

PRESS RELEASE

iq digital Remains the Undisputed Market Leader Among Decision-Makers: LAE 2026 Confirms Top Position

- iq digital Reaches 1,924 thousand decision-makers – 38 thousand more than the previous year
- Digital reach of 62.8 percent confirms market leadership among media sellers
- Handelsblatt Online is the biggest winner among individual iq digital titles: up 51,000 decision-makers, index 105

Düsseldorf, July 1, 2026. The LAE 2026, a leading analysis of media usage among decision-makers in business and government, once again confirms iq digital's outstanding position as the leading advertiser targeting decision-makers in Germany. With a combined digital reach of 1,924 thousand (= 1.924 million) decision-makers—including the publications FAZ.NET and SZ.de—iq digital has increased its absolute reach by 38 thousand decision-makers compared to the previous year. The percentage reach of 62.8 percent remains virtually unchanged (LAE 2025: 62.6 percent) and underscores the portfolio's stability at a high level. iq digital thus reaches more than half of all decision-makers in Germany—a figure that no other media marketer comes even close to achieving.

Handelsblatt Online Is the Biggest Winner in a Comparison of Individual Publications

In a month-over-month comparison of individual digital titles, Handelsblatt Online stands out with the strongest absolute growth among iq digital titles: Its reach increased by 51,000 to 757,000 decision-makers (24.7 percent), corresponding to an index of 105 compared to the previous year. This makes Handelsblatt Online the clear winner in the iq digital portfolio.

WirtschaftsWoche Online (up 30,000, index 104) and manager magazin (up 19,000, index 104) also recorded solid growth. In the competition among media sellers, iq digital thus made significant gains in business-oriented publications, while Der Tagesspiegel, DIE ZEIT, and DER SPIEGEL remained stable.

iq digital: The Essential Platform for Reaching Decision-Makers

LAE 2026 impressively confirms what advertisers and media agencies already know: If you want to reach decision-makers in business and government, there's no getting around iq digital. Its portfolio of renowned, high-quality media outlets—including Handelsblatt Online, DER SPIEGEL, manager magazin, WirtschaftsWoche Online, DIE ZEIT, Der Tagesspiegel, FAZ.NET, and SZ.de offers a unique combination of reach, quality, and target audience precision. With a lead of more than 20 percentage points over its nearest competitor in the digital media comparison, iq digital is the top choice for anyone who wants to effectively reach decision-makers.

About iq digital:

iq digital media marketing GmbH is the exclusive marketing partner for leading media outlets in Germany. Its portfolio includes top-tier media in the areas of general news, business & finance, trade publications, and millennial-focused media. Websites such as DER SPIEGEL, FAZ.NET, Handelsblatt Online, SZ.de, WirtschaftsWoche Online, manager magazin, Harvard Business Manager, and Der Tagesspiegel keep decision-makers informed daily on all relevant topics. Headquartered in Düsseldorf, iq digital—a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag, and ZEIT Verlag—offers both broad reach in the news and business sectors and specialized content tailored to specific target audiences. With a total digital reach of 32.9 million* unique digital users, iq digital is one of the leading marketers of high-quality digital media and media brands.

*Source: agma DNA, net reach / February 2025

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