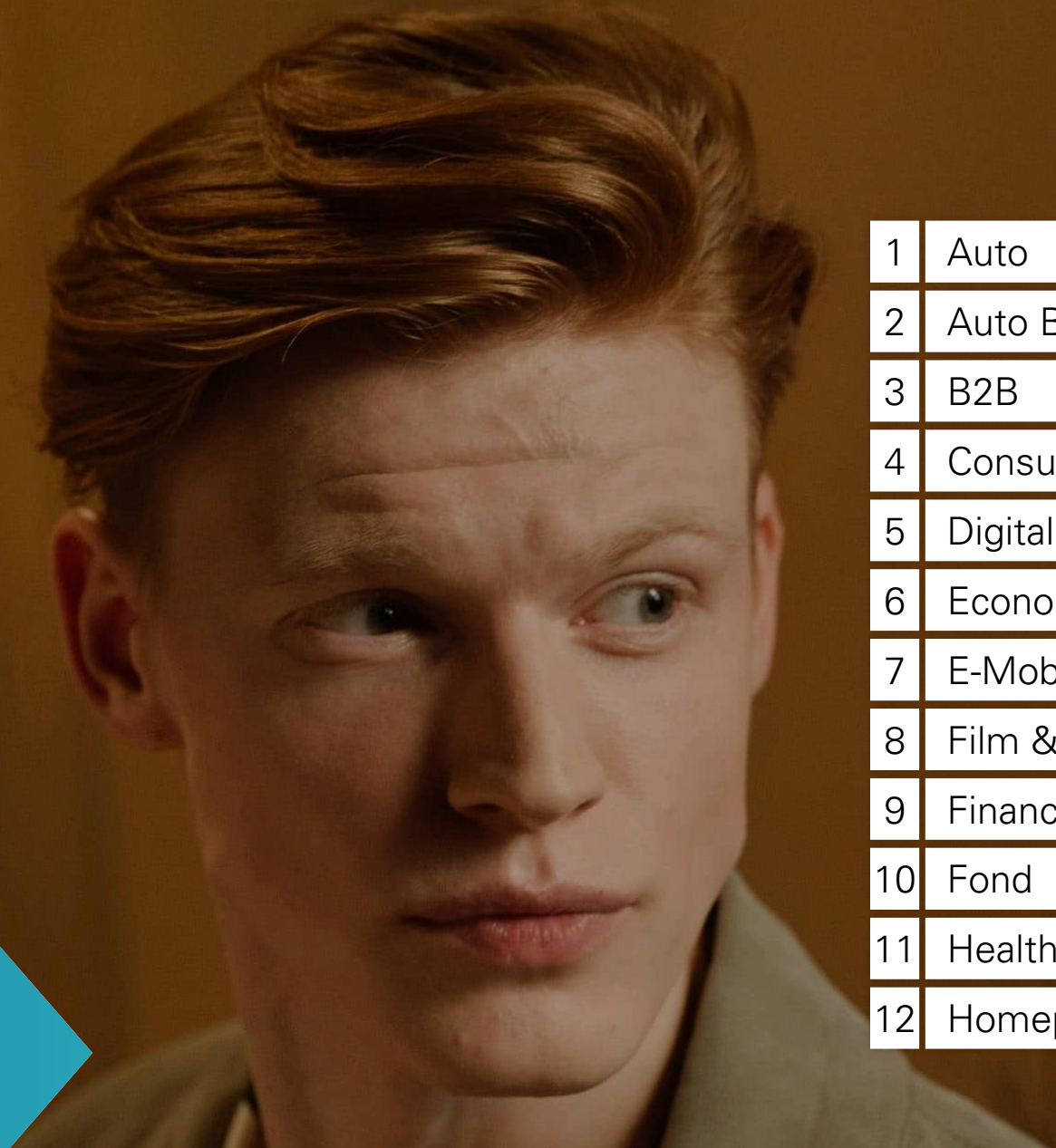


# TOPIC-CHANNELS

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



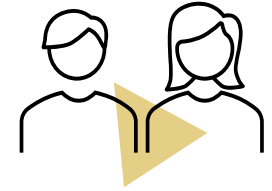
# WE OFFER YOU THESE TOPIC CHANNELS



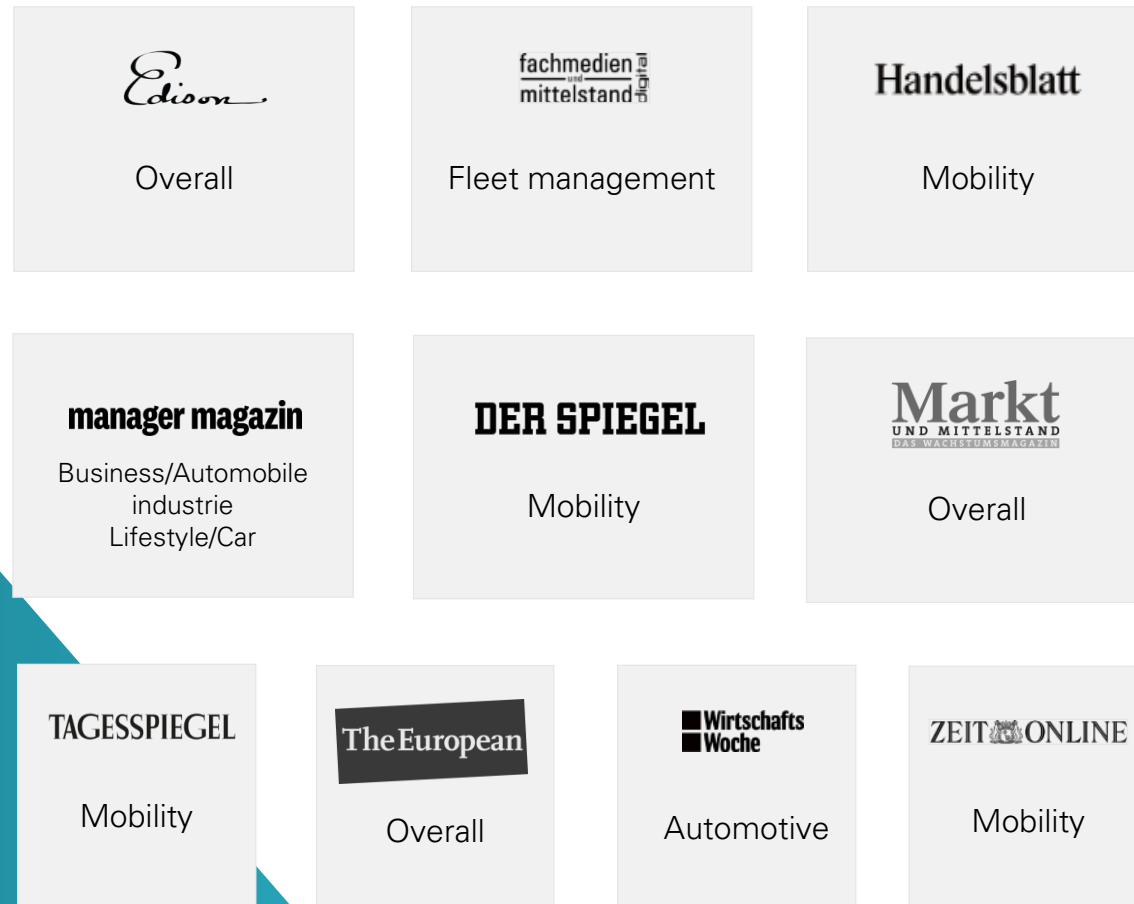
1	Auto	13	Lifestyle
2	Auto B2B	14	Quality Media
3	B2B	15	Politics
4	Consumer	16	Private Investment
5	Digitalization	17	Recruiting
6	Economy	18	Science
7	E-Mobility	19	SME
8	Film & Entertainment	20	Sports
9	Finance	21	Sustainability
10	Fond	22	Travel
11	Health	23	Women & more
12	Homepage	24	Young Generation

# AUTO-CHANNEL

Digital reach: 3,6 million unique users



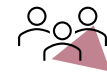
[Back to the overview](#)



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



70% male users.



56% are between the ages of 20 and 49.



38% of users have a degree from a university (of applied sciences).





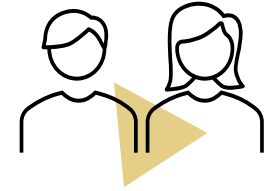
86% are willing to spend more on quality.

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

# AUTO B2B-CHANNEL

Digital reach: 3.23 million unique users

 [Back to the overview](#)



Overall



Fleet management

**Handelsblatt**  
Car, mobility, finance, business with targeting professional use

**manager magazin**  
Lifestyle/car, business 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

**wissen.de**  
Overall with targeting professional use

**ZEIT ONLINE**  
Mobility, car, economy with targeting professional use



66% are male.



31% self-employed/owners/freelancers.



74% are between the ages of 20 and 49.



48% work in the finance, controlling and accounting.



88% are employed in SMEs.

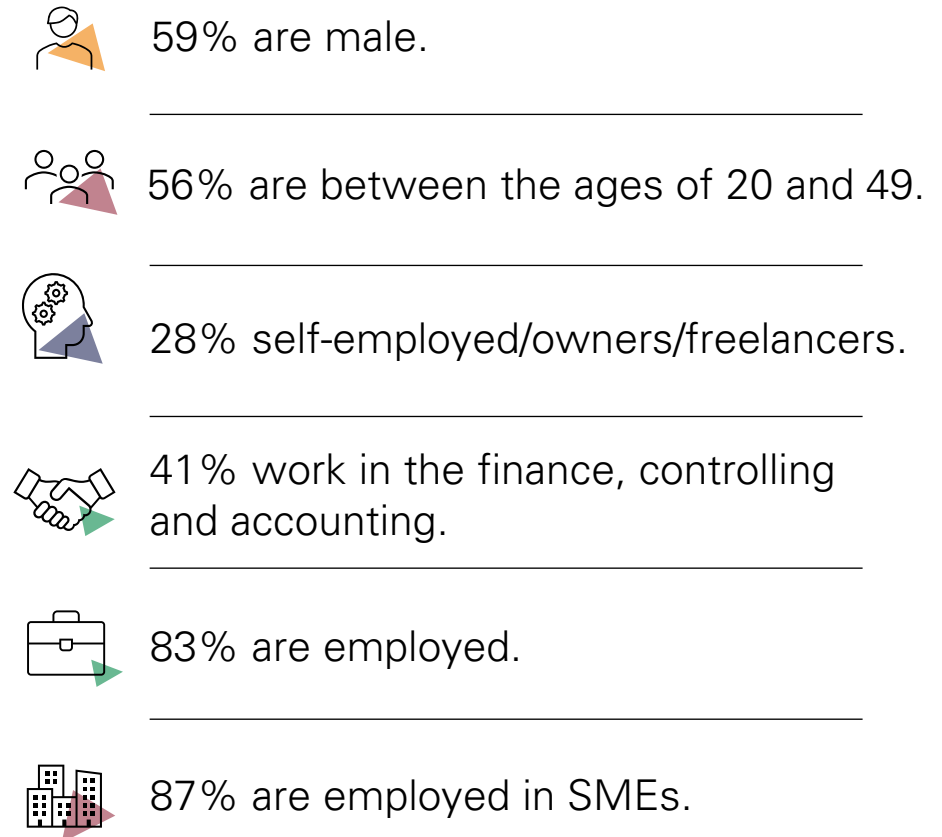
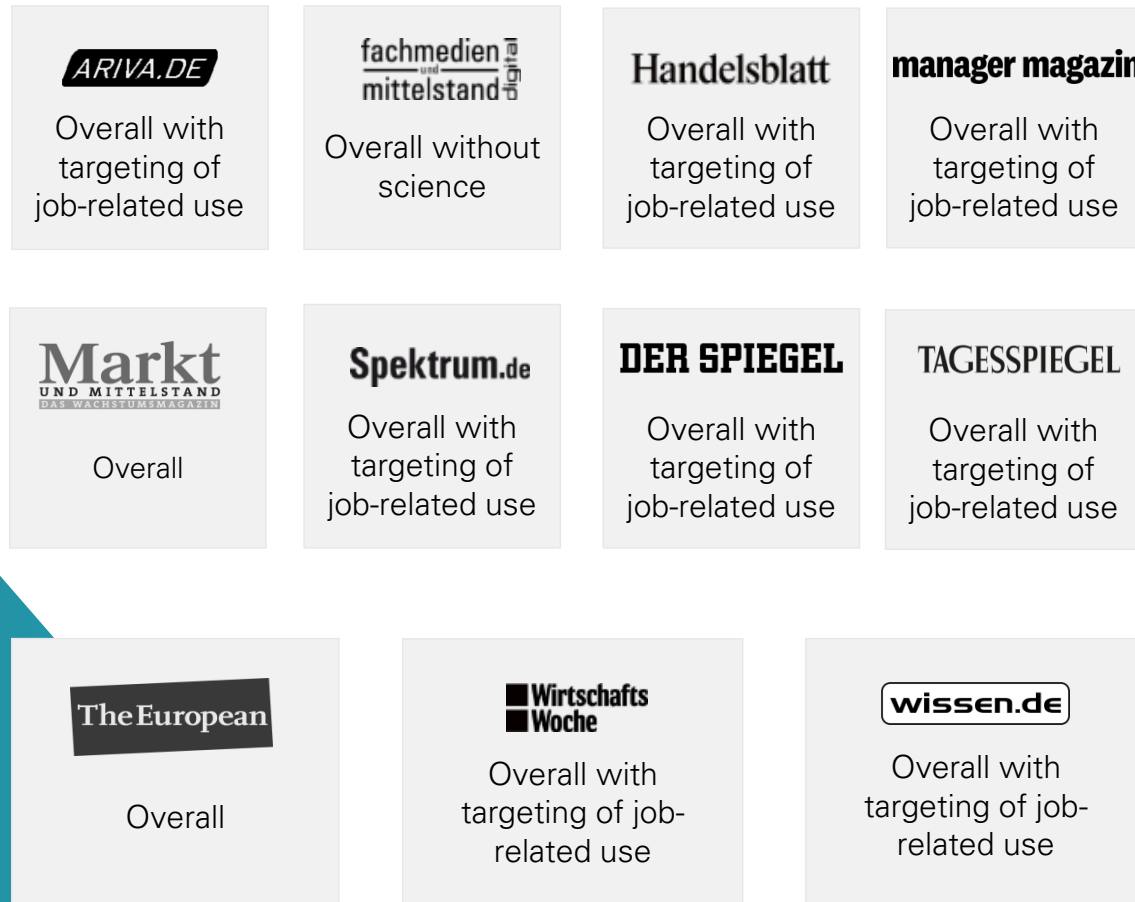
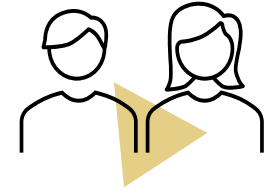
Source: own measurements (Adobe Analytics); Ø 4rd quarter 2022, Media combination made up of the above-mentioned environments | Changes of the channel reserved



# B2B-CHANNEL

Digital reach: 7.8 million unique users


 [Back to the overview](#)

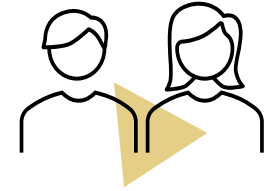


Source: own measurements (Adobe Analytics); Ø 4rd quarter 2022, Media combination made up of the above-mentioned environments | Changes of the channel reserved

# CONSUMER-CHANNEL

Digital reach: 18,28 million unique users

 [Back to the overview](#)



## Handelsblatt

Arts & Style,  
Politics,  
Business

## manager magazin

Job & Career  
Harvard Business  
Manager

## Spektrum.de

Overall

## DER SPIEGEL

Culture,  
Panorama,  
Start

## TAGESSPIEGEL

Culture  
Society  
Opinion, Politics

## Wirtschafts Woche

Politics, Success

## ZEIT ONLINE

Work, Culture  
Society  
ZEIT-Magazin  
Travel



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



54% male users.



53% are between the ages of 20 and 49.



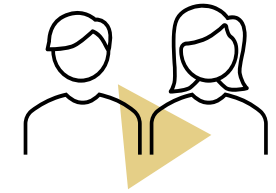
32% of users have a degree from a university (of applied sciences).



85% are willing to spend more on quality.

# CONSUMER-CHANNEL

Digitale Reichweite: **XXX Mio.** Unique User



Zurück  
zur Übersicht

<b>Frankfurter Allgemeine</b> FAZ.NET Karriere & Hochschule Feuilleton, Gesellschaft, Stil, Rhein-Main	<b>Handelsblatt</b> Arts & Style, Politik, Unternehmen	<b>manager magazin</b> Job & Karriere Harvard Business Manager	<b>Spektrum.de</b> Gesamt
<b>DER SPIEGEL</b> Kultur, Panorama, Start	<b>Süddeutsche Zeitung</b> Geld Karriere & Bildung Stil, München & Bayern	<b>Süddeutsche Zeitung Magazin</b> Gesamt	<b>TAGESSPIEGEL</b> Kultur Gesellschaft Meinung, Politik
<b>Wirtschafts Woche</b> Politik, Erfolg	<b>ZEIT ONLINE</b> Arbeit, Kultur Gesellschaft ZEIT-Magazin Reise, reisen		



X% sind männlich.



X% sind zwischen 20 - 49 Jahre alt.



X% Selbständige/Inhaber:innen/Freiberufler:innen.



X% arbeiten im Bereich Finanzen, Controlling und Buchhaltung.




X% sind berufstätig.

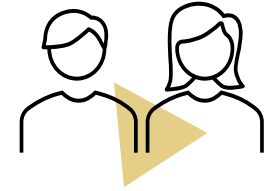


X% sind in KMUs beschäftigt.

# ECONOMY-CHANNEL




Digital reach: 15,01 million unique users

 [Back to the overview](#)



 Overall	 Overall	 Economy	 Finance & Economy	 Overall
--	--	--	--	--

 Overall	 Gesamt	 Economy	 Economy	 Economy
--	---	--	---	--

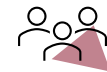
 Gesamt	 Overall	 Economy
---	--	--



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



62% male users.



54% are between the ages of 20 and 49.



33% of users have a degree from a university (of applied sciences).



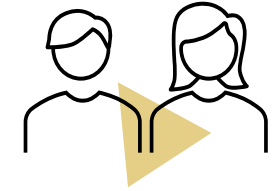
85% are willing to spend more on quality.

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

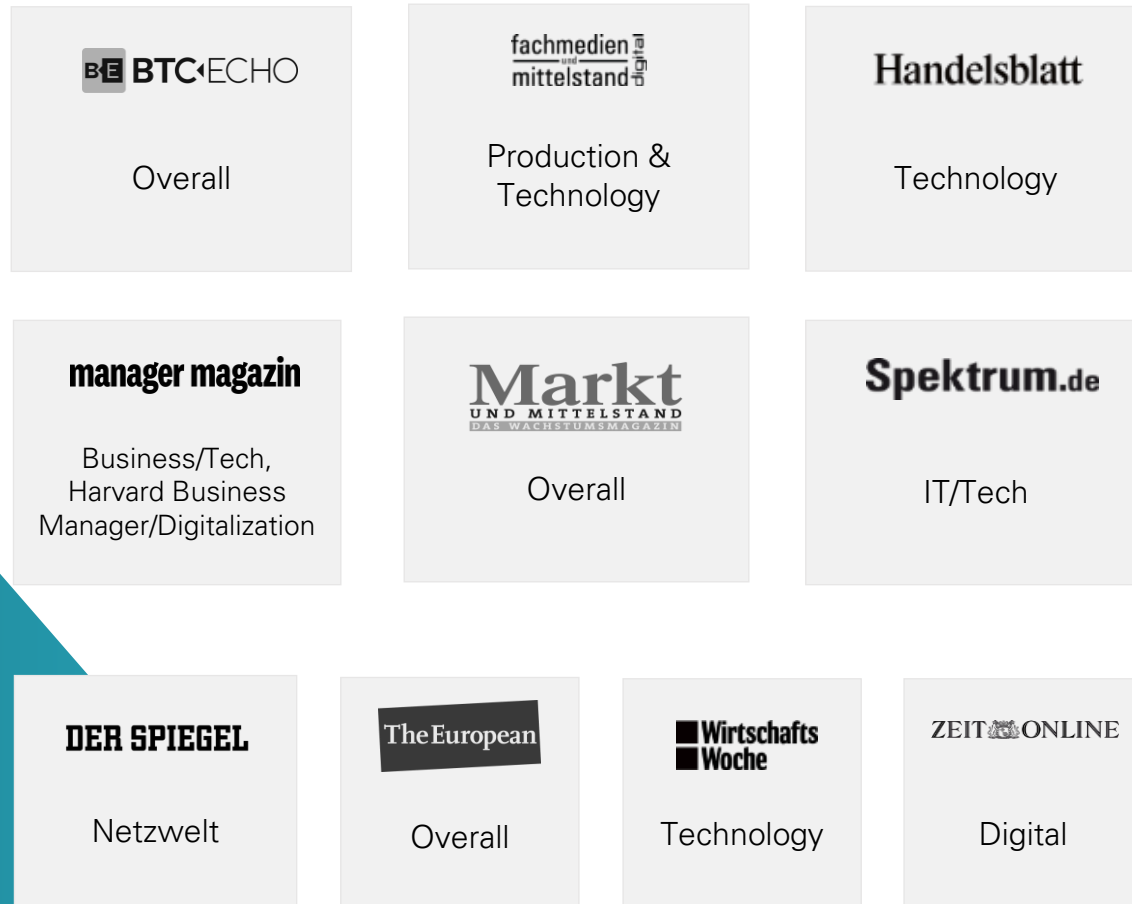


# DIGITALIZATION-CHANNEL

Digital reach: 6.56 million unique users



 [Back to the overview](#)



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



62% male users.



58% are between the ages of 20 and 49.



37% of users have a degree from a university (of applied sciences).

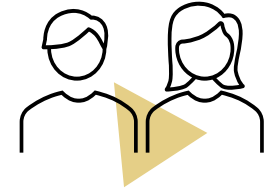


27% are among the first in their circle of acquaintances to try out new technologies.

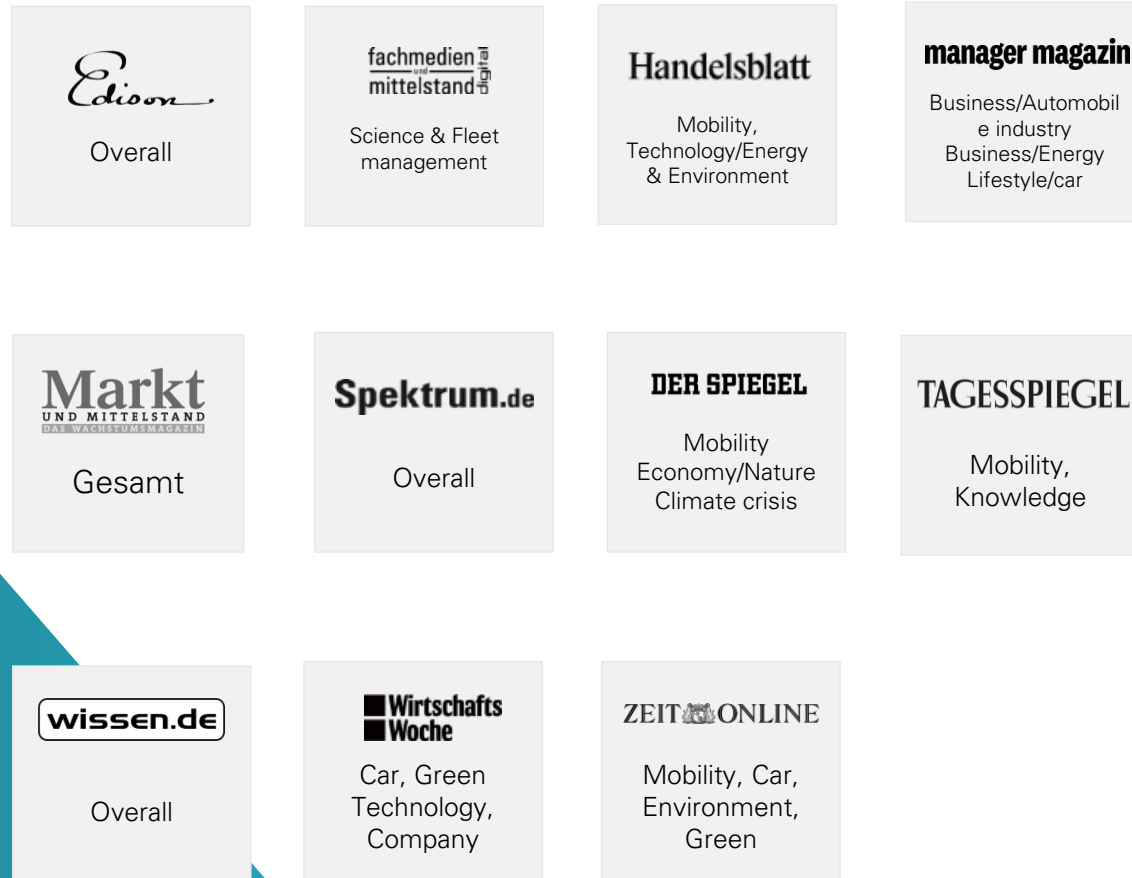
Source: agof daily digital facts, 18.09.2023, Ø month (of the last 3 months (Jan – Mar 2023)), total population 16+ | Media combination made up of the above-mentioned environments | Changes of the channel reserved

# E-MOBILITY-CHANNEL

Digital reach: 6.21 million unique users



 [Back to the overview](#)



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



61% male users



76% are between the ages of 20 and 59.



35% users have a degree from a university (of applied sciences).




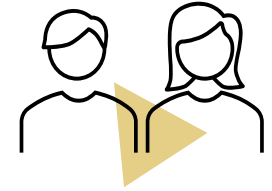
61% of users are professionals.

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

# FILM- AND ENTERTAINMENT-CHANNEL

Digital reach: 6.61 million unique users

 [Back to the overview](#)



**Handelsblatt**

Arts & Style

**MONOPOL**  
Magazin für Kunst und Leben

Overall

**DER SPIEGEL**

Culture/Cinema  
Culture/Streaming  
Culture/Music

**TAGESSPIEGEL**

Cinema

**ZEITUNGSONLINE**

Film & Music



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



53% male users.



54% are between the ages of 20 and 49.




36% of users have a degree from a university (of applied sciences).

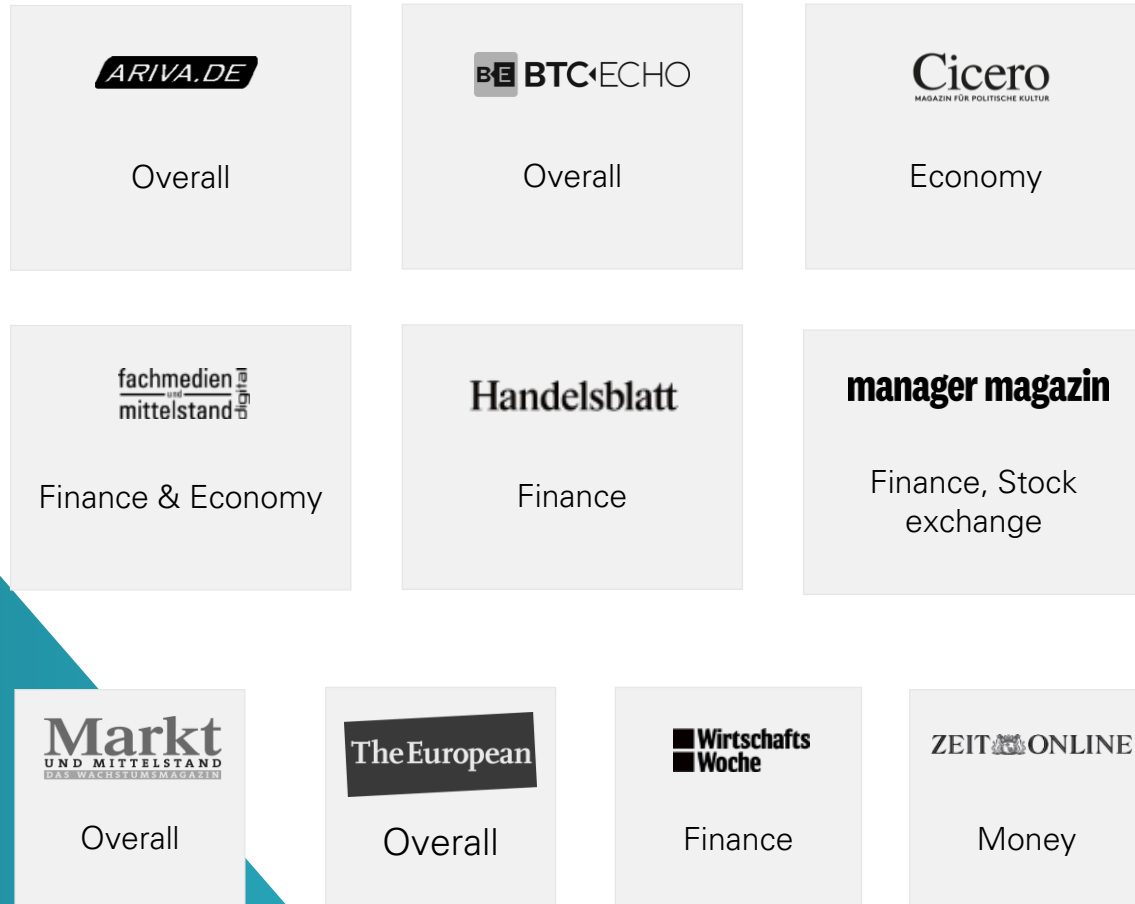
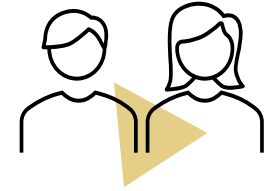


26% occasionally to frequently use the Internet to find out about movies.

# FINANCE-CHANNEL

Digital reach: 3.72 million unique users

 [Back to the overview](#)



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



69% male users.



54% are between the ages of 20 and 49.



33% of users have a degree from a university (of applied sciences).

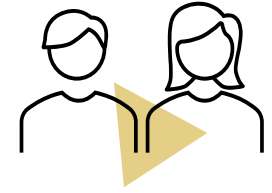


42% are interested in financial investments.

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

# FOND-CHANNEL

Digital reach: 1.34 million unique users



[Back to the overview](#)

**ARIVA.DE**

Funds, ETF

**Handelsblatt**

Investment Strategy

**manager magazin**

Finance/Investment  
Stock exchange/Funds

**Wirtschafts  
Woche**

Investment



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



74% male users.



78% are between the ages of 20 and 59.



37% of users have a degree from a university (of applied sciences).



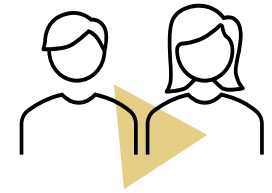
43% are interested in financial investments.









# HEALTH-CHANNEL

Digital reach: 9.54 million unique users

 [Back to the overview](#)



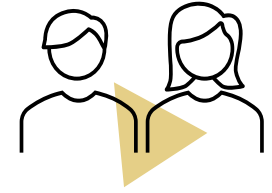
<b>Handelsblatt</b> Technology/ Medicine & Health	<b>manager magazin</b> Business/ Pharma	<b>Markt</b> UND MITTELSTAND DAS WACHSTUMSMAGAZIN Overall
<b>Spektrum.de</b> Overall	<b>DER SPIEGEL</b> Life/Health Science/ Medicine	<b>TAGESSPIEGEL</b> Health
<b>The European</b> Science	<b>wissen.de</b> Overall	<b>ZEITUNG ONLINE</b> Health

-  54% have a net household income of over 3,000 €.
-  56% male users.
-  55% are between the ages of 20 and 49.
-  63% keep fit through regular exercise.
-  35% of users have a degree from a university (of applied sciences).
-  85% are willing to spend more on quality.

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

# HOMEPAGE-CHANNEL

Digital reach: 7.89 million unique users



← Back to the overview

 Homepage	 Homepage	 Homepage	 Homepage
 Homepage	 Homepage	 Homepage	 Homepage
 Homepage	 Homepage	 Homepage	 Homepage
 Homepage	 Homepage	 Homepage	 Homepage
 Homepage	 Homepage	 Homepage	 Homepage
 Homepage	 Homepage		



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



63% male users.



59% are between the ages of 20 and 49.



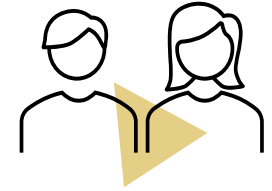
41% of users have a degree from a university (of applied sciences).



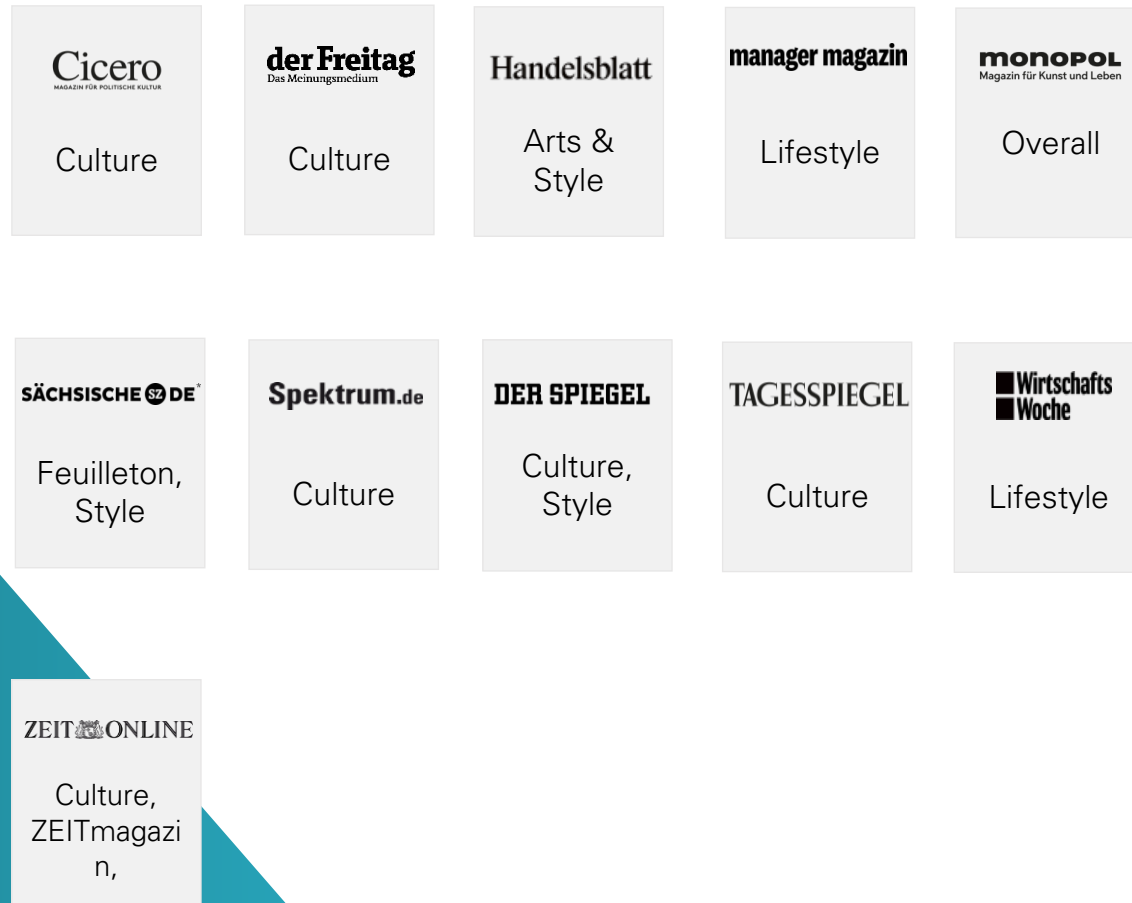
87% are willing to spend more on quality.

# LIFESTYLE-CHANNEL

Digital reach: 9.1 million unique users



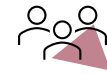
[Back to the overview](#)



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



45% female users.



52% are between the ages of 20 and 49.



42% of users have a degree from a university (of applied sciences).

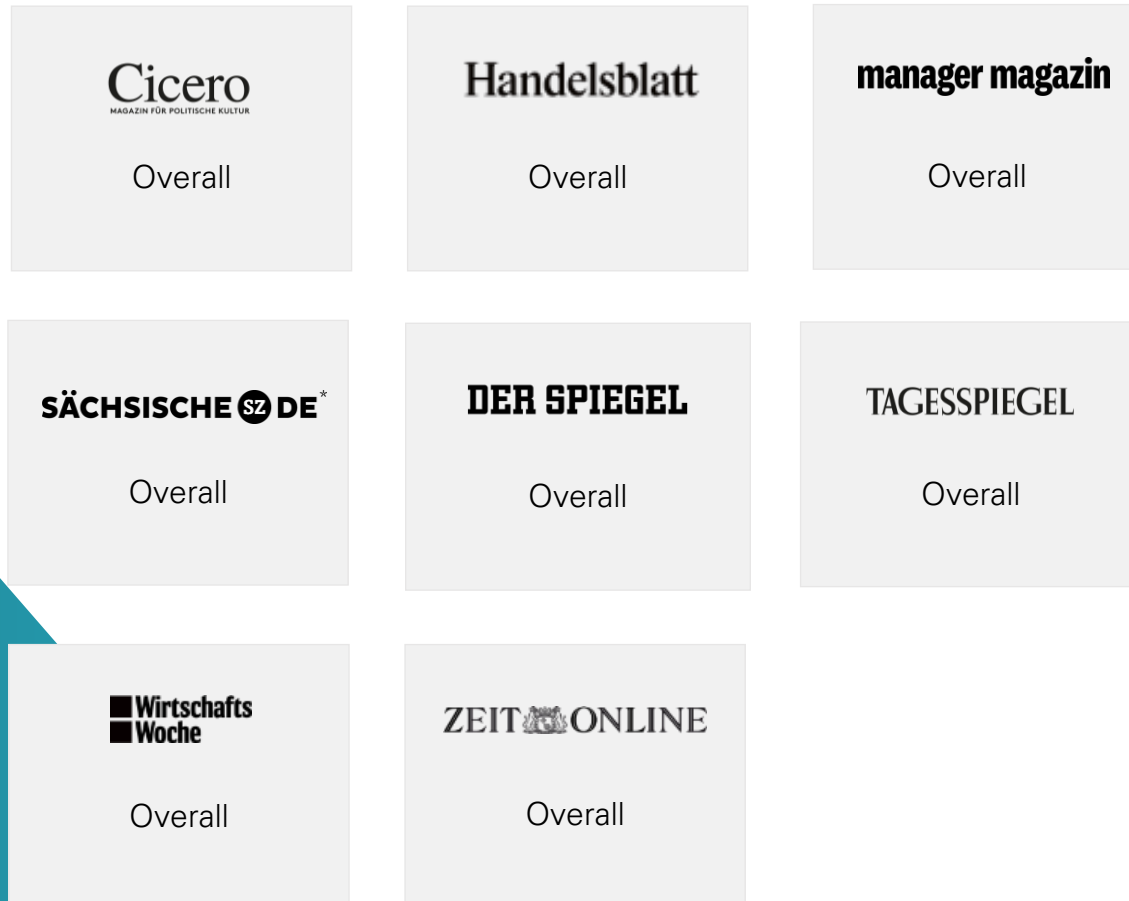
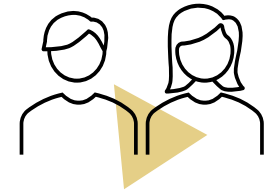


59% of users describe themselves as individualists.

# QUALITY MEDIA-CHANNEL

Digital reach: 28.62 million unique users

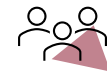
 [Back to the overview](#)



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



45% female users.



52% are between the ages of 20 and 49.



30% of users have a degree from a university (of applied sciences).

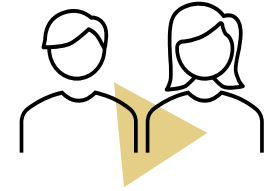


61% are employed.

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

# POLITICS-CHANNEL

Digital reach: 9.84 million unique users



[Back to the overview](#)

 Overall	 Politics	 Politics
 Politics	 Politics	 Politics, Abroad
 Politics	 Politics	 Politics, ze.tt



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



62% male users.



52% are between the ages of 20 and 49.



36% of users have a degree from a university (of applied sciences).



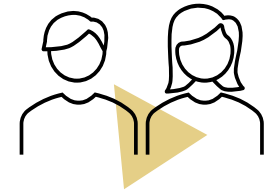
36% are generally the lead voice in meetings.

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



# PRIVATE INVESTMENT-CHANNEL

Digital reach: 1.37 million unique users



[Back to the overview](#)

**ARIVA.DE**

Stocks, Certificates,  
ETF, Leverage  
products, Foreign  
exchange

**BE BTC ECHO**

Overall

**Handelsblatt**

Stock prices,  
Markets, Investment  
strategy

**manager magazin**

Finace/Stock  
exchange

**Wirtschafts  
Woche**

Stock exchange



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



80% male users.



76% are between the ages of 20 and 59.




35% of users have a degree from a university (of applied sciences).

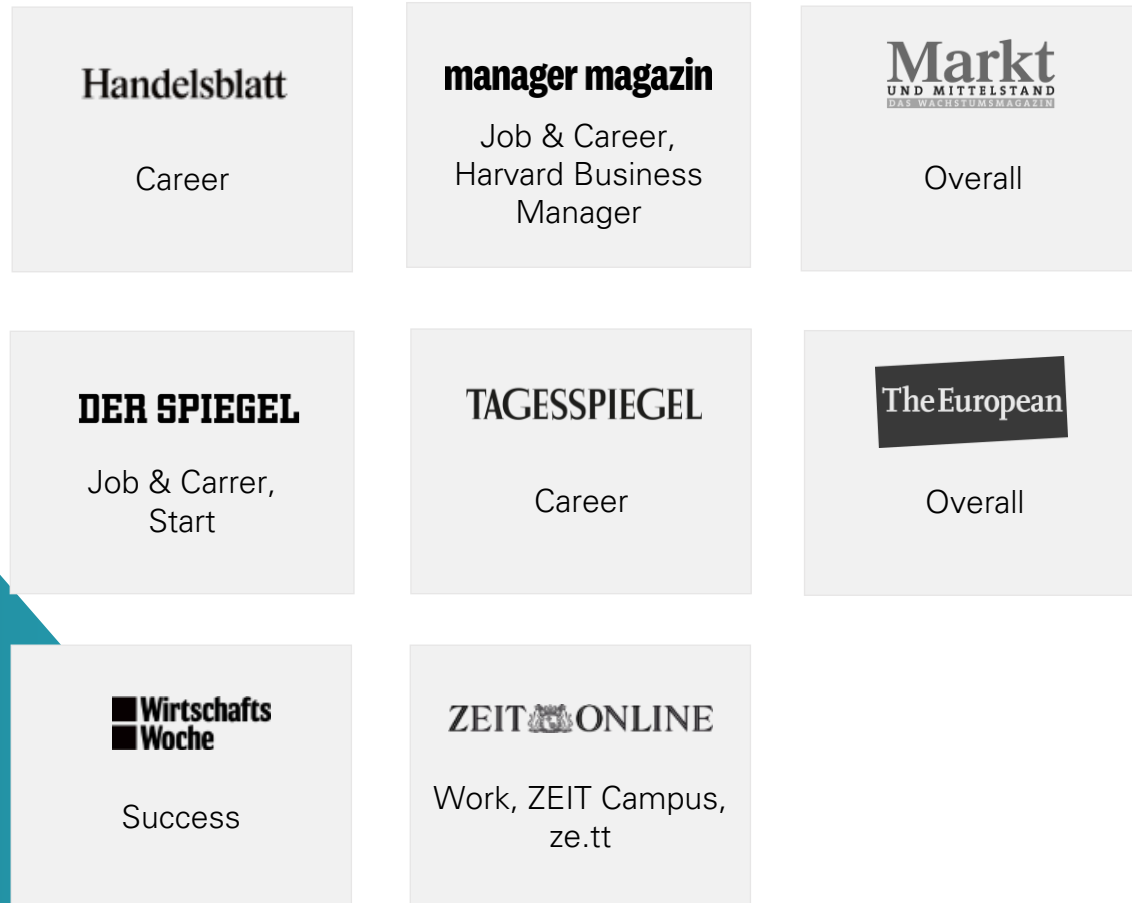
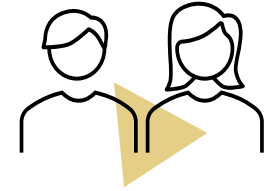


44% are interested in financial investments.

# RECRUITING-CHANNEL

Digital reach: 11.45 million unique users

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56% male users.



16% are between the ages of 20 and 29.



33% of users have a degree from a university (of applied sciences).



10% of all users are still undergoing training.

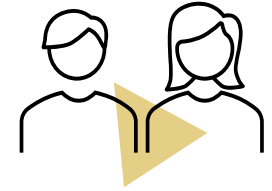


43% have frequently become aware of interesting products and new ideas through advertising.

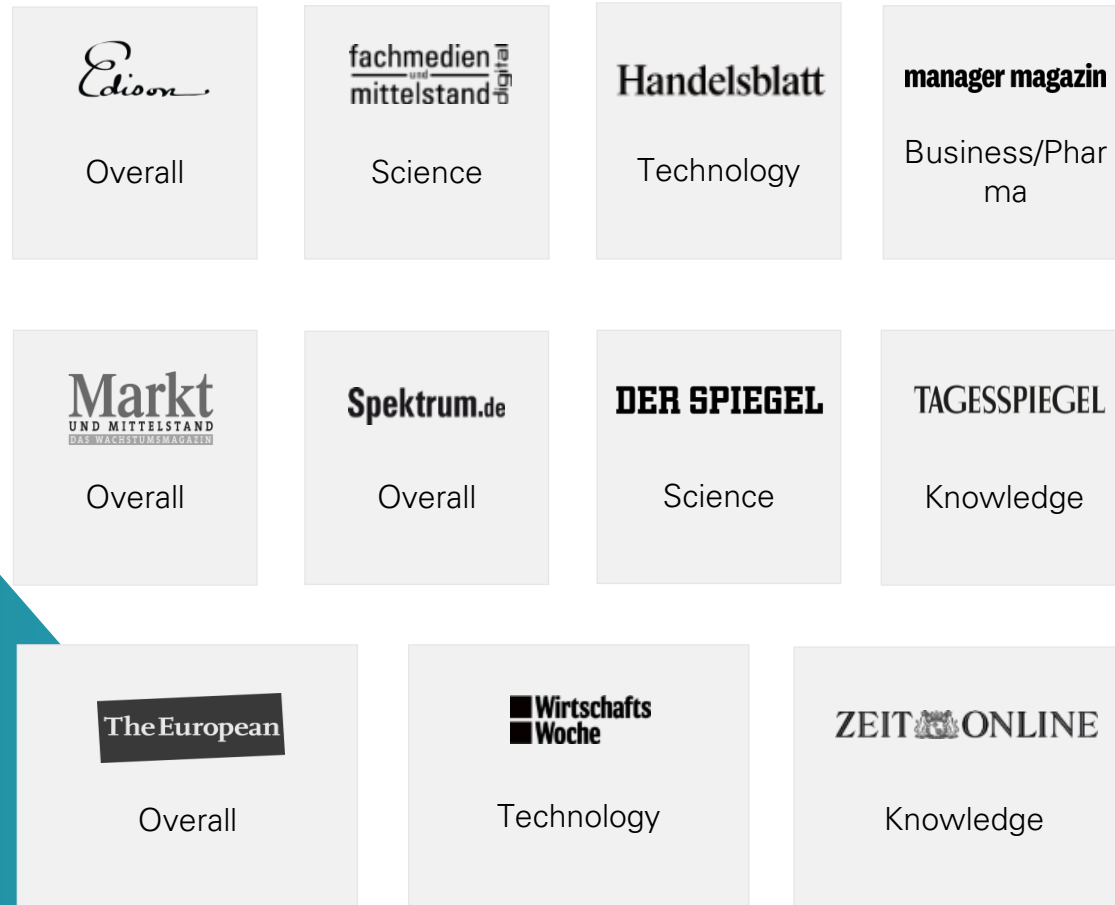
Source: agof daily digital facts, 18.09.2023, Ø month (of the last 3 monts (Jan – Mar 2023)), total population 16+ | Media combination made up of the above-mentioned environments | Changes of the channel reserved

# SCIENCE-CHANNEL

Digital reach: 8.71 million unique users



[Back to the overview](#)



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



58% male users.



55% are between the ages of 20 and 49.



35% of users have a degree from a university (of applied sciences).




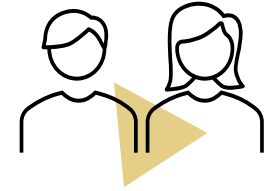
26% are among the first in their circle of acquaintances to try out new technologies.

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





# SMES-CHANNEL





Digital reach: 12.10 million unique users

 [Back to the overview](#)




 MAGAZIN FÜR POLITISCHE KULTUR  Overall	  Overall	  Finances, Company
---	--	---


  Business/ Finance	 UND MITTELSTAND DAS WACHSTUMSMAGAZIN  Overall	  Economy	  Economy
---	---	--	--


  Economy	  Overall	  Success, Company	  Economy
--	--	--	--


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

 63% male users.

 54% are between the ages of 20 and 49.

 34% of users have a degree from a university (of applied sciences).

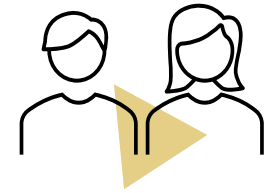
 64% are employed.

 41% are interested in financial investments.

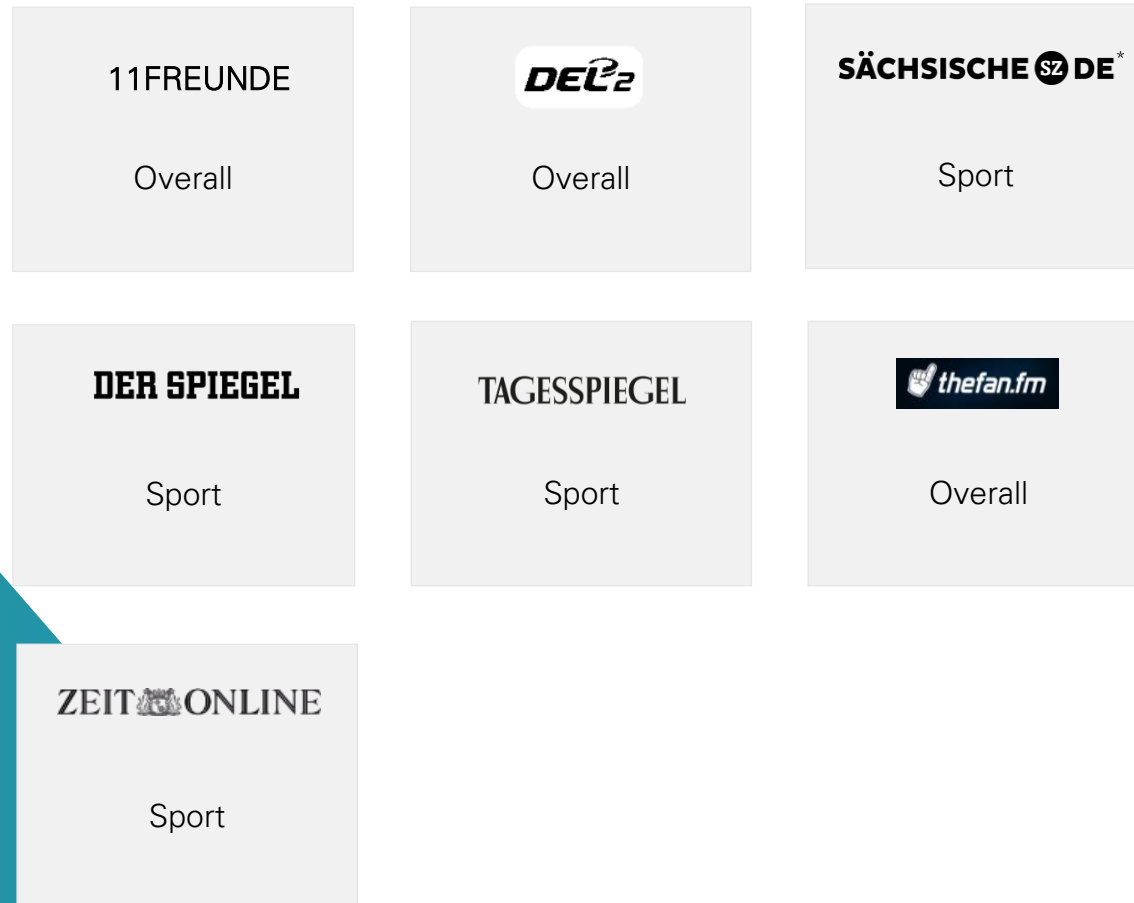
Source: agof daily digital facts, 18.09.2023, Ø month (of the last 3 months (Jan – Mar 2023)), total population 16+ | Media combination made up of the above-mentioned environments | Changes of the channel reserved

# SPORT-CHANNEL

Digital reach: 4.02 million unique users



[Back to the overview](#)



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



65% male users.



72% are between the ages of 20 and 59.



42% of users have a degree from a university (of applied sciences).



64% keep fit through regular exercise.

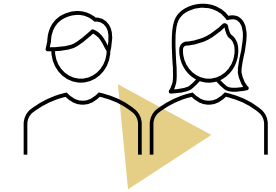
Source: agof daily digital facts, 18.09.2023, Ø month (of the last 3 months (Jan – Mar 2023)), total population 16+ | Media combination made up of the above-mentioned environments | Changes of the channel reserved










# SUSTAINABILITY-CHANNEL

Digital reach: 8.37 million unique users


 Back to the overview




 Overall	 Science	<b>Handelsblatt</b> Mobility/ Electromobility, Technology/ Research & Innovation	<b>manager magazin</b> Business/ Energy
 Overall	<b>SÄCHSISCHE SZ DE*</b> Sustainability	<b>Spektrum.de</b> Overall	<b>DER SPIEGEL</b> Science/Nature, Climate crisis
 Overall	 Green, Technology, Company	 Overall	<b>ZEIT ONLINE</b> Environment, Green

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


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-  40% female users.


---

-  57% are between the ages of 20 and 49.

---

-  35% of users have a degree from a university (of applied sciences).

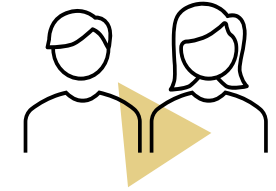
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-  38% choose the bicycle as their means of transport more than one day a week.

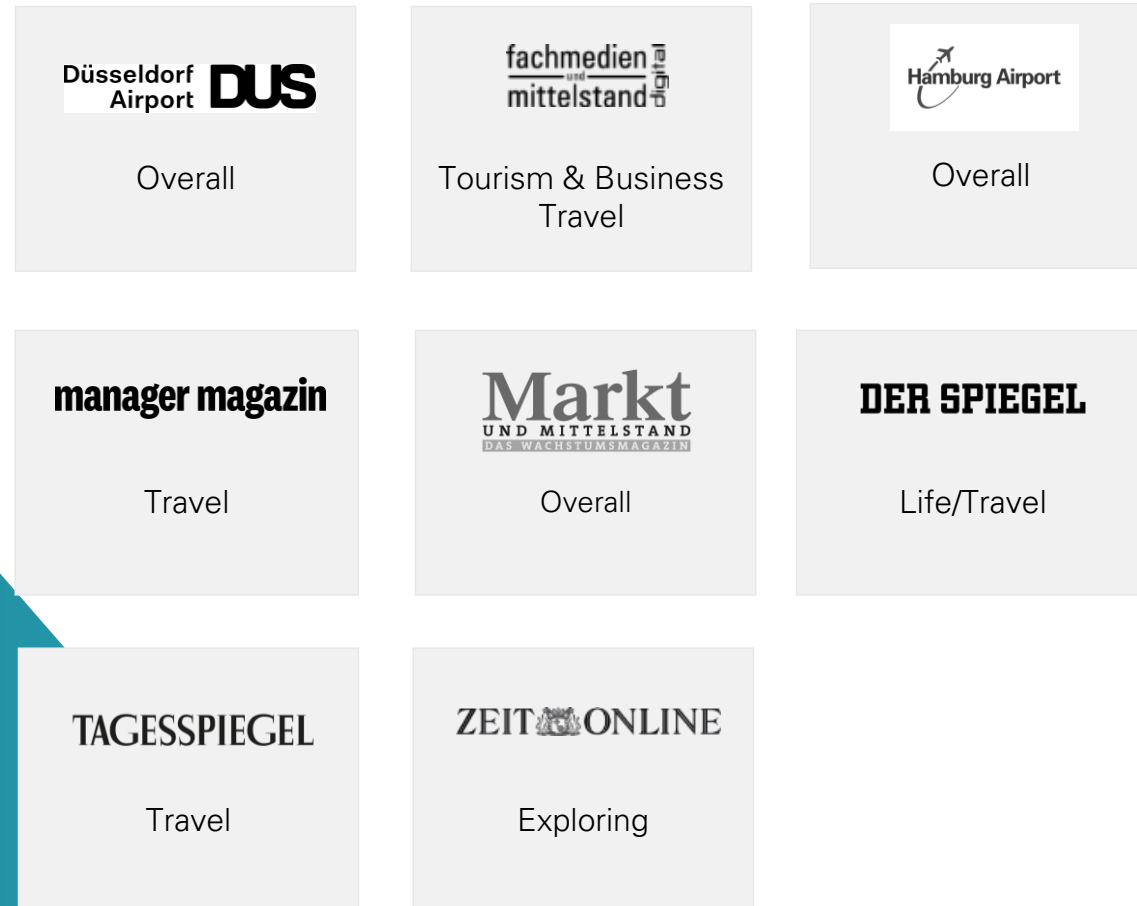
Source: agof daily digital facts, 18.09.2023, Ø month (of the last 3 months (Jan – Mar 2023)), total population 16+ | Media combination made up of the above-mentioned environments | Changes of the channel reserved

# TRAVEL-CHANNEL

Digital reach: 3.43 million unique users



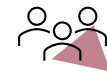
[Back to the overview](#)



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



50% female users.



76% are between the ages of 20 and 59.



36% of users have a degree from a university (of applied sciences).



68% are interested in (longer) vacation trips.




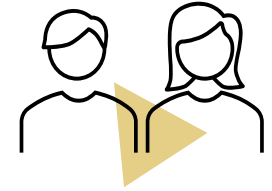
32% book trips on the Internet once every quarter/half year.

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

# WOMEN AND MORE-CHANNEL

Digital reach: 2.19 million unique users

 [Back to the overview](#)



**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 of over 3,000 €.



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



48% are between the ages of 16 and 39.



65% keep themselves fit through regular sports and exercise.



68% are very mobile and spend a lot of time "on the go".



38% of users have a degree from a university (of applied sciences).

# YOUNG GENERATION-CHANNEL

Digital reach: 1.29 millions unique users

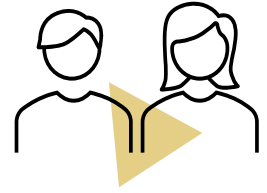
**DER SPIEGEL**

Start

**ZEITUNG ONLINE**

ze.tt

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overview



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



49% female users.



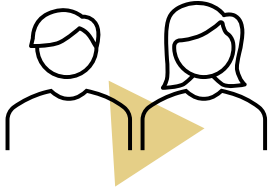
20% are between the ages of 20 and 29.



41% have a technical/college degree.

# INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



## INTERNATIONAL

### **iq digital media marketing gmbh**

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