

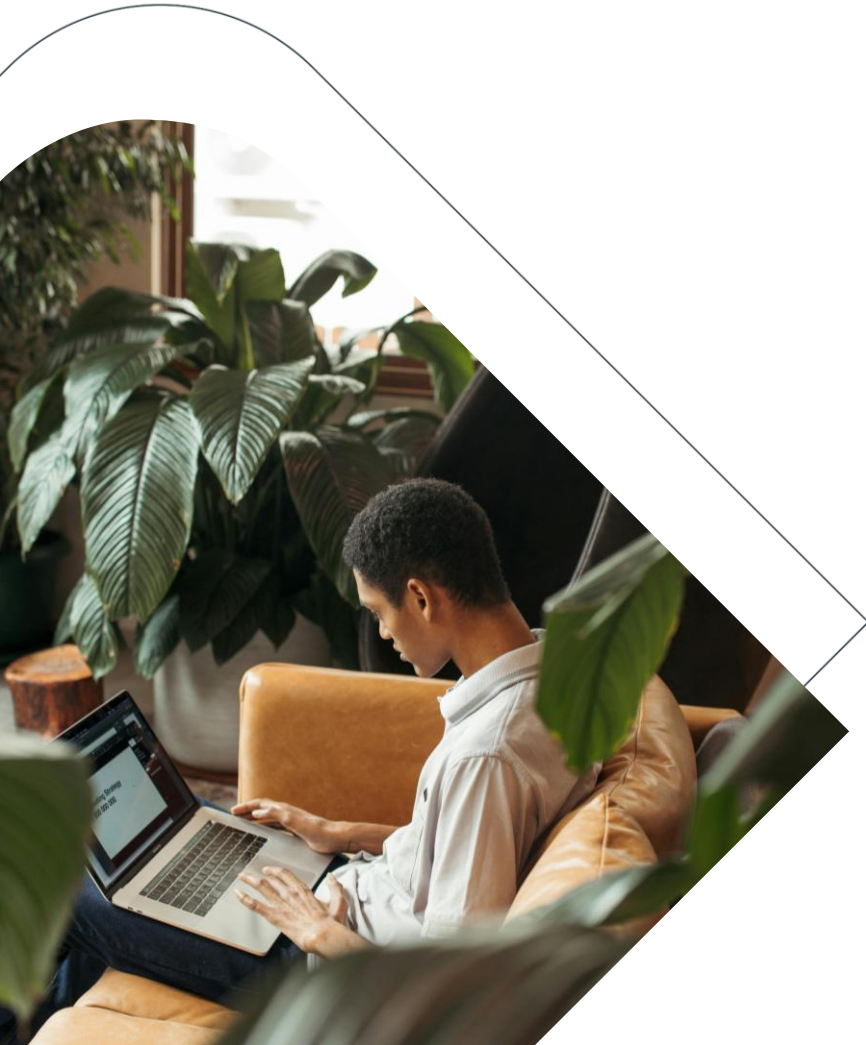
TOPIC CHANNEL

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

iq digital



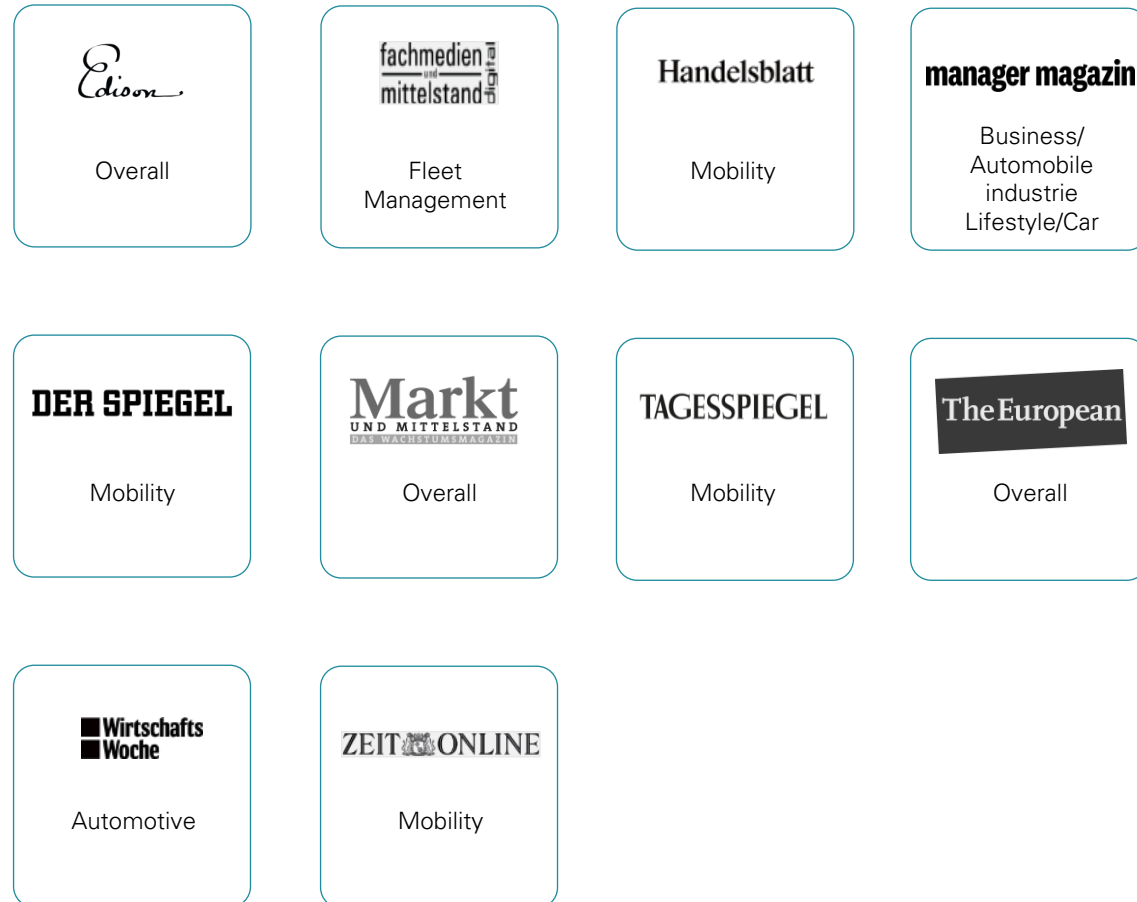
WE OFFER YOU THESE TOPIC CHANNELS



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.



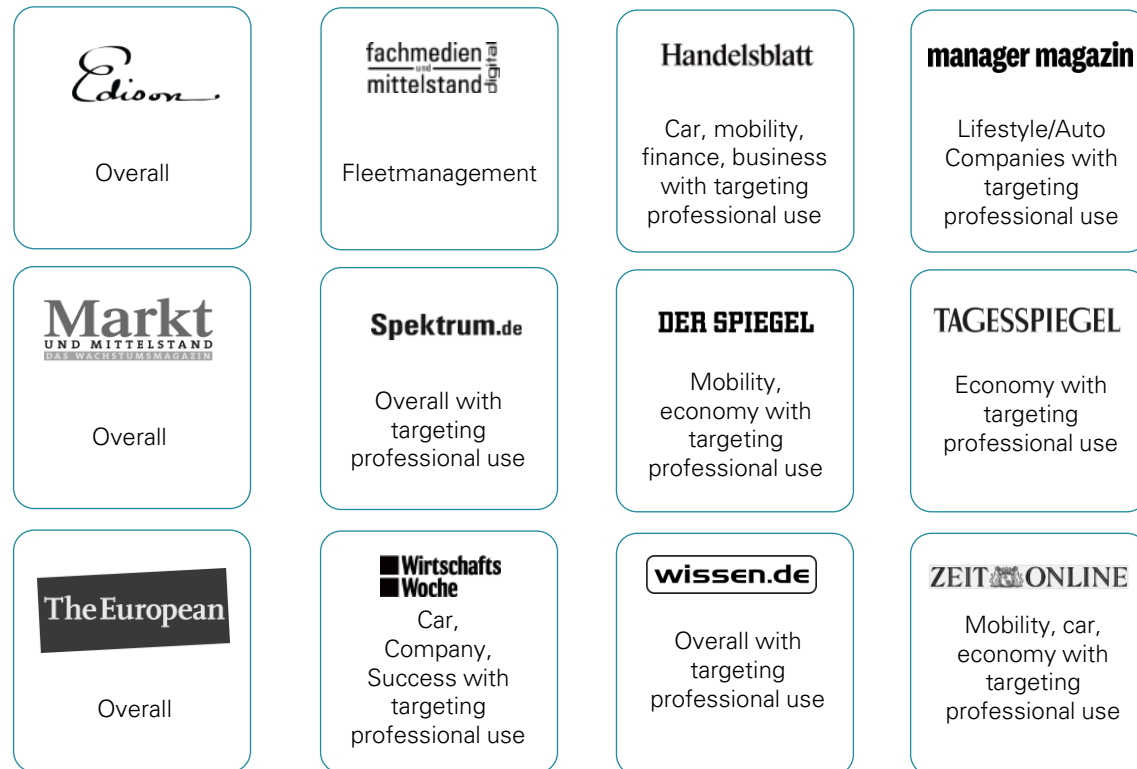
38% have an applied sciences/university degree.



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

CAR B2B-CHANNEL

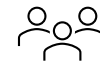
Digital reach: 3.23 million unique users



66% are male.



31% Self-employed/proprietors/freelancers.



74% are between 20 and 49 years old.



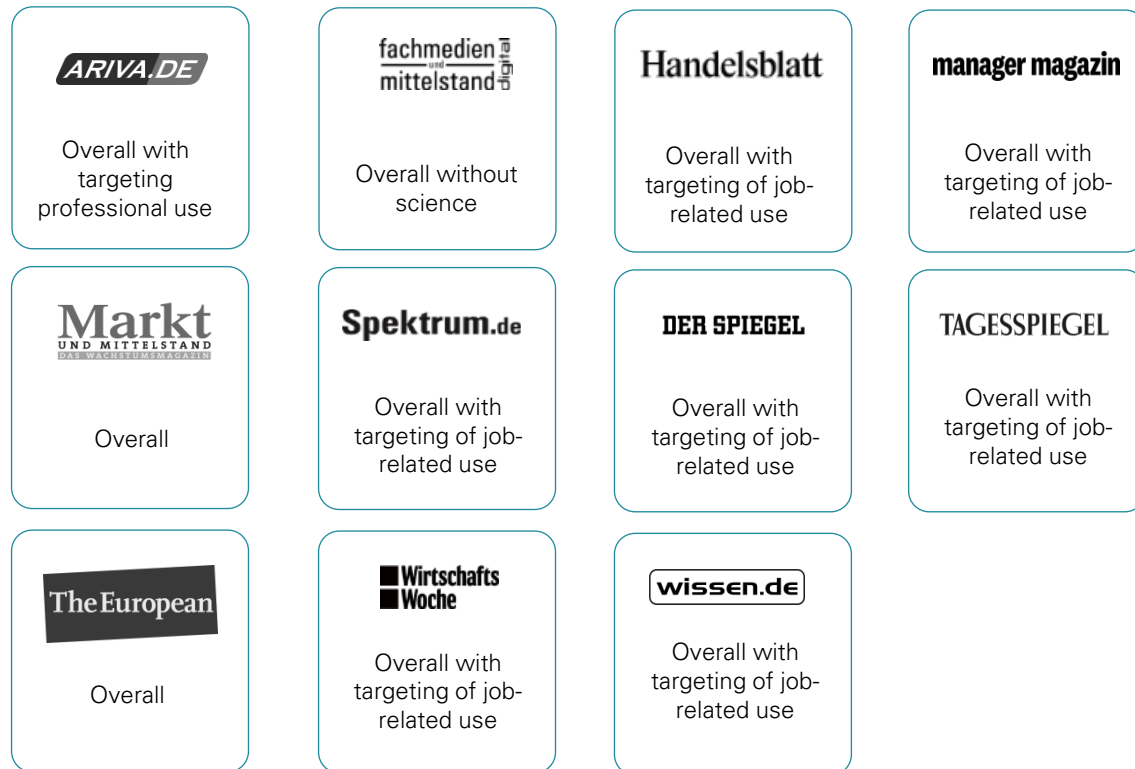
48% work in the areas of finance, controlling and accounting.



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.



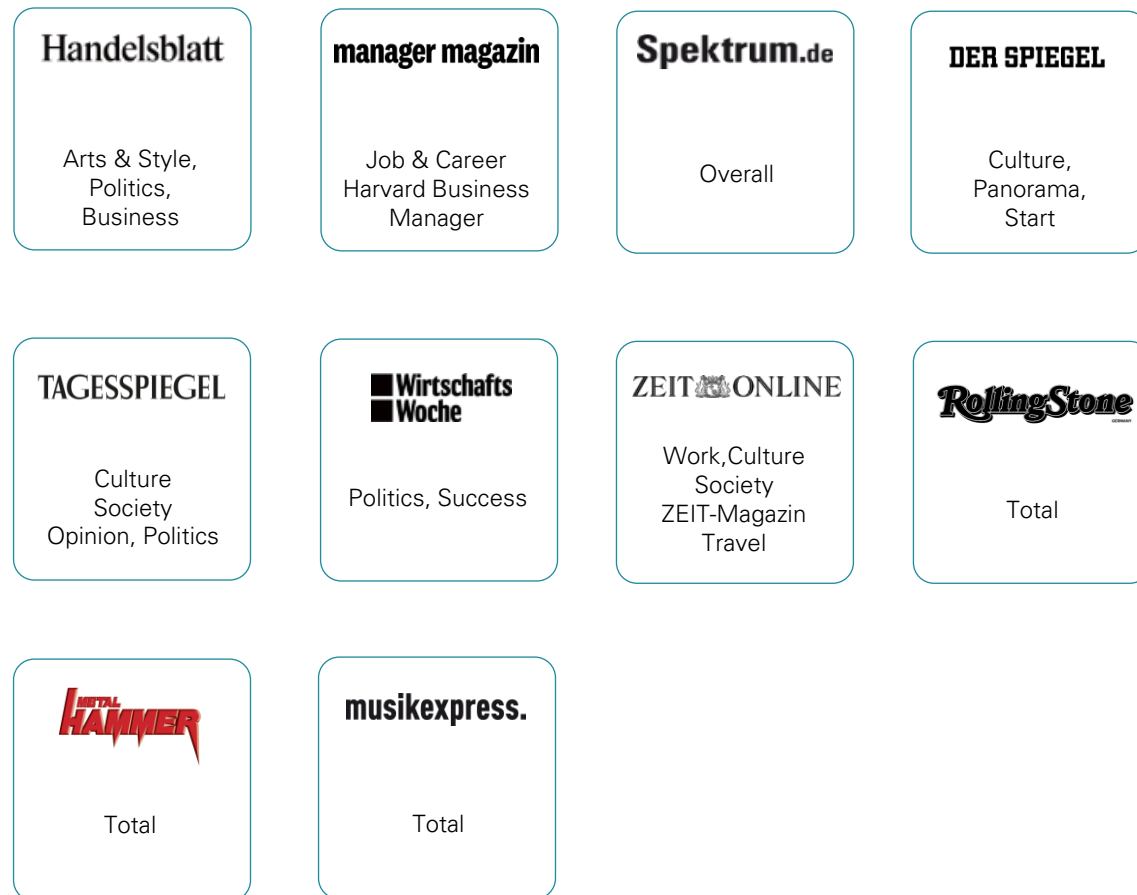
83% are employed.



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.



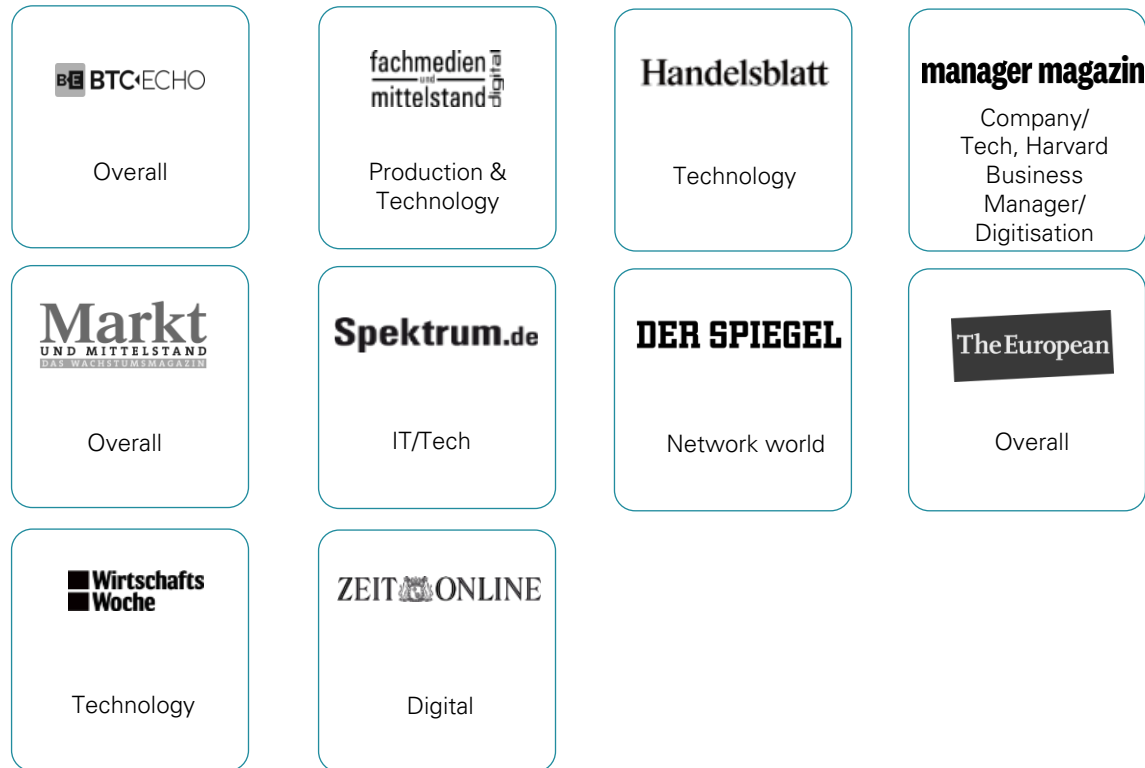
40% have applied sciences/university degree.



87% are prepared to pay more for quality:

DIGITISATION CHANNEL

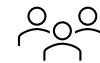
Digital reach: 6.56 million unique users



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



62% are male.



58% are between 20 and 49 years old.



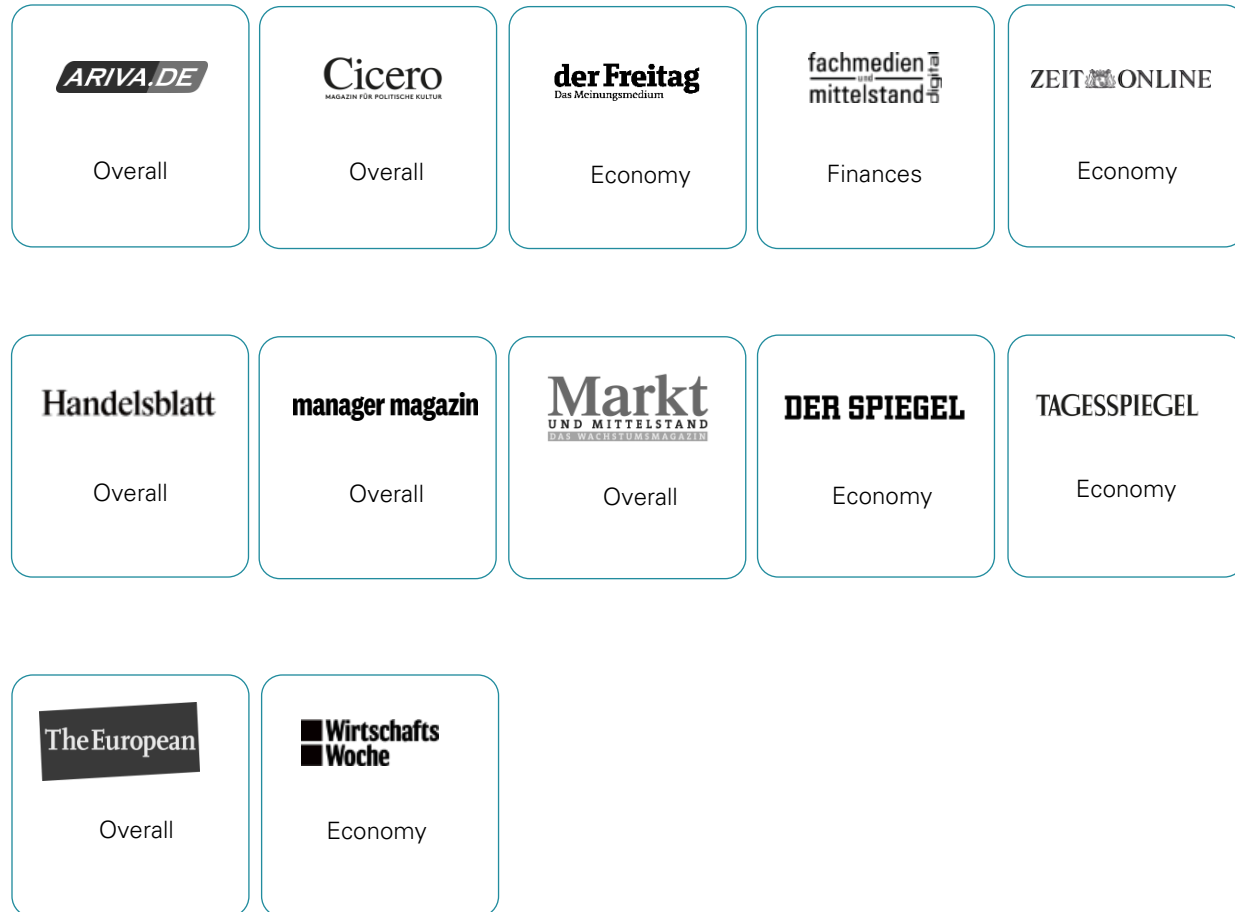
37% have an applied sciences/university degree.



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.



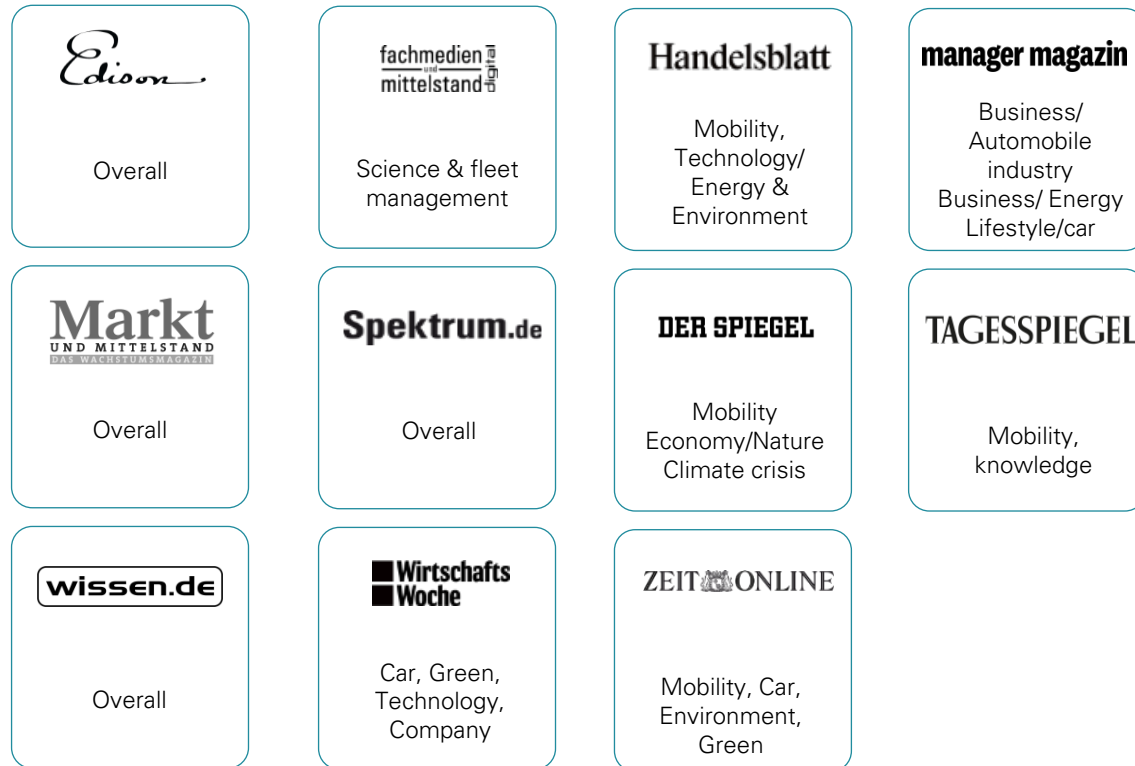
33% have an applied sciences/university degree.



85% are prepared to pay more for quality.

E-MOBILITY-CHANNEL

Digital reach: 6.21 million unique users



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.

YOUNG GENERATION-CHANNEL

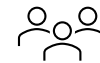
Digital reach: 2,11 Mio. million unique users



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



53% are female.



50% are between 20 and 39 years old.



41% have an applied sciences/university degree.



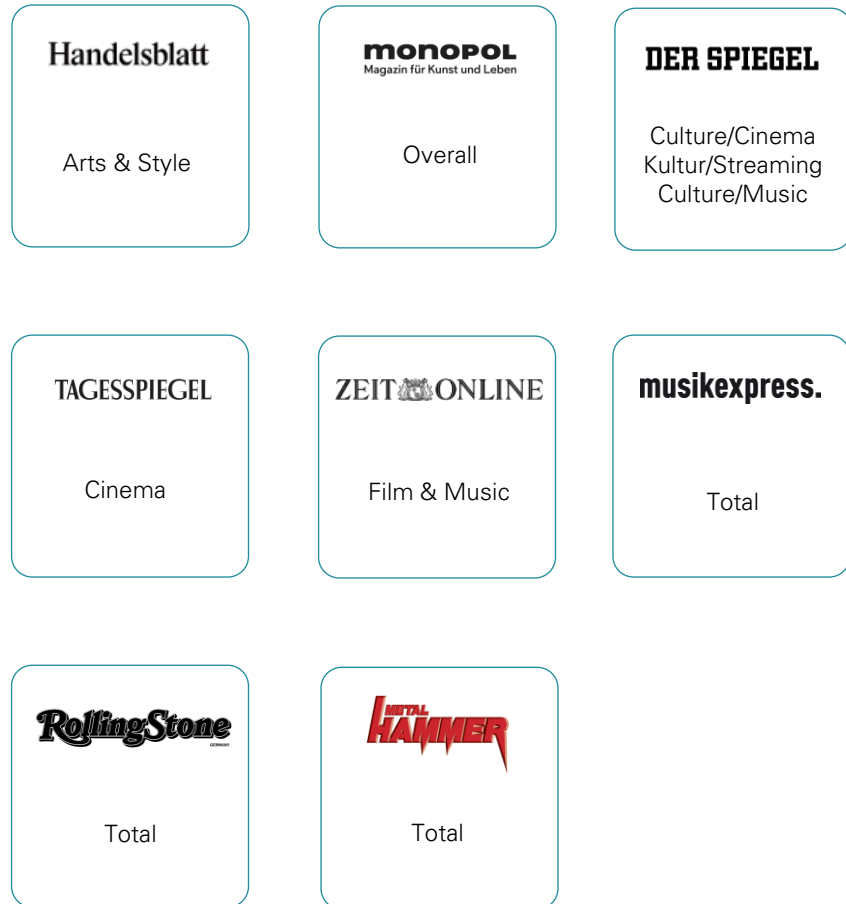
39% are interested in financial investments.



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

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.



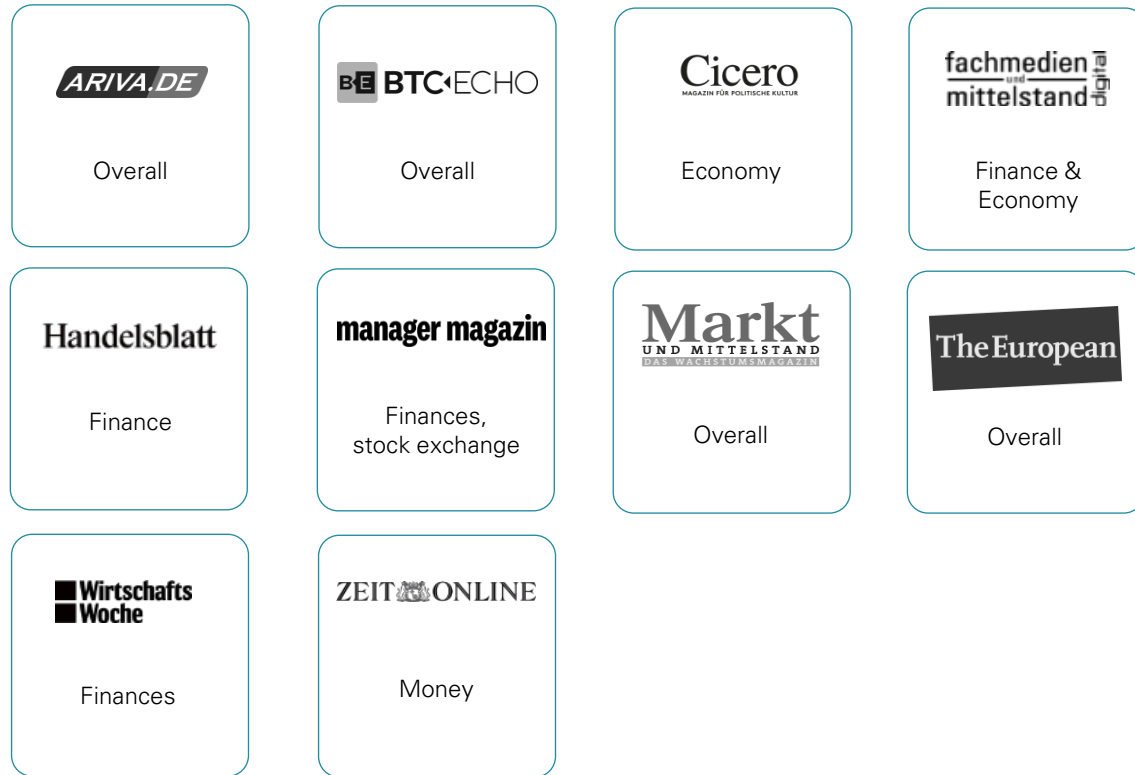
36% have an applied sciences/university degree.



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

FINANCE CHANNEL

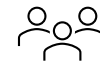
Digital reach: 3.72 million unique users



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



69% are male.



54% are between 20 and 49 years old.



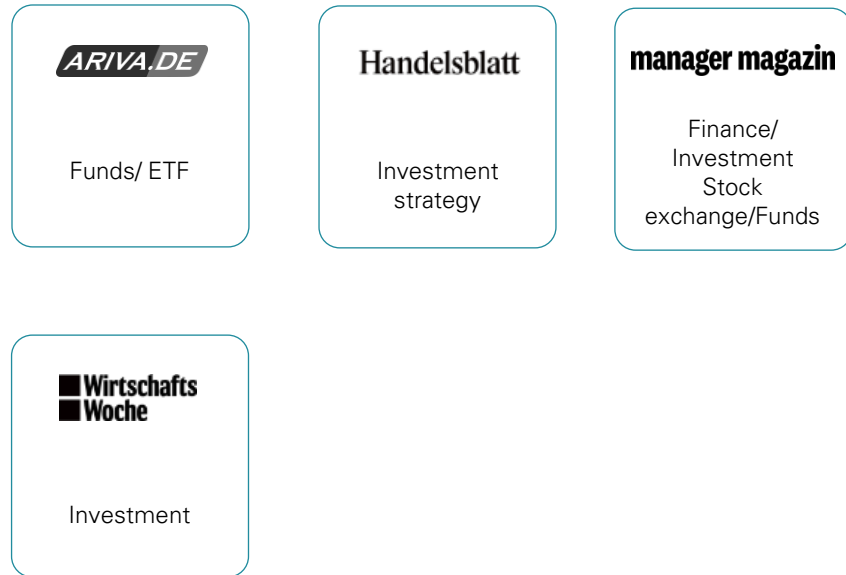
33% have an applied sciences/university degree.



42% are interested in financial investments.

FUND-CHANNEL

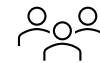
Digital reach: 1.34 million unique users



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



74% are male.



78% are between 20 and 59 years old.



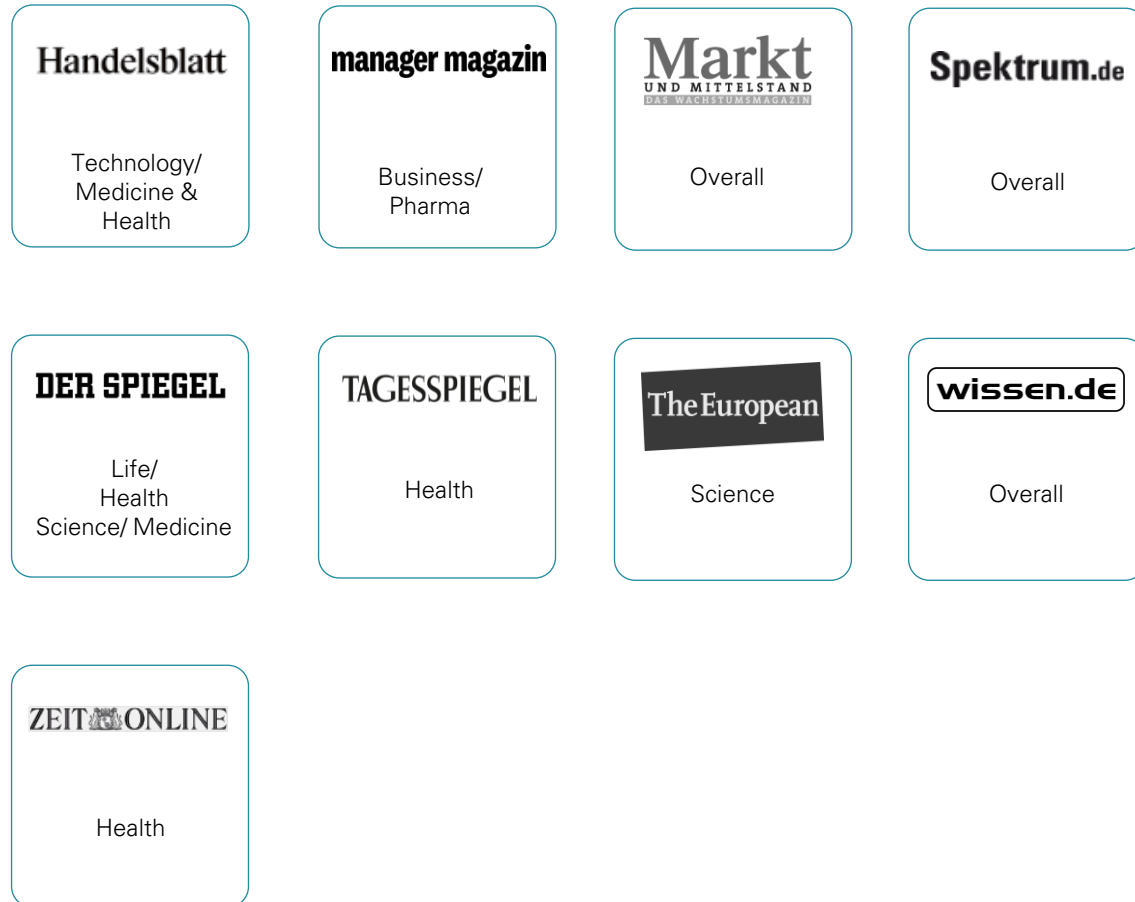
37% have an applied sciences/university degree.



43% are interested in financial investments.

HEALTH CHANNEL

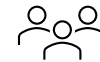
Digital reach: 9.54 million unique users



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

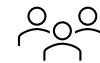
Digital reach: 6.3 million unique users



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



63% are male.



59% are between 20 and 49 years old.



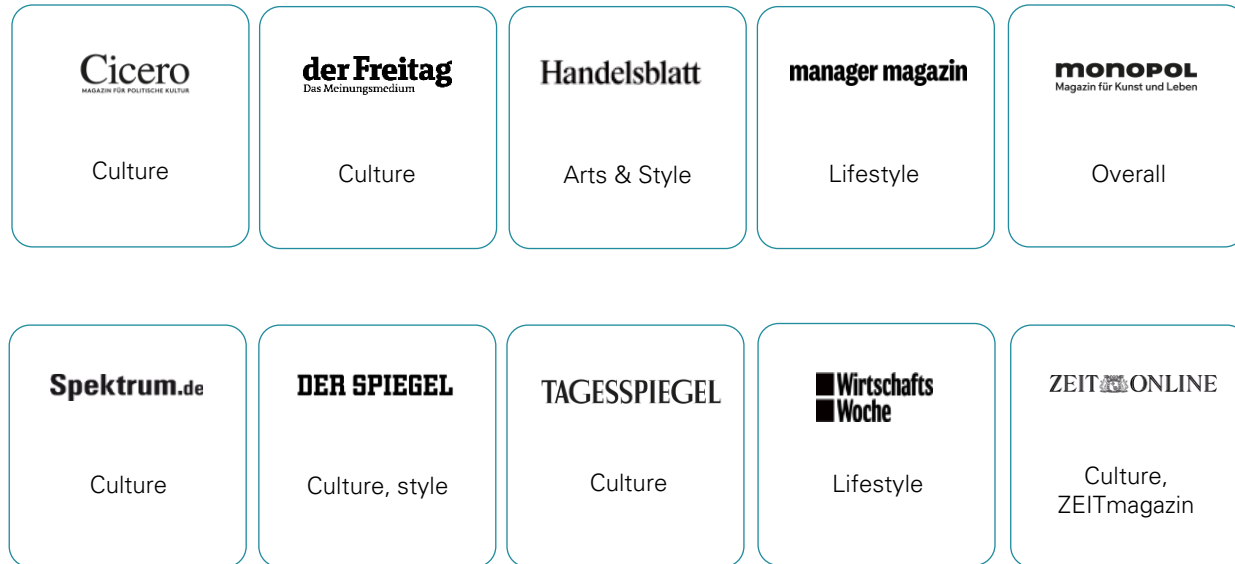
41% have an applied sciences/university degree.



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

LIFESTYLE-CHANNEL

Digital reach: 9.1 million unique users



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



45% are female.



52% are between 20 and 49 years old.



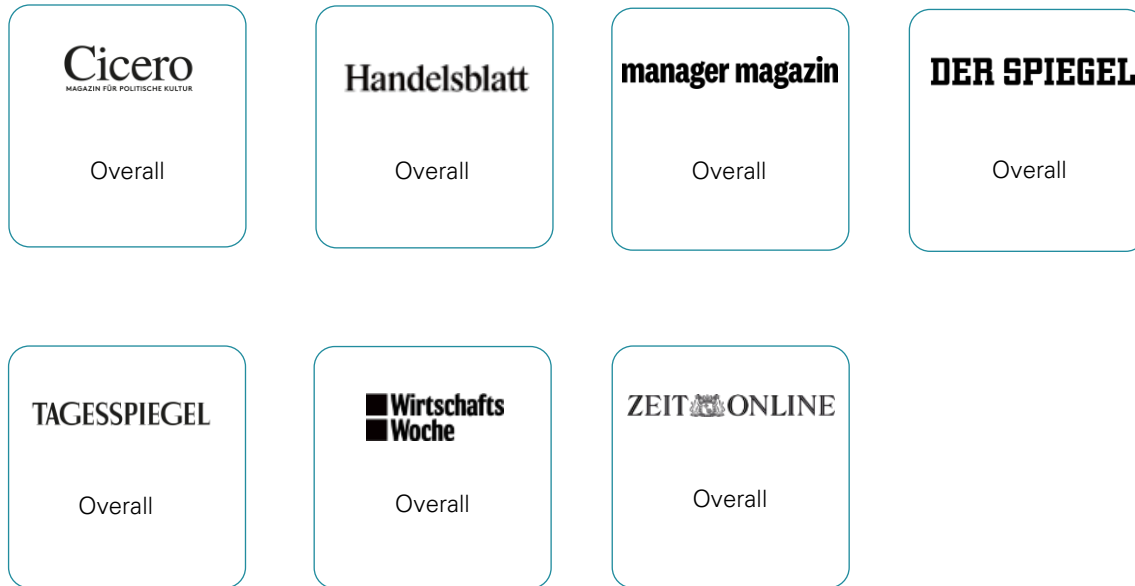
42% have an applied sciences/university degree.



59% of users describe themselves as individualists.

QUALITY MEDIA-CHANNEL

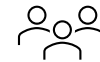
Digital reach: 28.62 million unique users



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



45% are female.



52% are between 20 and 49 years old.



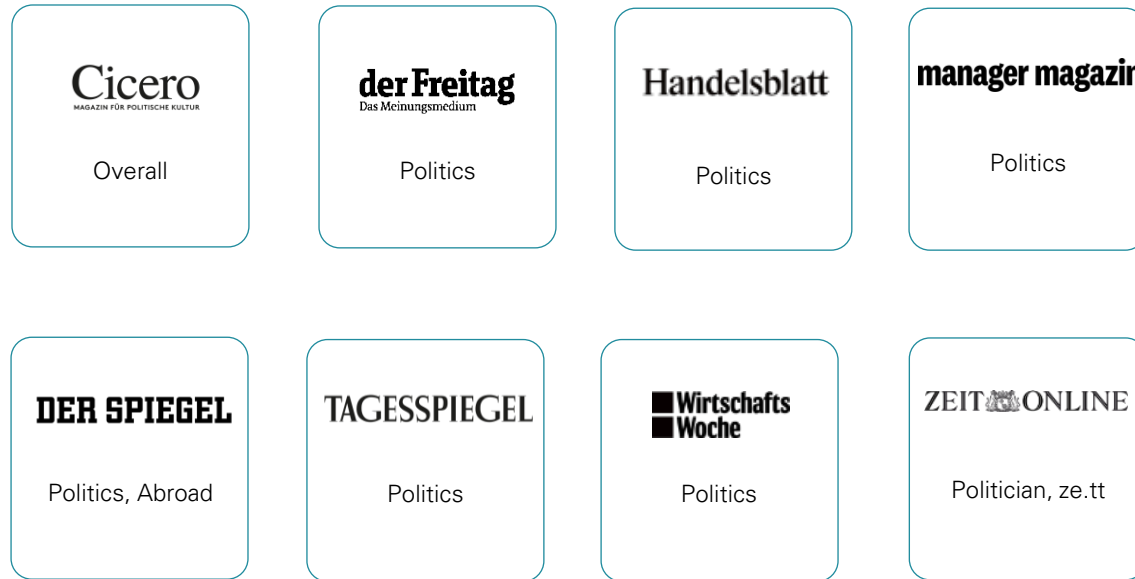
30% have an applied sciences/university degree.



61% are fully or partially employed.

POLITICS CHANNEL

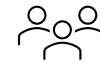
Digital reach: 9.84 million unique users



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



62% are male.



52% are between 20 and 49 years old.



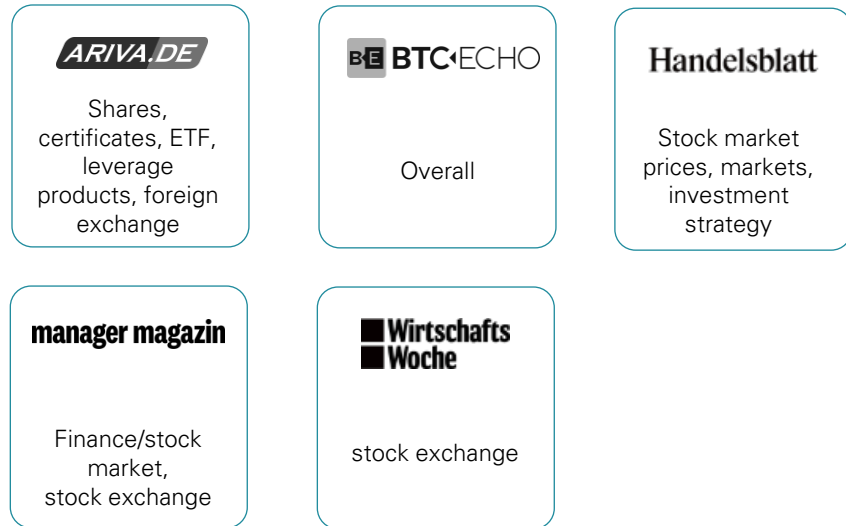
36% have an applied sciences/university degree.



36% are usually the spokesperson in a discussion group.

PRIVATE INVESTMENT-CHANNEL

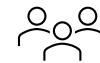
Digital reach: 1.37 million unique users



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



80% are male.



76% are between 30 and 59 years old.



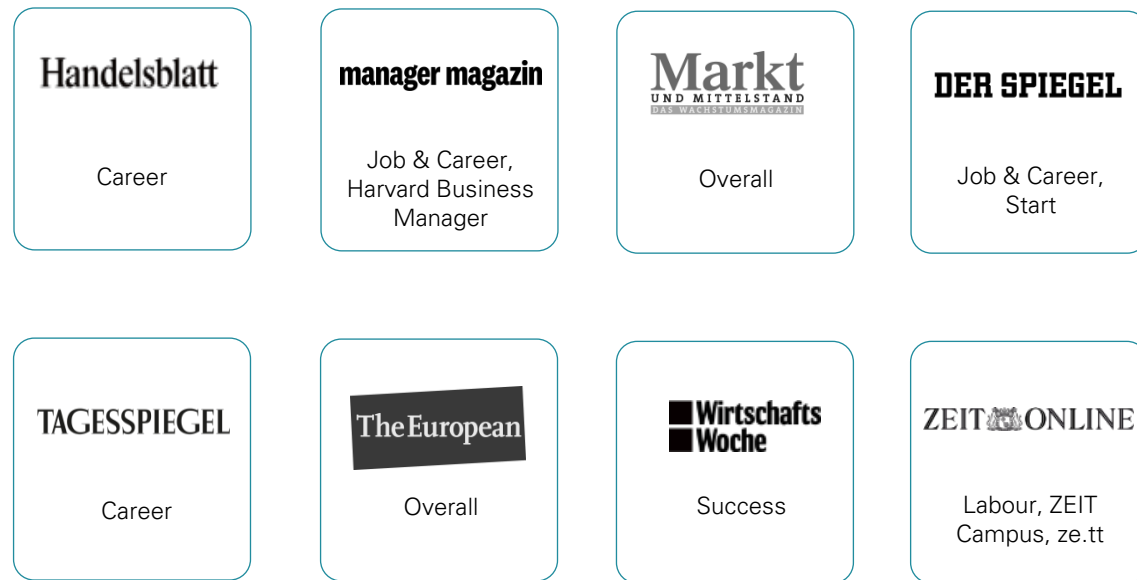
35% have an applied sciences/university degree.



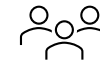
44% are interested in financial investments.

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.



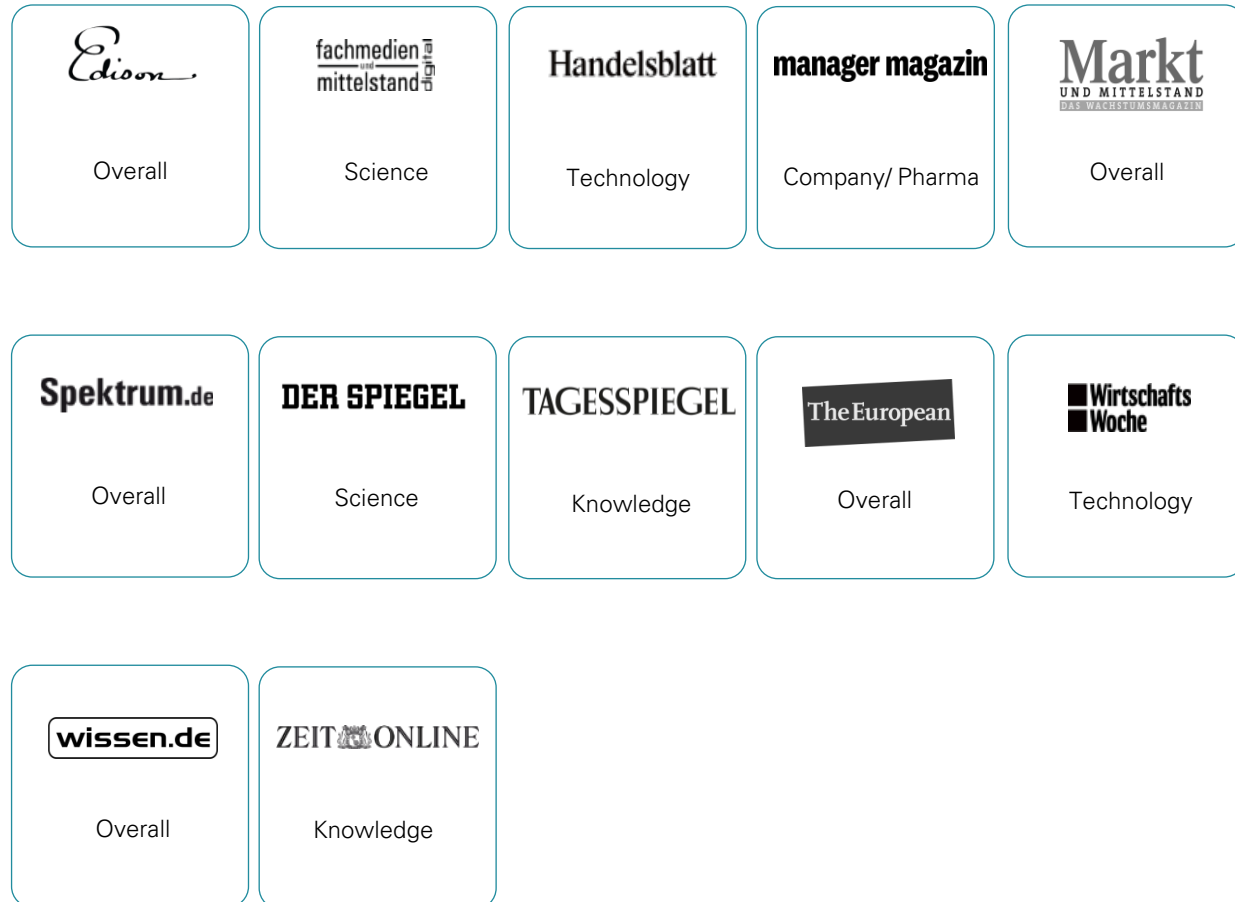
10% are still in training.



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.



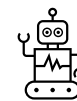
58% are male.



55% are between 20 and 49 years old.



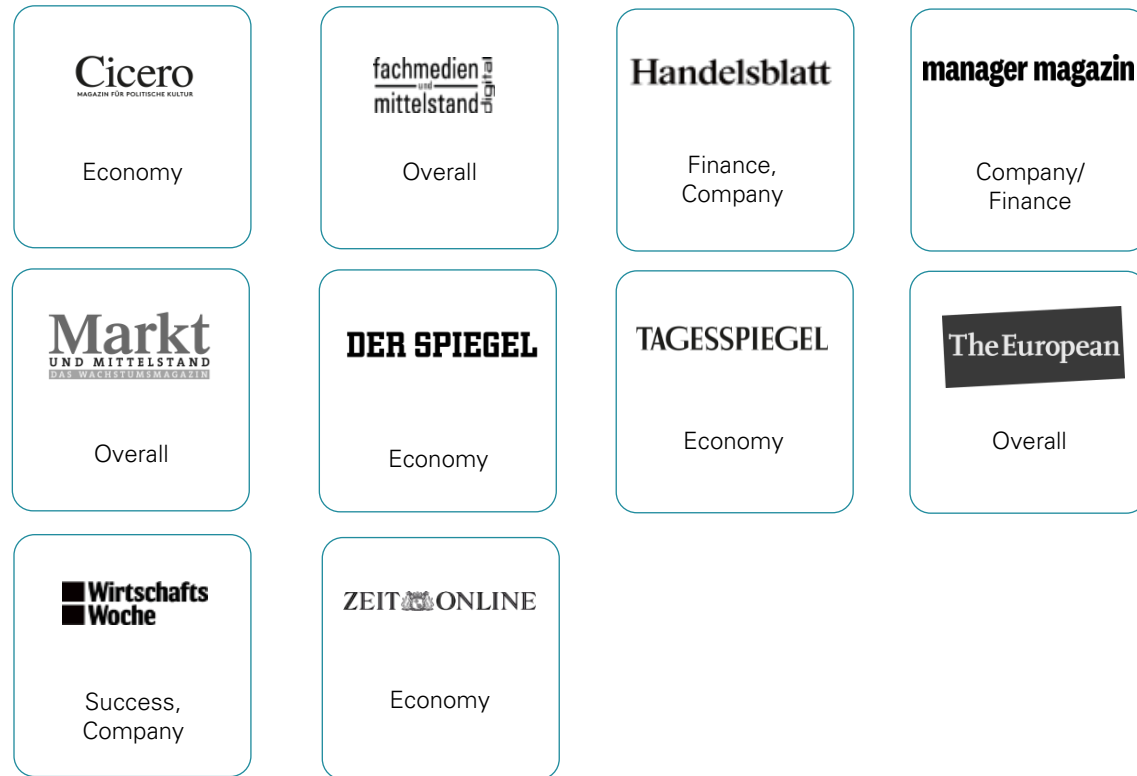
35% have an applied sciences/university degree.



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

SMES-CHANNEL

Digital reach: 12.10 million unique users



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

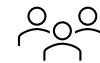
Digital reach: 4.02 million unique users



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



65% are male.



72% are between 20 and 49 years old.



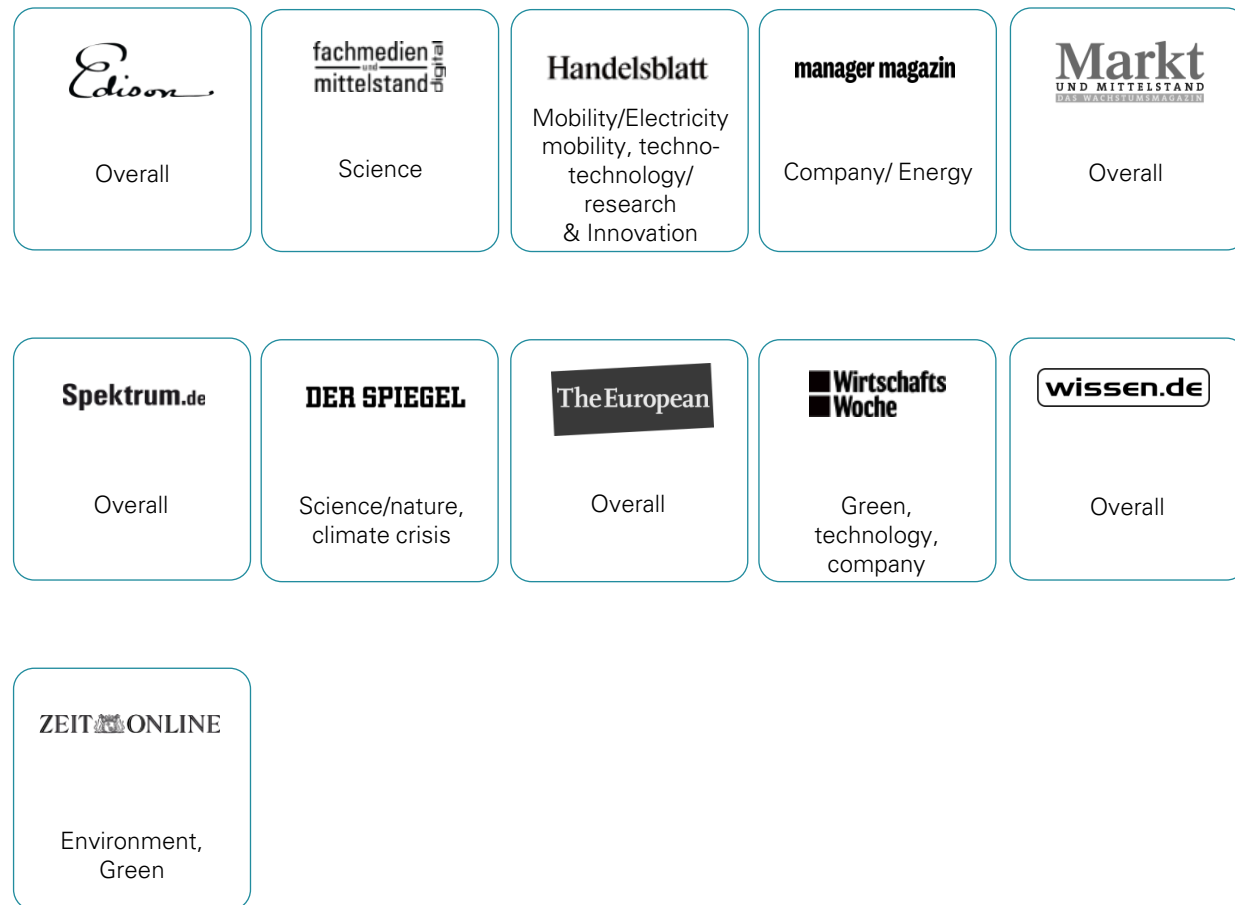
42% have an applied sciences/university degree.



64% exercise regularly.

SUSTAINABILITY CHANNEL

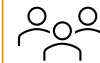
Digital reach: 8.37 million unique users



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



40% are female.



57% are between 20 and 49 years old.



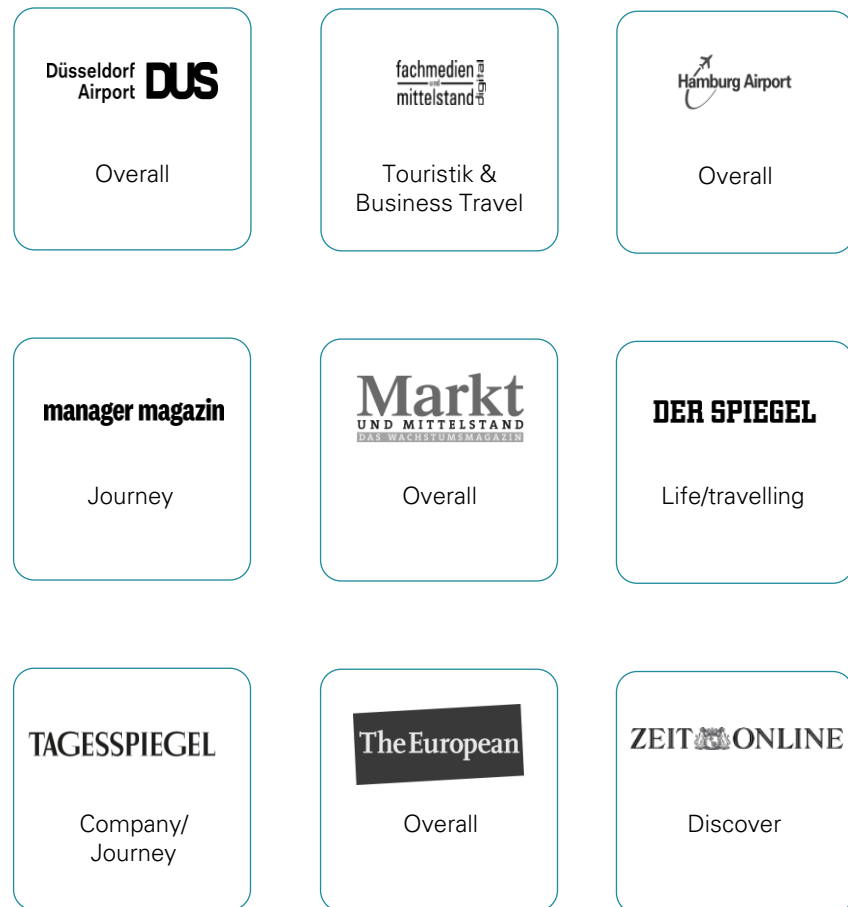
35% have an applied sciences/university degree.



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

TRAVEL CHANNEL

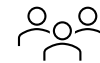
Digital reach: 3.43 million unique users



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

ZEITUNGSMAGAZIN

Overall with
targeting women

ZEITUNGSONLINE

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.

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

