

WE OFFER YOU THESE TOPIC CHANNELS



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CAR-CHANNEL

Digital reach: 3,6 million unique users



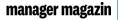
Overall



Fleet Management



Mobility



Business/ Automobile industrie Lifestyle/Car



Mobility



Overall



Mobility



Overall



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.



Automotive



Mobility

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

■ Wirtschafts ■ Woche

Car, Company, Success with targeting professional use

wissen.de

Overall with targeting professional use

ZEITASONLINE

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



Overall with targeting professional use



Overall



Overall

fachmedien mittelstand

Overall without science

Spektrum.de

Overall with targeting of jobrelated use

■ Wirtschafts ■ Woche

Overall with targeting of jobrelated use

Handelsblatt

Overall with targeting of jobrelated use

DER SPIEGEL

Overall with targeting of jobrelated use

wissen.de

Overall with targeting of jobrelated use

manager magazin

Overall with targeting of jobrelated use

TAGESSPIEGEL

Overall with targeting of jobrelated use



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

Handelsblatt

Arts & Style, Politics, Business

manager magazin

Job & Career Harvard Business Manager



Total

musikexpress.

Total



Total

Spektrum.de

Overall

DER SPIEGEL

Culture, Panorama, Start

TAGESSPIEGEL

Culture Society Opinion, Politics



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:



Politics, Success

ZEITONLINE

Work, Culture Society ZEIT-Magazin Travel

DIGITISATION CHANNEL

Digital reach: 6.56 million unique users



Overall

fachmedien mittelstand

Production & Technology



Technology



Company/ Tech, Harvard Business Manager/ Digitisation



Overall



Network world



Overall



Technology



IT/Tech

Digital



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



Overall



Overall



Economy



Finances

ZEIT ONLINE

Economy



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



62% are male.



Overall

manager magazin

Overall



Overall

DER SPIEGEL

Economy

TAGESSPIEGEL

Economy



54% are between 20 and 49 years old.



33% have an applied sciences/university degree.



85% are prepared to pay more for quality.



Overall



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

■ Wirtschafts Woche

Car, Green, Technology, Company

ZEIT ONLINE

Mobility, Car, Environment, Green



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.

FILM AND ENTERTAINMENT CHANNEL

Digital reach: 6.61 million unique users



Arts & Style



Total



Overall



Total



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



53% are male.



Total

DER SPIEGEL

Culture/Cinema Kultur/Streaming Culture/Music



Cinema

ZEIT ONLINE

Film & Music



54% are between 20 and 49 years old.



36% have an applied sciences/university degree.



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

FINANCE CHANNEL

Digital reach: 3.72 million unique users



Overall



Overall



Economy



Finance & Economy



Finance



Finances, stock exchange



Overall



Overall



Finances

ZEIT ONLINE

Money



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



Funds/ ETF

Handelsblatt

Investment strategy

manager magazin

Finance/ Investment Stock exchange/Funds



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

Handelsblatt

Technology/ Medicine & Health

manager magazin

Business/ Pharma



Overall

Spektrum.de

Overall

DER SPIEGEL

Life/ Health Science/ Medicine



Health



Science



Overall



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.

ZEIT ONLINE

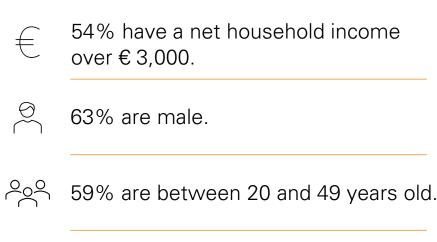
Health

HOMEPAGE-CHANNEL

Digital reach: 6.3 million unique users

Homepage





degree.

41% have an applied sciences/university

87% are prepared to pay more for quality

to pay more money for quality.

LIFESTYLE-CHANNEL

Digital reach: 9.1 million unique users



Culture

der Freitag

Culture

Handelsblatt

Arts & Style

manager magazin

Lifestyle

MONOPOL Magazin für Kunst und Leben

Overall



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



45% are female.

Spektrum.de

Culture

DER SPIEGEL

Culture, style

TAGESSPIEGEL

Culture

■ Wirtschafts ■ Woche

Lifestyle

ZEIT ONLINE

Culture, ZEITmagazin



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



Overall

Handelsblatt

Overall

manager magazin

Overall

DER SPIEGEL

Overall



Overall

■ Wirtschafts ■ Woche

Overall

ZEIT ONLINE

Overall



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

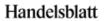
Digital reach: 9.84 million unique users



Overall



Politics



Politics



Politics



Politics, Abroad

TAGESSPIEGEL

Politics

■ Wirtschafts ■ Woche

Politics

ZEIT ONLINE

Politician, ze.tt



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



Shares, certificates, ETF, leverage products, foreign exchange



Overall

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.



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

Handelsblatt

Career

manager magazin

Job & Career, Harvard Business Manager



Overall

DER SPIEGEL

Job & Career, Start



Career



■ Wirtschafts ■ Woche

Success

ZEIT ONLINE

Labour, ZEIT Campus, ze.tt



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



Overall

fachmedien 2 mittelstand

Science

Handelsblatt

Company/ Pharma Technology



Overall





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



58% are male.



Overall

DER SPIEGEL

Science

TAGESSPIEGEL

Knowledge



Overall



Technology



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.

wissen.de

Overall

ZEIT ONLINE

Knowledge

SMES-CHANNEL

Digital reach: 12.10 million unique users



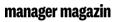
Economy



Overall



Finance, Company



Company/ Finance



Overall



Economy



Economy



Overall



Success, Company ZEIT ONLINE

Economy



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.

SPORT-CHANNEL

Digital reach: 4.02 million unique users



Overall



Overall

DER SPIEGEL

Sport

TAGESSPIEGEL

Sport



Overall



Sport



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



Overall

fachmedien mittelstand

Science

Handelsblatt

Mobility/Electricity mobility, technotechnology/ research & Innovation

manager magazin

Company/ Energy



Overall



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



40% are female.

Spektrum.de

Overall

DER SPIEGEL

Science/nature, climate crisis



Overall

■ Wirtschafts ■ Woche

Green, technology, company wissen.de

Overall



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.

ZEIT ONLINE

Environment, Green

TRAVEL CHANNEL

Digital reach: 3.43 million unique users



Overall



Touristik & Business Travel



Overall



Journey



Overall

DER SPIEGEL

Life/travelling



Company/ Journey



Overall



Discover



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

ZEIT MAGAZIN

Overall with targeting women

ZEIT 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

musikexpress.

Total

DER SPIEGEL

Start

ZEITONLINE

ze.tt, Campus



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



49% are female.



20% are between 20 and 29 years old.



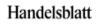
41% have a technical/college degree.

39% are interested in financial investments.

FEEL GOOD CHANNEL

Digital reach: 28.79 million unique users



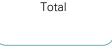


Arts & Style



musikexpress.

Total



Süddeutsche Zeitung



Total





DER SPIEGEL





Süddeutsche Zeitung Magazin

Total



Travel



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.

DAS_UMFELD IN NEUER DIMENSION

FÜR RÜCKFRAGEN STEHEN WIR JEDERZEIT SEHR GERNE ZUR VERFÜGUNG.

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Für Unternehmen:

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