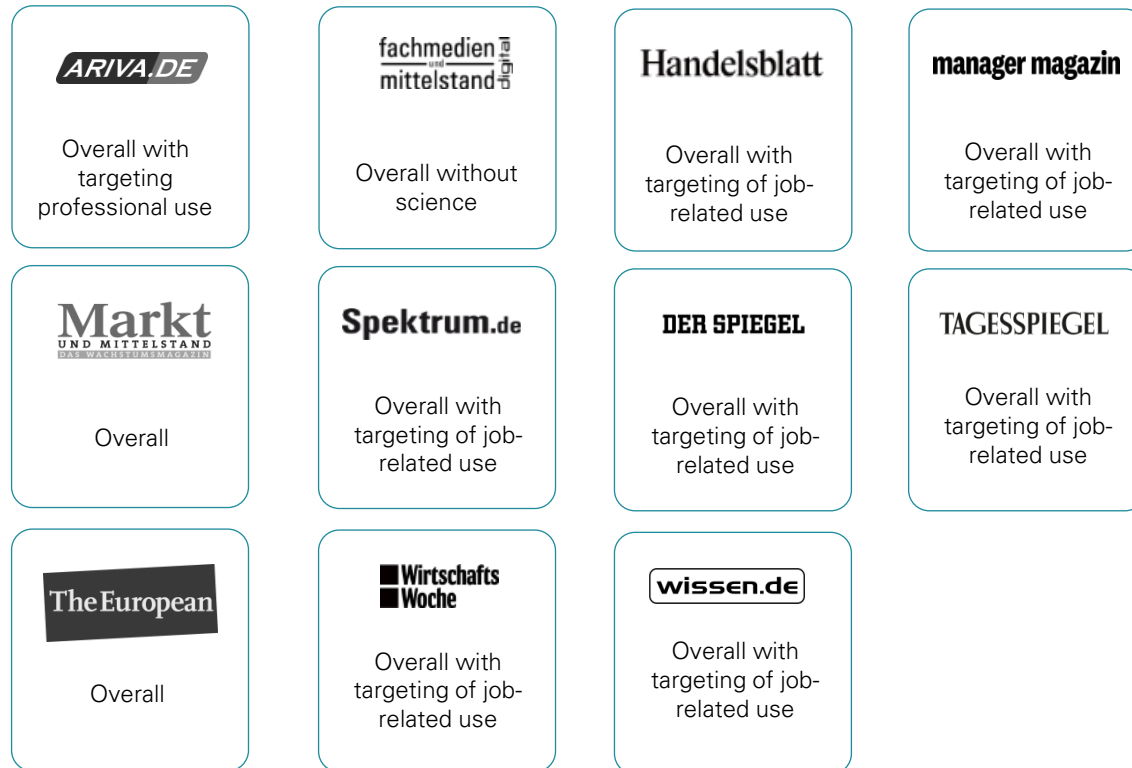
48% work in the areas of finance, controlling and accounting.



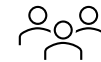
88% are employed in SMEs.

B2B-CHANNEL

Digital reach: 7.8 million unique users



59% are male.



56% are between 20 and 49 years old.



28% Self-employed/proprietors/freelancers.



41% work in the areas of finance, controlling and accounting.



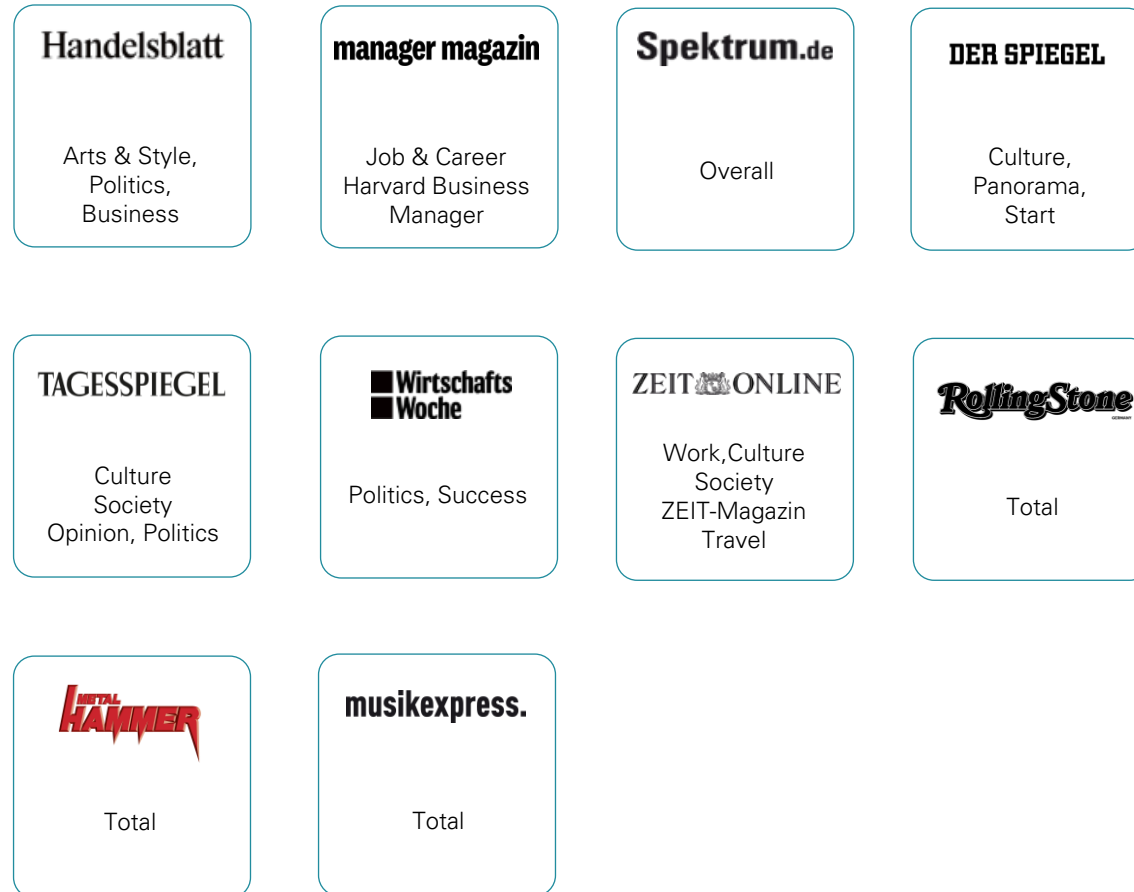
83% are employed.



87% 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.



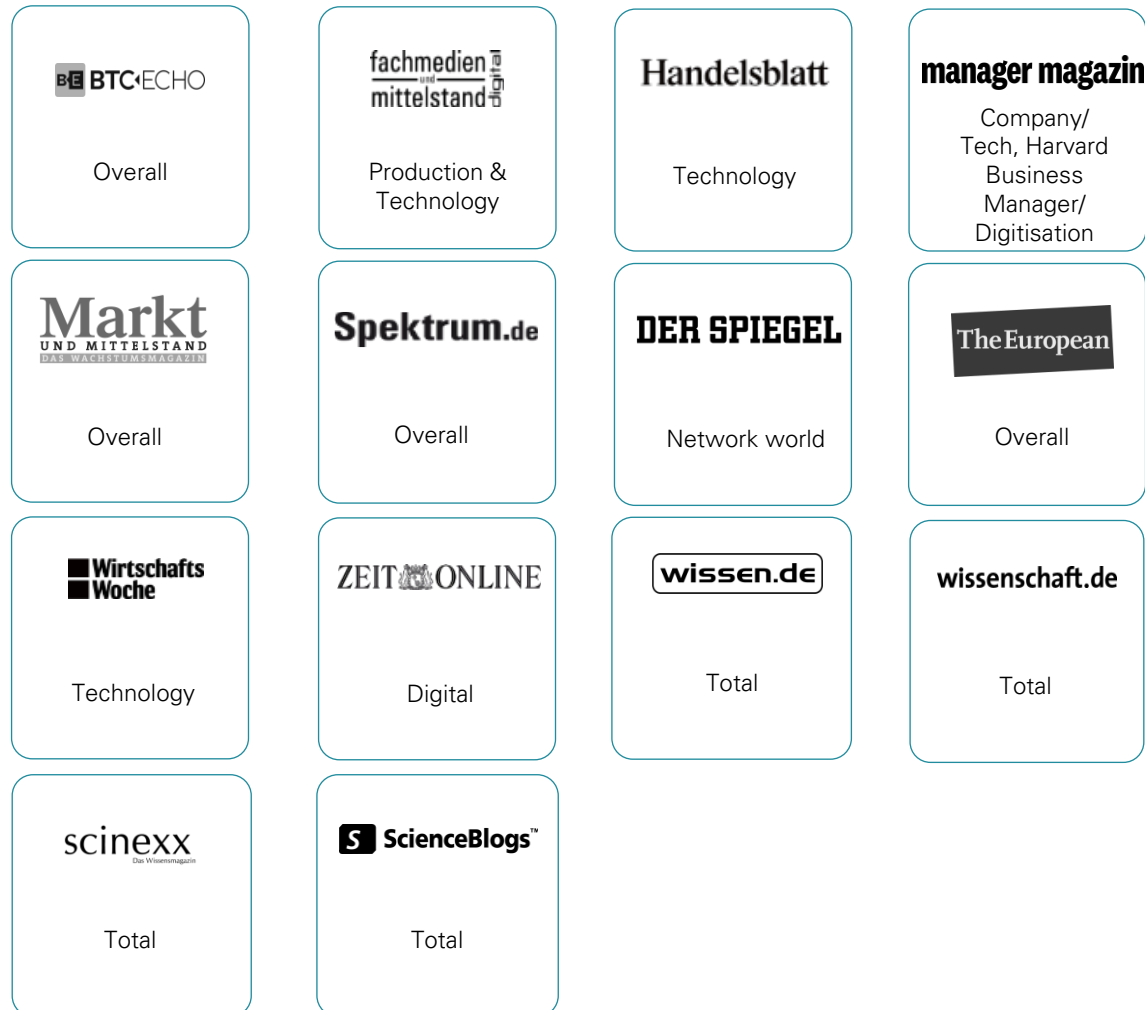
40% have applied sciences/university degree.



87% are prepared to pay more for quality:

DIGITISATION CHANNEL

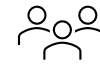
Digital reach: 6.56 million unique users



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



62% are male.



58% are between 20 and 49 years old.



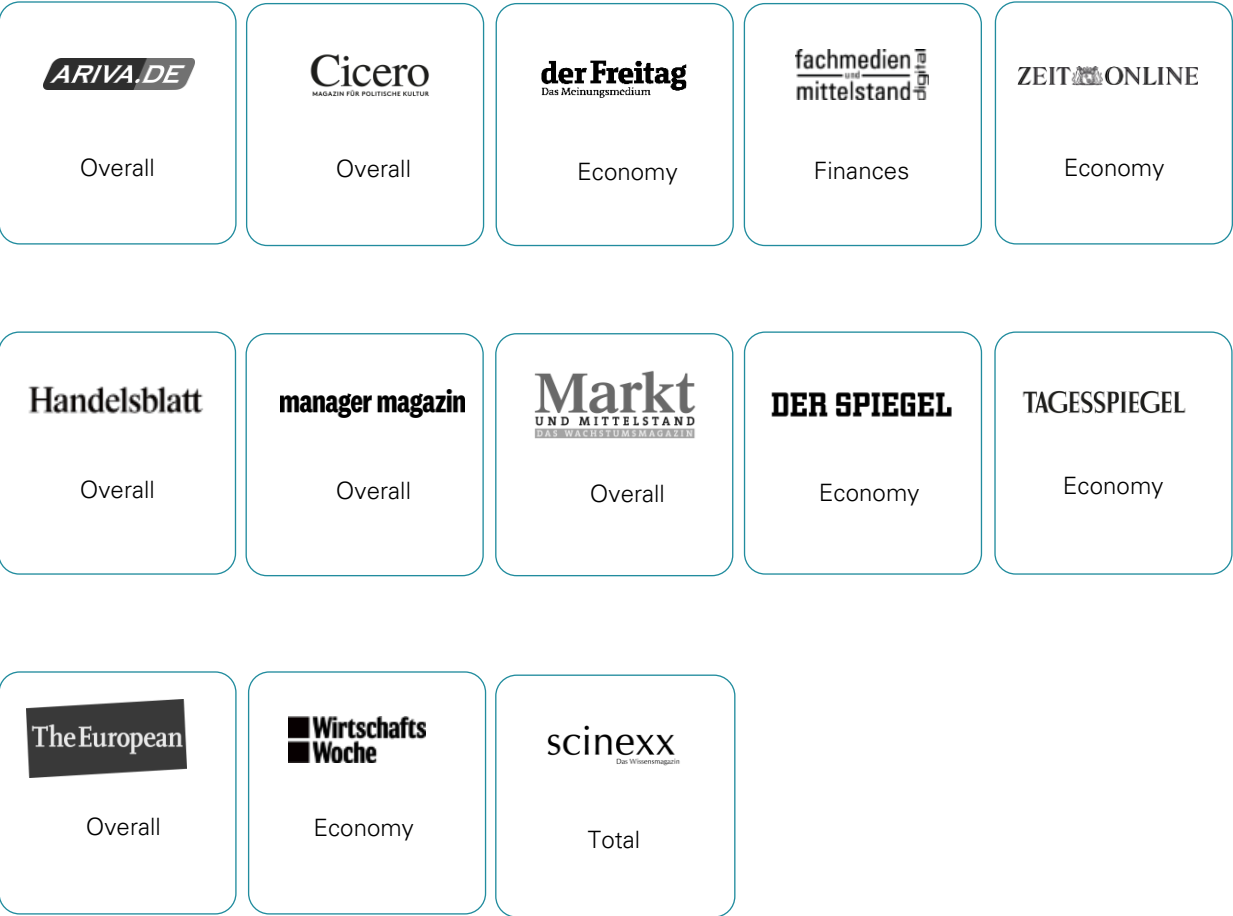
37% have an applied sciences/university degree.



27% are among the first in their circle of acquaintances to try out new technologies.

ECONOMY CHANNEL

Digital reach: 15,01 million unique users








- € 54% have a net household income over € 3,000.
- 62% are male.
- 54% are between 20 and 49 years old.
- 33% have an applied sciences/university degree.
- 85% are prepared to pay more for quality.

Source: agof daily digital facts, 18.09.2023, Ø month (of the last 3 monts (Jan – Mar 2023)), Overall population 16+ | Media combination made up of the above-mentioned environments | Changes of the channel reserved

E-MOBILITY-CHANNEL

Digital reach: 6.21 million unique users

 Overall	 Science & fleet management	Handelsblatt Mobility, Technology/ Energy & Environment	manager magazin Business/ Automobile industry Business/ Energy Lifestyle/car
 Overall	Spektrum.de Overall	DER SPIEGEL Mobility Economy/Nature Climate crisis	TAGESSPIEGEL Mobility, knowledge
 Overall	 Car, Green, Technology, Company	ZEITUNG ONLINE Mobility, Car, Environment, Green	 Total
 Total	 Total	wissenschaft.de Total	 Total



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



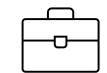
61% are male.



76% are between 20 and 49 years old.



35% have an applied sciences/university degree.

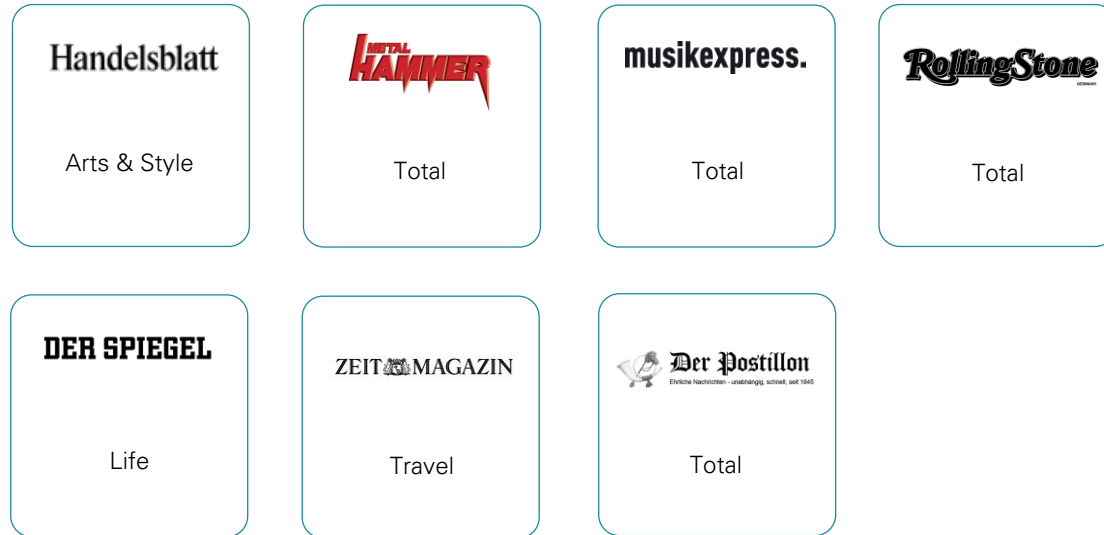


61% of users are professionals.

Source: agof daily digital facts, 18.09.2023, Ø month (of the last 3 months (Jan – Mar 2023)), Overall population 16+ | Media combination made up of the above-mentioned environments | Changes of the channel reserved

FEEL GOOD CHANNEL

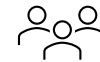
Digital reach: 28.79 million unique users



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



44% are female.



33% are between 20 and 39 years old.



28% have a technical/university degree.



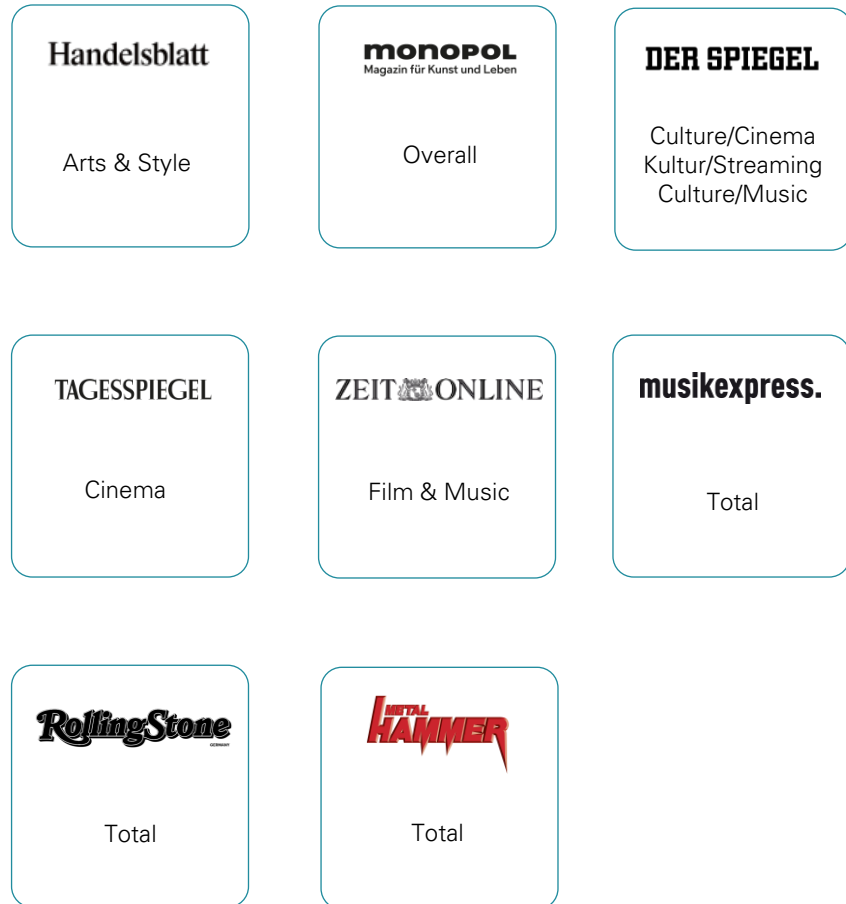
Work-life balance is particularly important to 74%.



92% think fun and enjoyment particularly important.

FILM AND ENTERTAINMENT CHANNEL

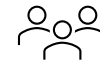
Digital reach: 6.61 million unique users



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



53% are male.



54% are between 20 and 49 years old.



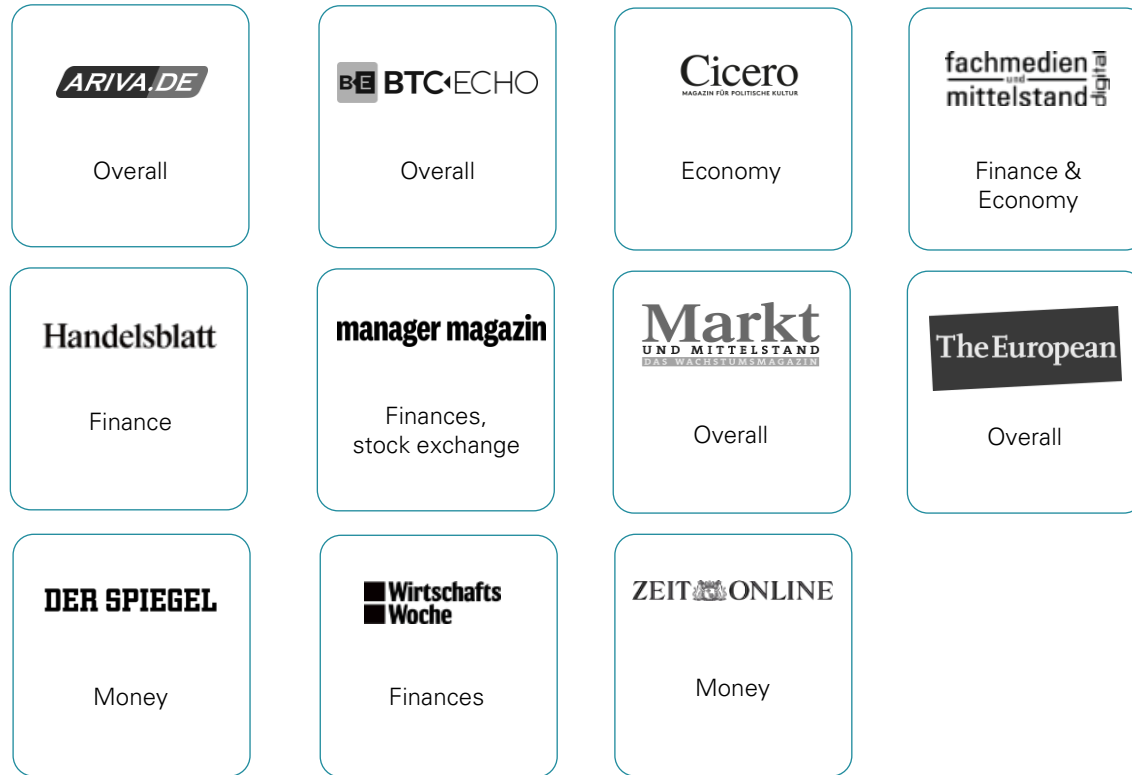
36% have an applied sciences/university degree.



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

FINANCE CHANNEL

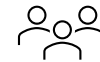
Digital reach: 3.72 million unique users



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



69% are male.



54% are between 20 and 49 years old.



33% have an applied sciences/university degree.



42% are interested in financial investments.

FUND-CHANNEL

Digital reach: 1.34 million unique users

ARIVA.DE

Funds/ ETF

Handelsblatt

Investment
strategy

manager magazin

Finance/
Investment
Stock
exchange/Funds

**Wirtschafts
Woche**

Investment



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



74% are male.



78% are between 20 and 59 years old.



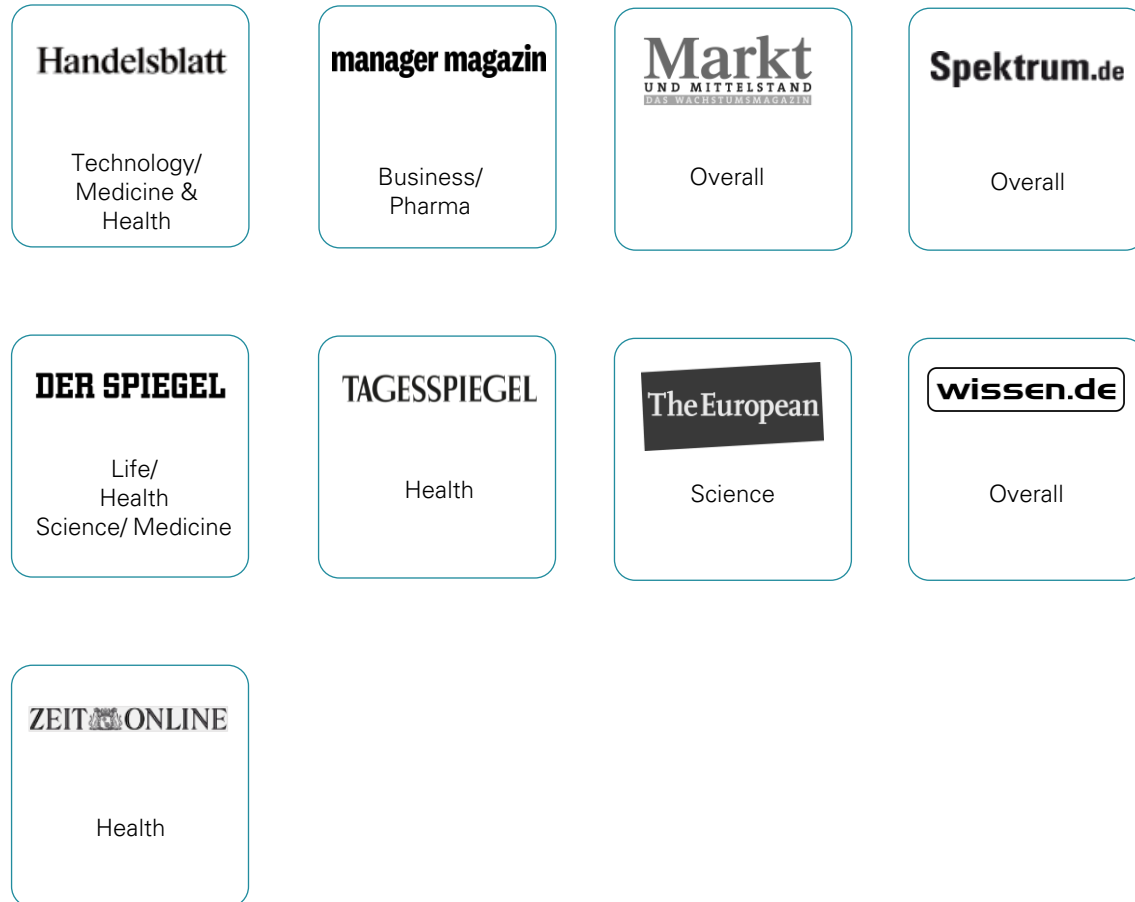
37% have an applied sciences/university degree.



43% are interested in financial investments.

HEALTH CHANNEL

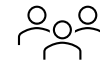
Digital reach: 9.54 million unique users



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



56% are male.



55% are between 20 and 49 years old.



63% do sports regularly.



35% have an applied sciences/university degree.



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

HOMEPAGE-CHANNEL

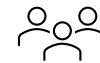
Digital reach: 6.3 million unique users



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



63% are male.



59% are between 20 and 49 years old.













41% have an applied sciences/university degree.



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

LIFESTYLE-CHANNEL

Digital reach: 9.1 million unique users

 Cicero <small>MAGAZIN FÜR POLITISCHE KULTUR</small> Culture	 der Freitag <small>Das Meinungsmedium</small> Culture	 Handelsblatt Arts & Style	 manager magazin Lifestyle	 monopol <small>Magazin für Kunst und Leben</small> Overall
 Spektrum.de Culture	 DER SPIEGEL Culture, style, Loveletter, Weekender, Effilee	 TAGESSPIEGEL Culture	 Wirtschafts Woche Lifestyle	 ZEITUNG ONLINE Culture, ZEITmagazin



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



45% are female.



52% are between 20 and 49 years old.



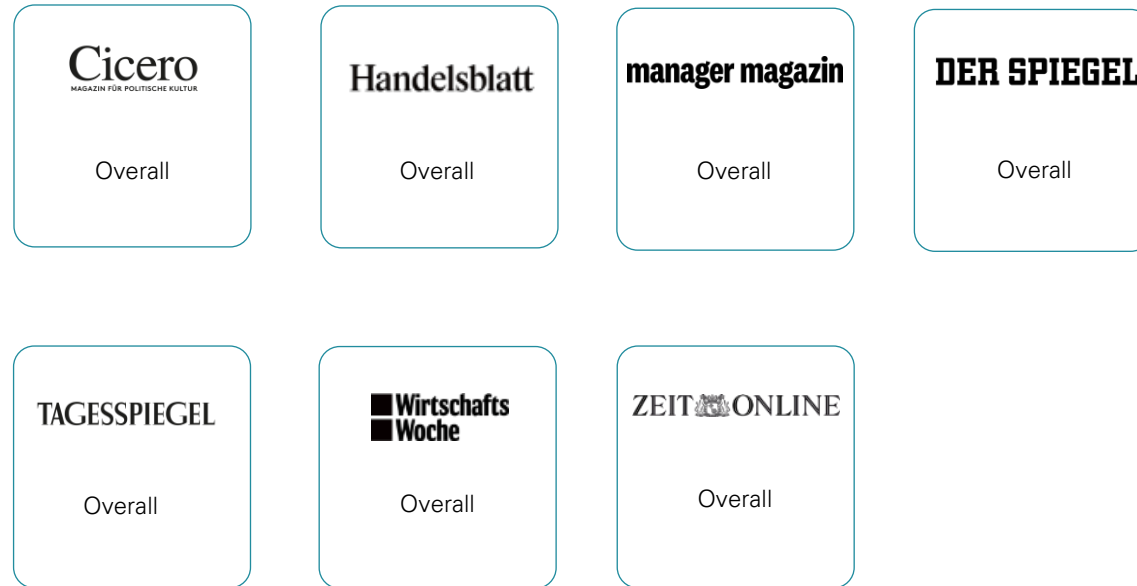
42% have an applied sciences/university degree.



59% of users describe themselves as individualists.

QUALITY MEDIA-CHANNEL

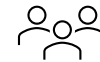
Digital reach: 28.62 million unique users



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



45% are female.



52% are between 20 and 49 years old.



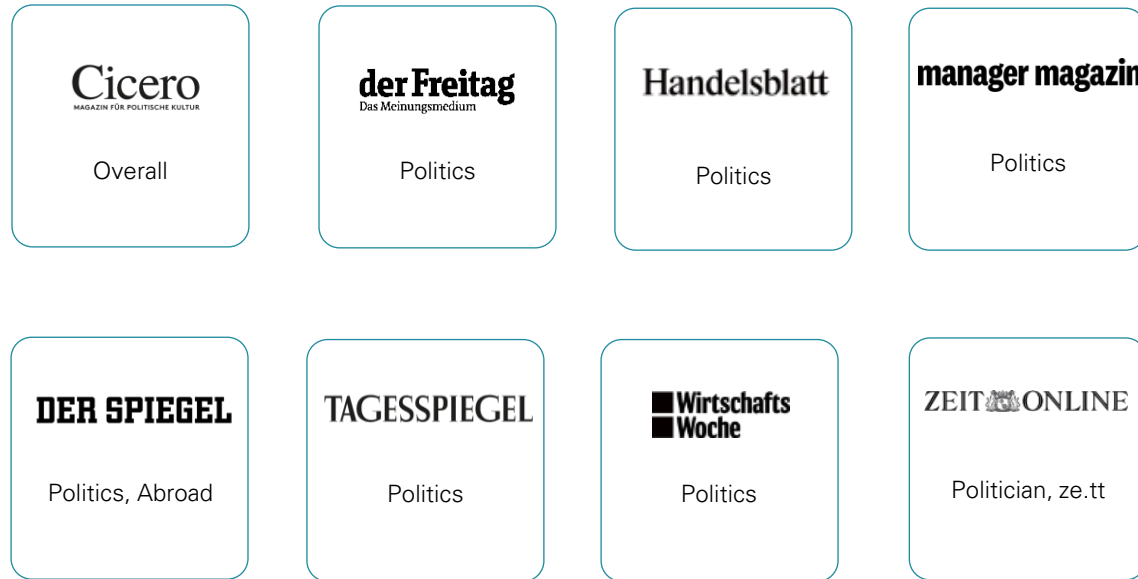
30% have an applied sciences/university degree.



61% are fully or partially employed.

POLITICS CHANNEL

Digital reach: 9.84 million unique users



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



62% are male.



52% are between 20 and 49 years old.



36% have an applied sciences/university degree.



36% are usually the spokesperson in a discussion group.

PRIVATE INVESTMENT-CHANNEL

Digital reach: 1.37 million unique users

ARIVA.DE

Shares,
certificates, ETF,
leverage
products, foreign
exchange

BTC ECHO

Overall

Handelsblatt

Stock market
prices, markets,
investment
strategy

manager magazin

Finance/stock
market,
stock exchange

**Wirtschafts
Woche**

stock exchange



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



80% are male.



76% are between 30 and 59 years old.



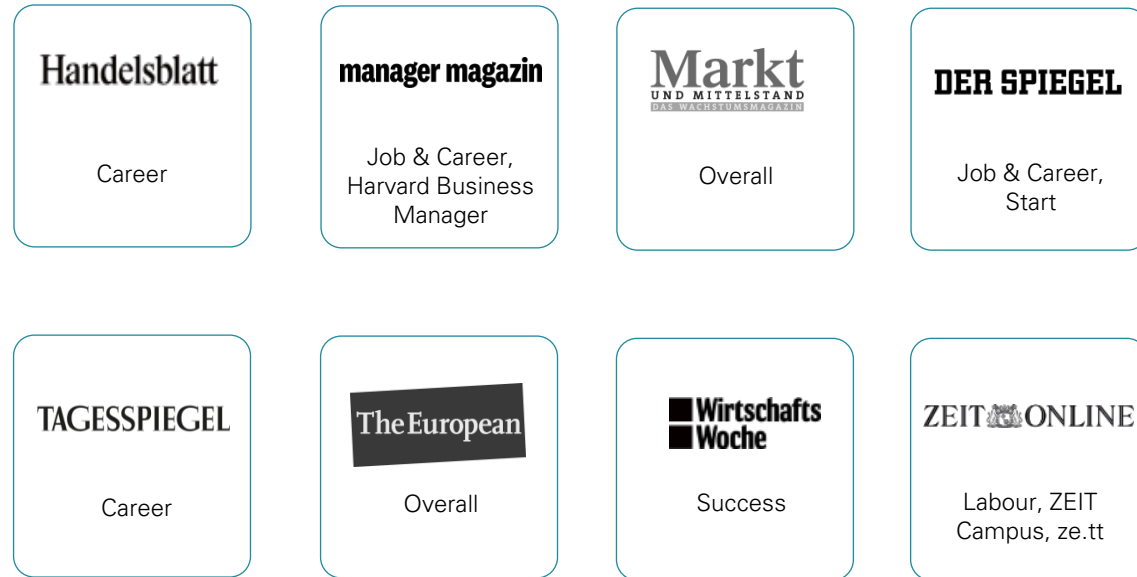
35% have an applied sciences/university
degree.



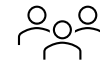
44% are interested in financial
investments.

RECRUITING-CHANNEL

Digital reach: 11.45 million unique users



56% are male.



16% are between 16 and 29 years old.



33% have an applied sciences/university degree.



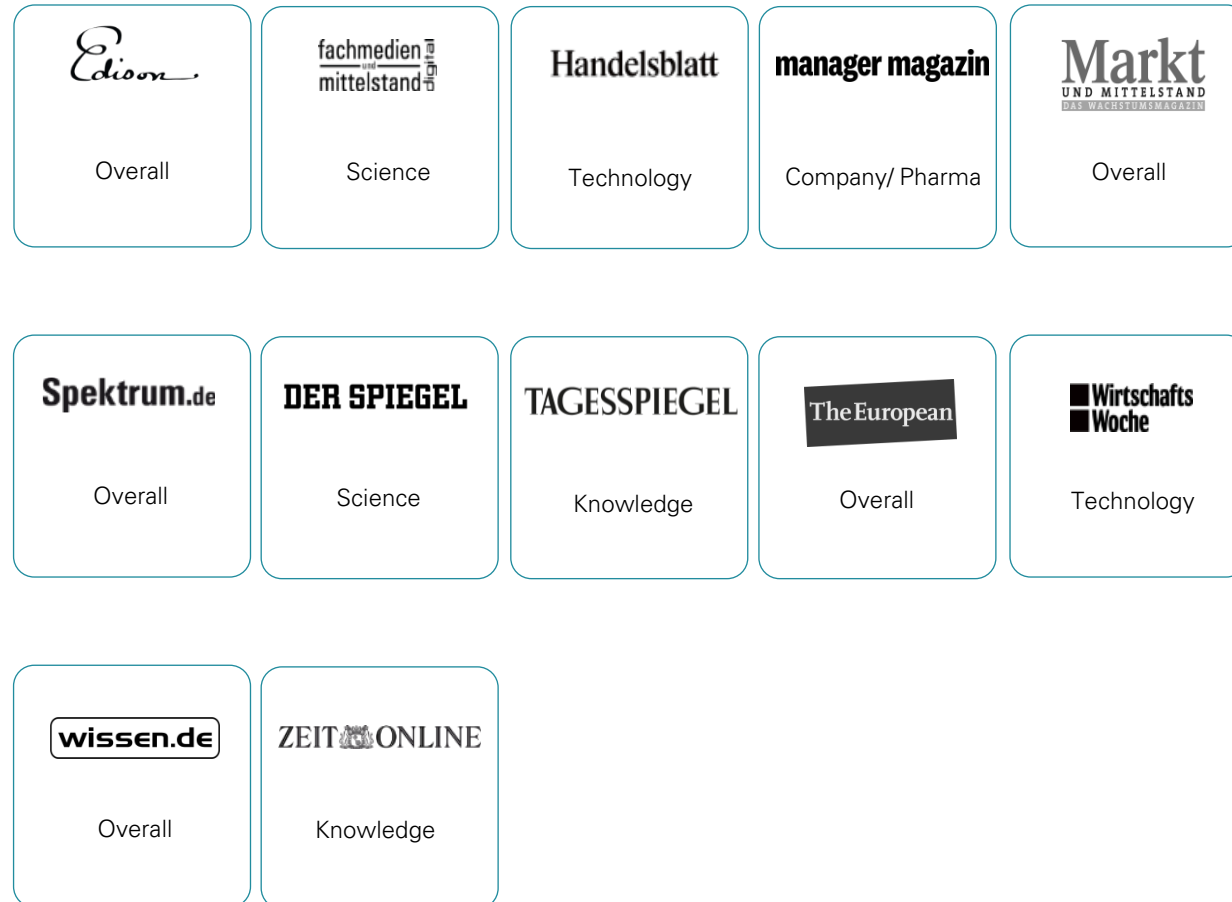
10% are still in training.



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

SCIENCE CHANNEL

Digital reach: 8.71 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 an applied sciences/university degree.



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

SMES-CHANNEL

Digital reach: 12.10 million unique users

 Economy	 Overall	 Finance, Company	 Company/ Finance
 Overall	 Economy	 Economy	 Overall
 Success, Company	 Economy	 Total	 Total
 Total	 Total	 Total	 Overall



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



63% are male.



54% are between 20 and 49 years old.



34% have an applied sciences/university degree.



64% are fully or partially employed.



41% are interested in financial investments.

Source: agof daily digital facts, 18.09.2023, Ø month (of the last 3 months (Jan – Mar 2023)), Overall population 16+ | Media combination made up of the above-mentioned environments | Changes of the channel reserved

SPORT-CHANNEL

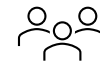
Digital reach: 4.02 million unique users



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



65% are male.



72% are between 20 and 49 years old.



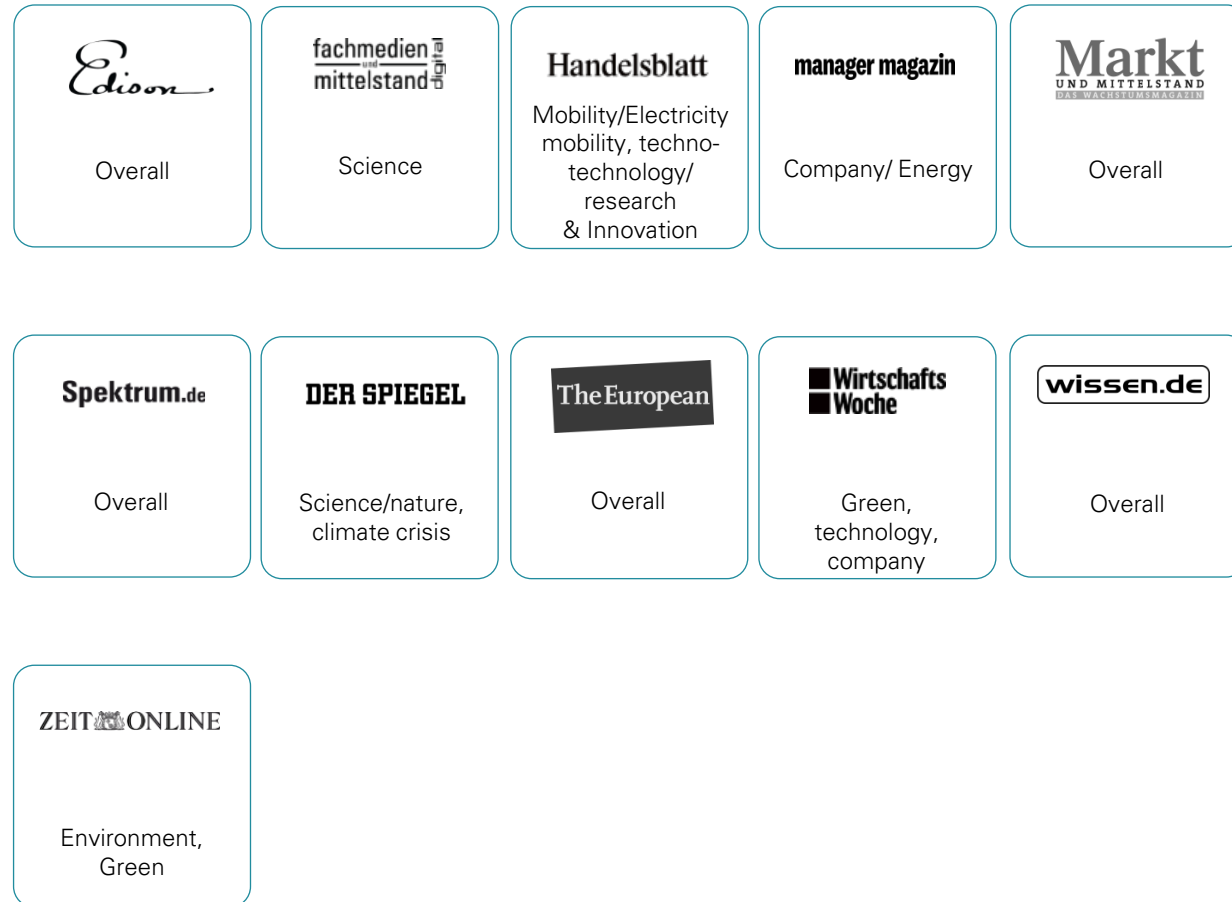
42% have an applied sciences/university degree.



64% exercise regularly.

SUSTAINABILITY CHANNEL

Digital reach: 8.37 million unique users



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



40% are female.



57% are between 20 and 49 years old.



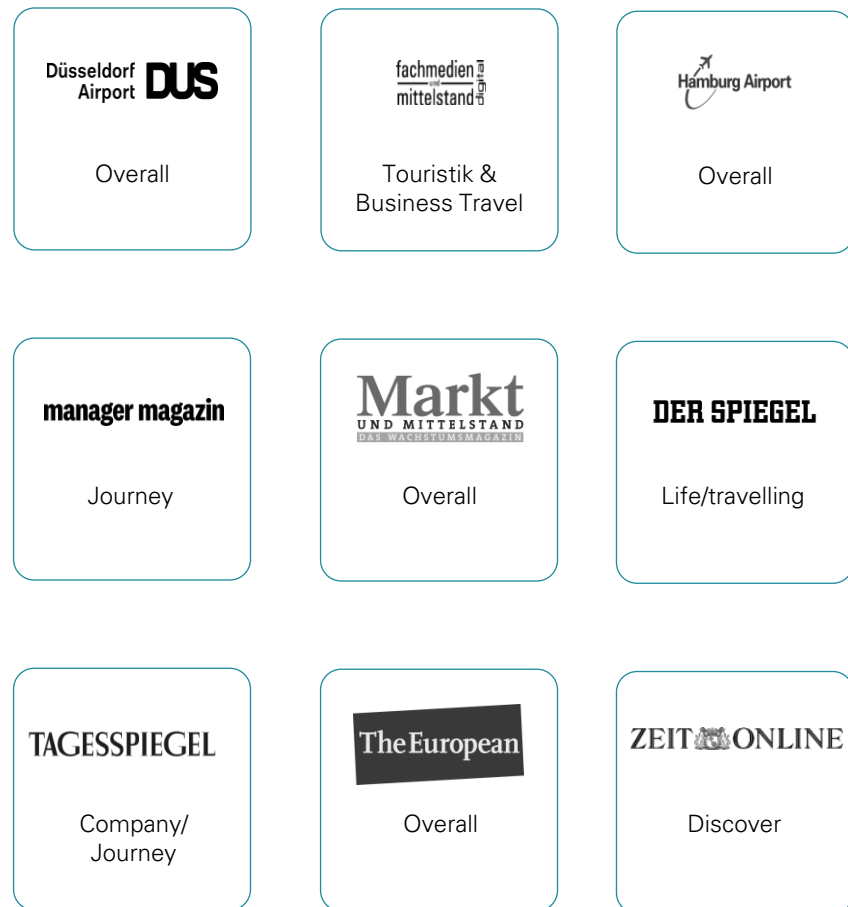
35% have an applied sciences/university degree.



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

TRAVEL CHANNEL

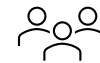
Digital reach: 3.43 million unique users



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



50% are female.



76% are between 20 and 59 years old.



36% have an applied sciences/university degree.



68% are interested in (longer) holiday trips.



32% book holidays once a quarter/half year on the Internet.

WOMEN & MORE-CHANNEL

Digital reach: 2.19 million unique users

Spektrum.de

Overall with
targeting women

ZEITUNG MAGAZIN

Overall with
targeting women

ZEITUNG ONLINE

Ze.tt with
targeting women



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



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



48% are between 16 and 39 years old.



65% do sport regularly.



68% are mobile and travel a lot.



38% have a high school diploma or an
applied sciences/university degree.

YOUNG GENERATION-CHANNEL

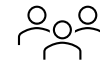
Digital reach: 1.29 millions unique users



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



49% are female.



20% are between 20 and 29 years old.



41% have a technical/college degree.

39% are interested in financial investments.

DAS UMFELD IN NEUER DIMENSION

FÜR RÜCKFRAGEN STEHEN WIR JEDERZEIT
SEHR GERNE ZUR VERFÜGUNG.

Für Agenturen:

agency-sales@iqdigital.de

Für Unternehmen:

client-sales@iqdigital.de

HIER FINDET IHR WEITERE [ANSPRECHPARTNER:INNEN](#)

