

WIRTSCHAFTS- WOCHE ONLINE MEDIA DATA

Thinking, understanding
and shaping business



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What can you expect?

- | | |
|---|---------------------------------|
| 1 | What WirtschaftWoche stands for |
| 2 | Target group & key facts |
| 3 | Winner of multiple awards |
| 4 | New features & highlights |

WIRTSCHAFTSWOCHE ... WHAT WE STAND FOR

The essential information on companies, finance, success and technology

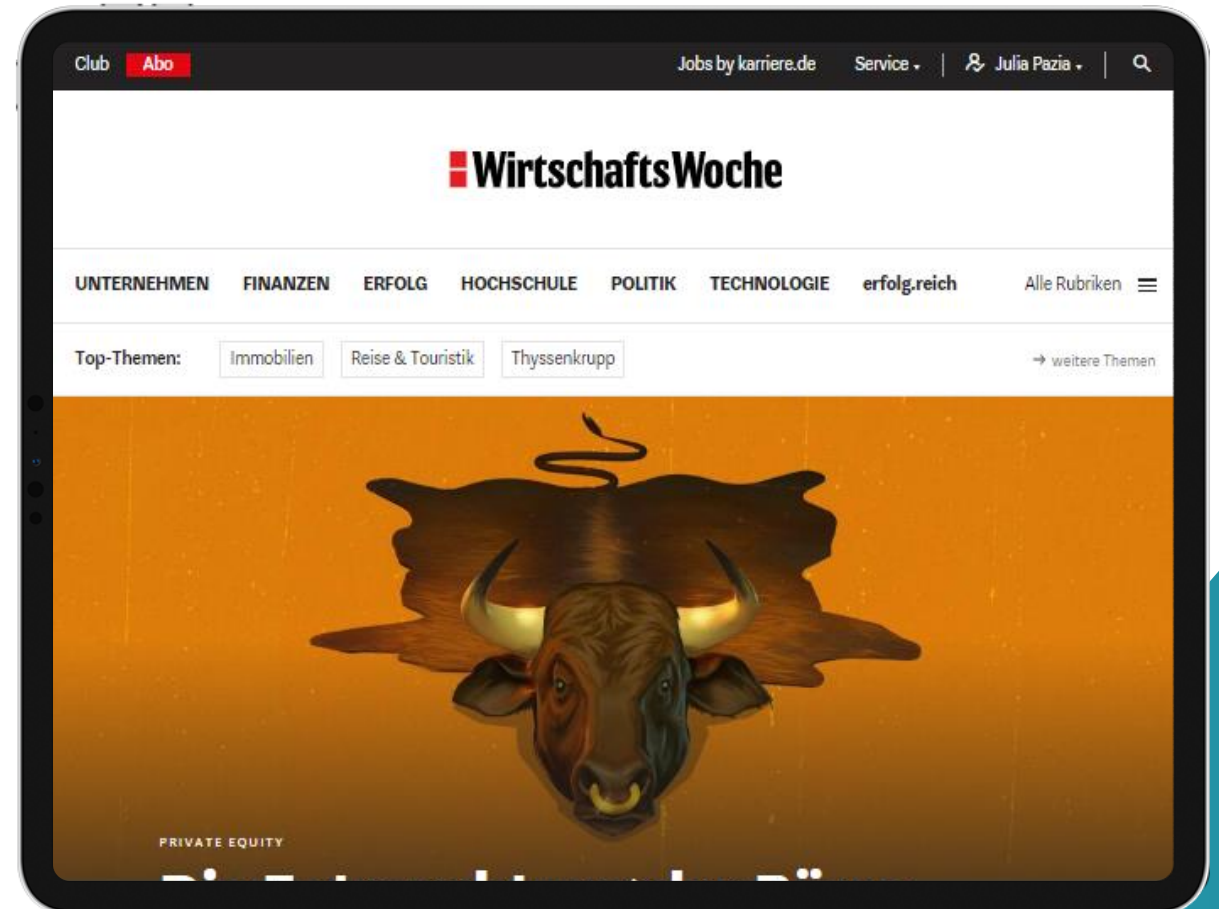


WirtschaftsWoche Online is THE digital business magazine in Germany.

The print magazine celebrated its 90th anniversary in 2016 and has been rated Germany's most trustworthy business magazine.

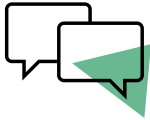
WirtschaftsWoche serves as a navigator and coach all in one – adopting a clear-cut stance and providing useful recommendations for readers.

It explains the world of business and tells readers how they can optimise their asset management and their career planning.



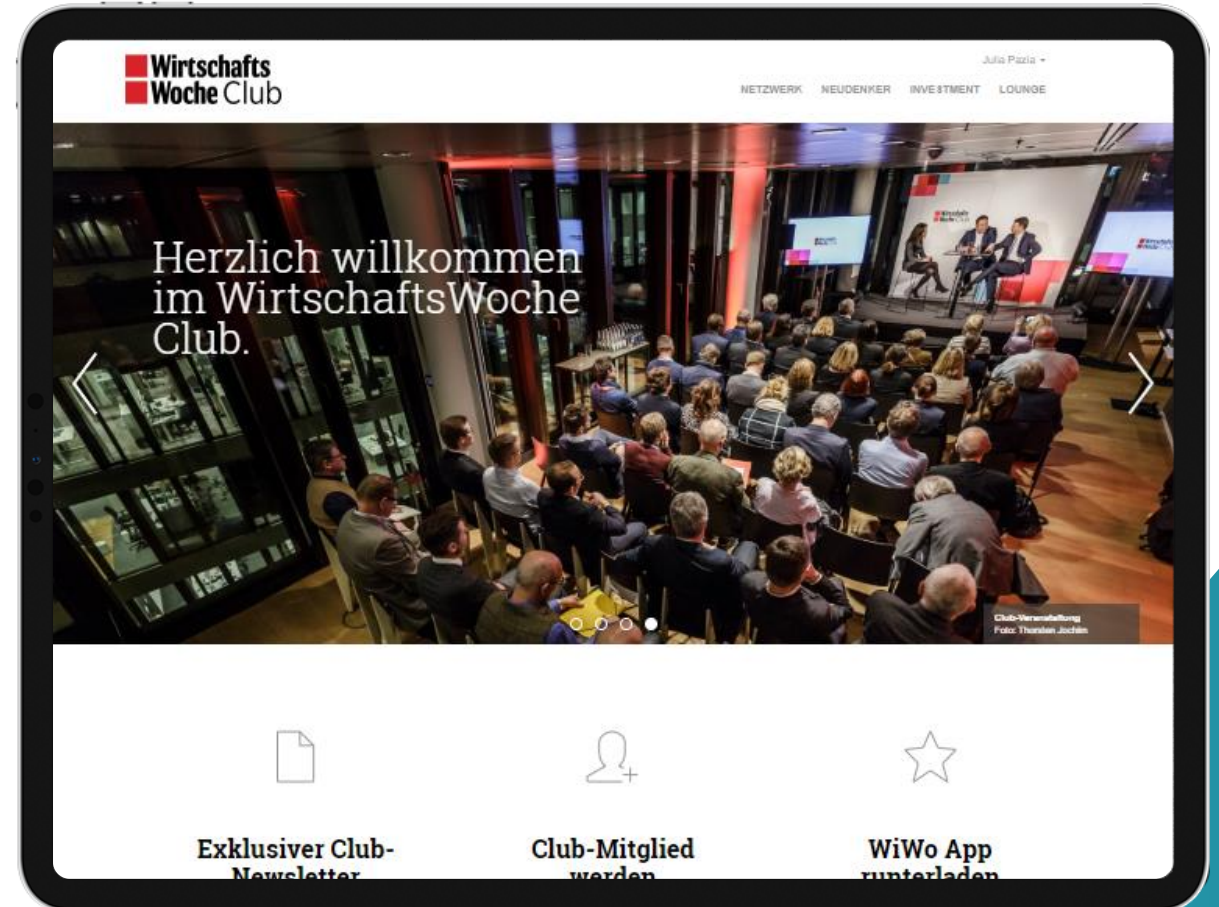
WIRTSCHAFTSWOCHE ... WHAT WE STAND FOR

We want to talk to each other



Networking of the highest standard

Personal interaction and contact building – particularly across different sectors of the economy – are becoming ever more important. The WirtschaftsWoche Club provides its members with access to exclusive events.



HANDELSBLATT MEDIA GROUP ... WHAT WE STAND FOR

We forcefully and successfully pursue the goal of digital transformation



WirtschaftsWoche is part of Germany's leading media group for business and finance – and also has a voice on the international stage.








The Handelsblatt Media Group sees itself as a community whose mission is to help people understand economic issues and interrelationships. Every day, the editorial team and the employees at the publishing company play a key role in disseminating economic and business know-how.

Only those who understand the interplay of economic factors can make better decisions in their daily life – whether at school, on the campus or in their job.



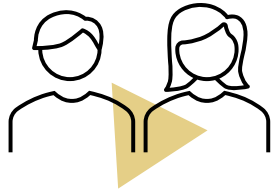
WIRTSCHAFTSWOCHE ONLINE ... OUR READERS

Your direct line to active Urban Professionals with high incomes in top jobs

-  39% between the ages of 20 and 39
-  59% have above-average educational qualifications
-  41% live in major cities in Germany
-  52% are married
-  54% have a net household income of 3,000 € plus
-  26% are C-level executives in Germany
-  63% exercise regularly

WIRTSCHAFTSWOCHE ONLINE ... OUR DECISION-MAKERS

We reach 16% of all decision-makers in the area of finance



C-level decision-makers:

136k
22% reach¹

¹ Target group: Professional position: executive employees board member/managing director/managing director/office/operation/works manager | Digital offers: WirtschaftsWoche: wirtschaftswoche.de + App(s)

Financial decision-makers:

288k
16% reach²

² Target group: Sole/delegation/co-decision-makers in finance: Finances
Digital offers: Business week: wirtschaftswoche.de + App(s)

SME decision-makers:

250k
14% reach³

³ Target group: Small and medium-sized enterprises (SMEs) in total (< 250 employees and up to 50 million euros turnover) | Digital services: WirtschaftsWoche: wirtschaftswoche.de + App(s)

Business management decision-makers:

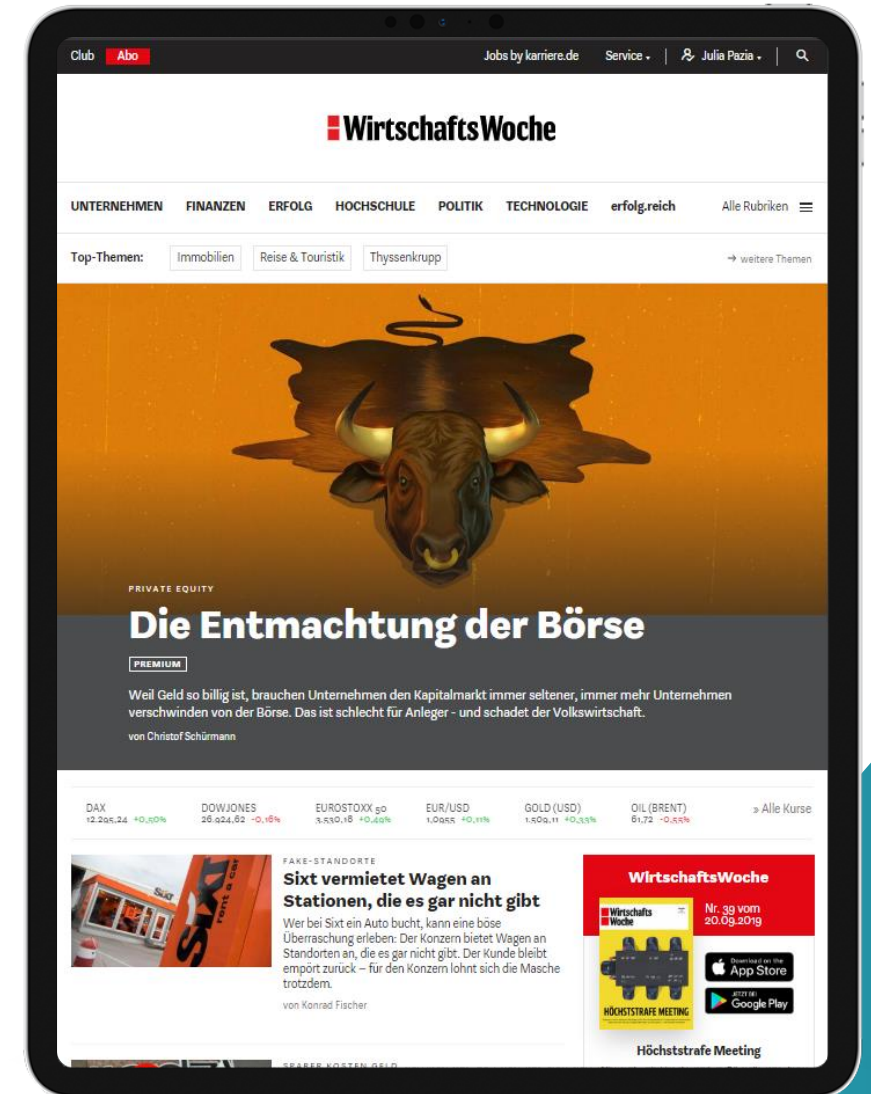
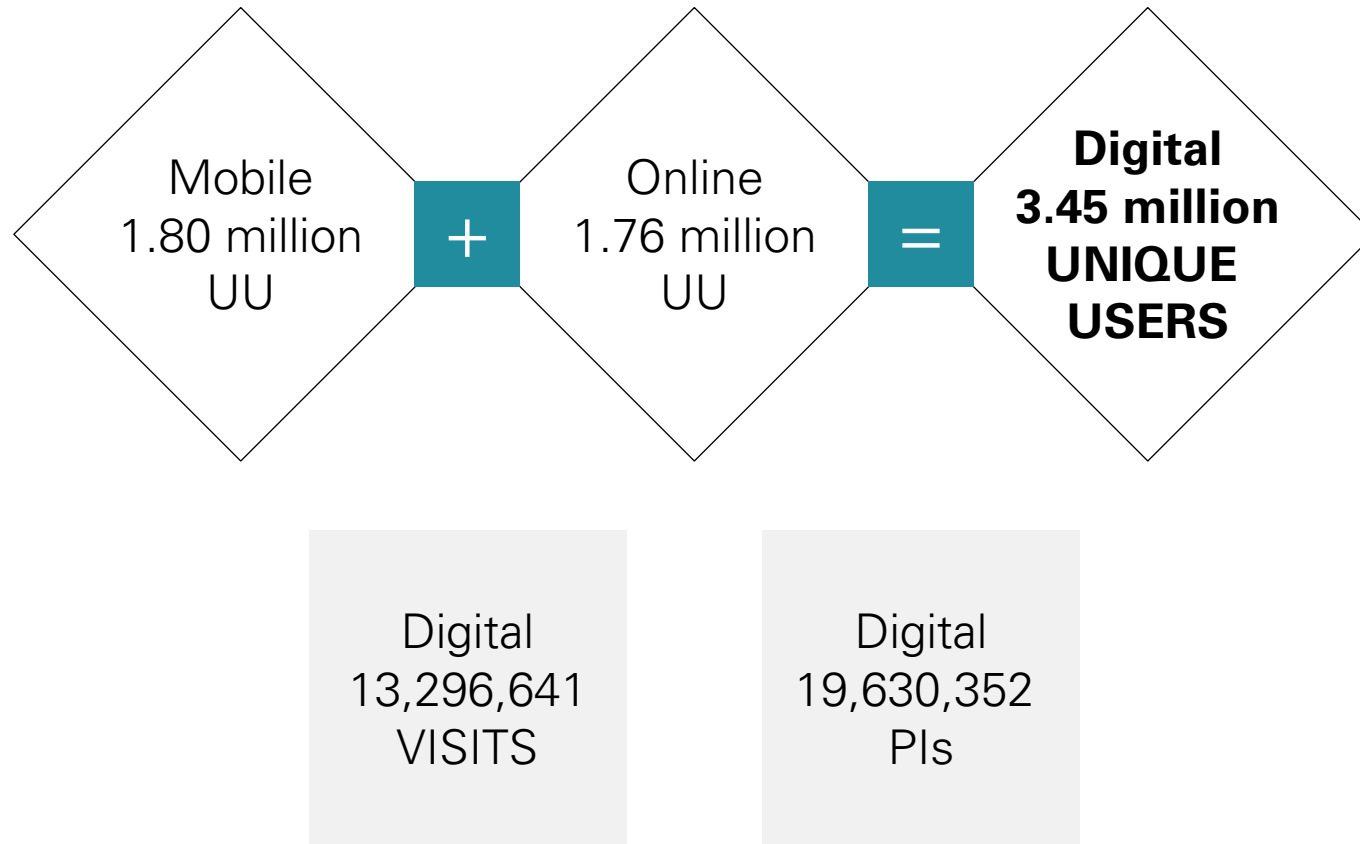
403k
18% reach⁴

⁴ Target group: Sole/delegation/co-decision-makers Company and management: Company and management
Digital offers: WirtschaftsWoche: wirtschaftswoche.de + App(s)

Source: LAE 2023, digital reach Ø month | Legend: 136 thousand of all users who use wirtschaftswoche.de are C-level decision-makers. This corresponds to a reach of 22% of all C-Level decision-makers in Germany.

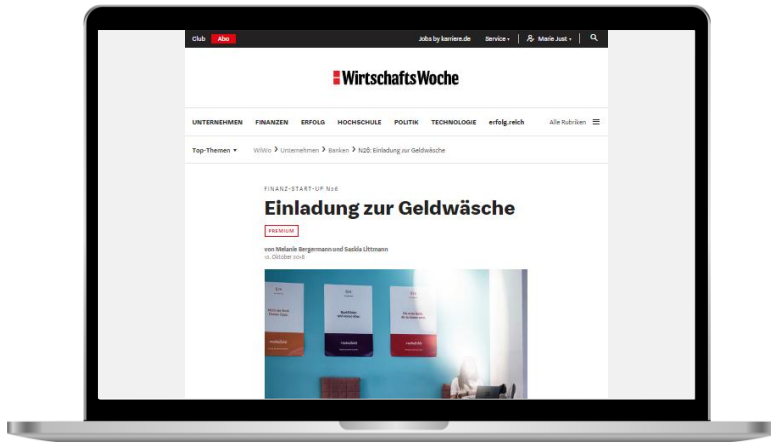
WIRTSCHAFTSWOCHE ONLINE ... KEY FACTS

The website of the leading business magazine in Germany



WIRTSCHAFTSWOCHE ... QUALITY IS RECOGNISED

Benefit from a trusted environment



WirtschaftsWoche was presented with the **German Journalists' Award 2019**: Melanie Bergemann and Saskia Littmann won the award in the **“Banking & Insurance”** category. Under the heading **“Bullshit Banking”**, their article in WirtschaftsWoche showed just how easy it was to open an account with Internet bank N26 for a fictitious person, which in turn makes it easier to launder money. The article prompted a number of targeted investigations by the supervisory authorities. The jury also recognised this example of outstanding journalism in the **“Fintech Special Award”** category, which means that the same article actually won two awards.

WirtschaftsWoche was honored twice at the **European Publishing Award 2020**: it won the magazines in the **“Economy”** category, which honors the best business magazines in Europe. The WiWo also won in the **“Cover Concept”** category, in which the jury honored outstanding design concepts for magazine covers.



PODCAST "TALKING TO THE BOSS"

In conversation with the leading figures in business and politics

More
information upon
request

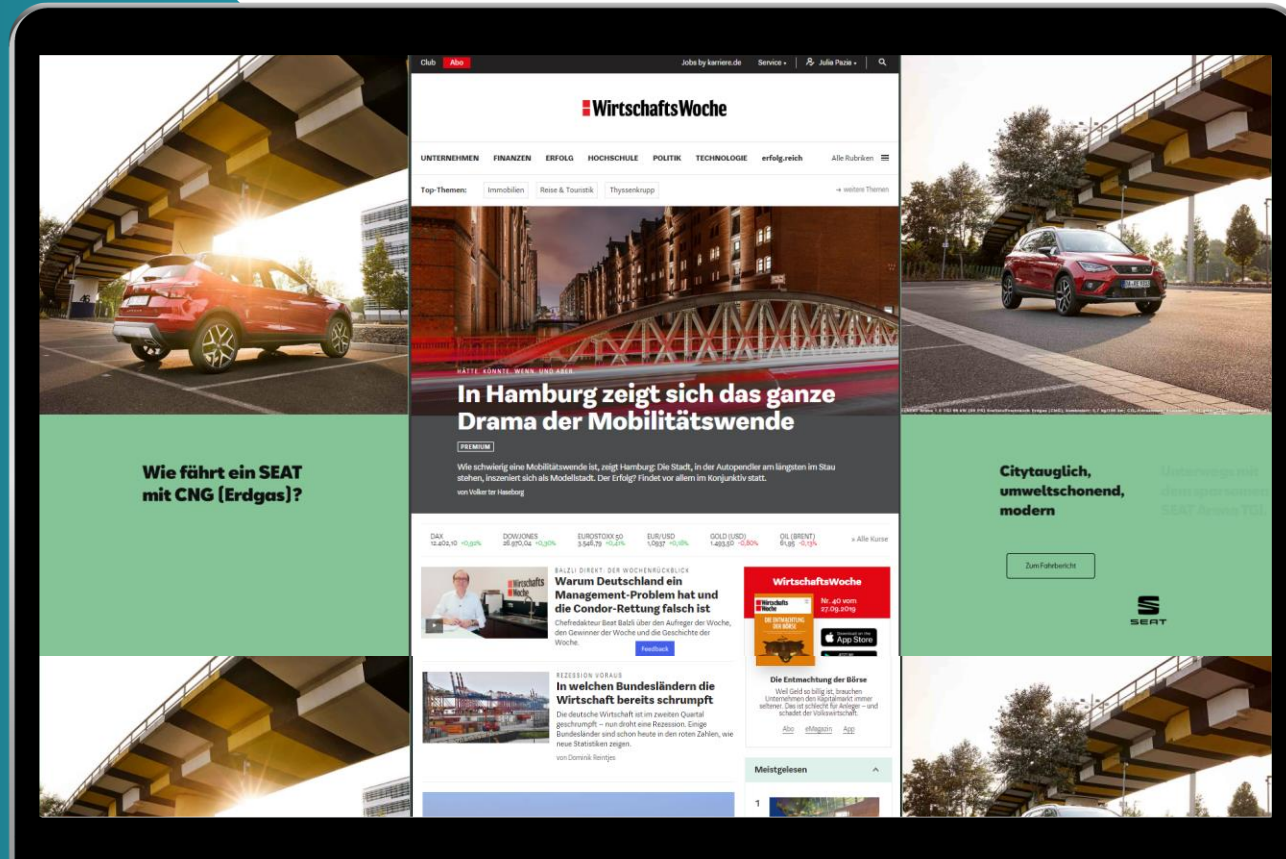


Varinia Bernau, Head of the Success Department, and Editor in Chief Horst von Buttlar take it in turns to discuss with Germany's most important entrepreneurs, top managers, economists and economic policymakers how to successfully run a business in the current situation and how they themselves became successful.

EVERGREEN ... THE HOMEPAGE

Showcase your brand over a large area with strong visuals

More information upon request



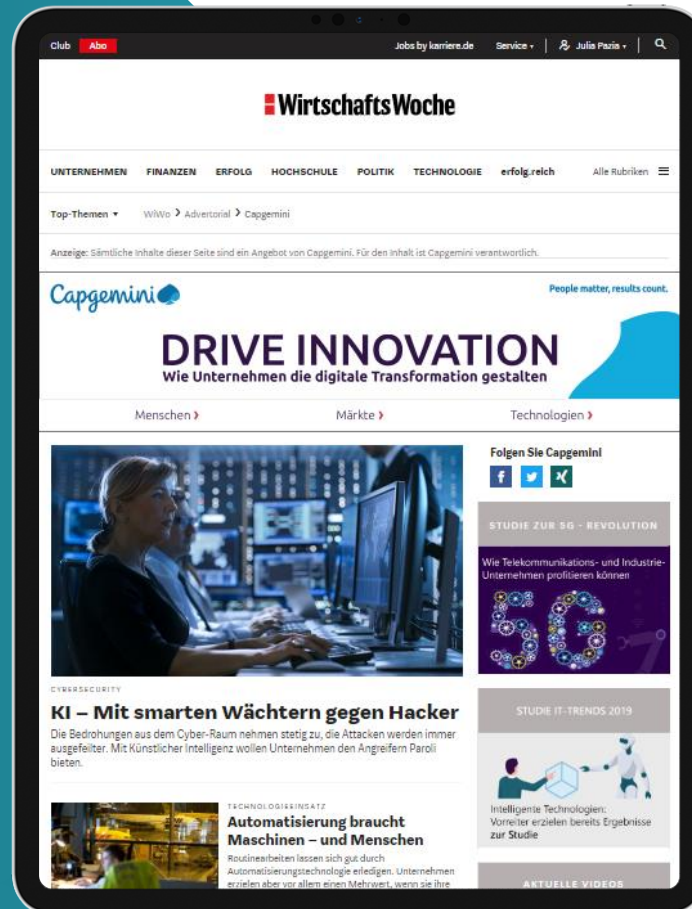
Use the powerful appeal of the WirtschaftsWoche media brand and strong visuals to transfer the positive image and trustworthiness of our medium to your brand message!

Our branding formats offer you the perfect solution to showcase your brand.

SOMETHING SPECIAL ... THE NATIVE HUB

Position yourself as an expert and explore your topic in a credible manner in a trusted environment

You can find more information in our **content solutions**



Present your brand in the native environment and position yourself as an expert in your specialist field.

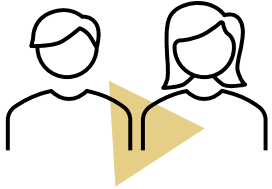
WirtschaftsWoche Online is the ideal stage for your campaign. The native layout of the website provides you with the opportunity to showcase yourself and your company.

You can book display ads and native teasers¹ as traffic drivers. If you want us to, we can also produce the content for you.

¹ From "Plus" products only

INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

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