

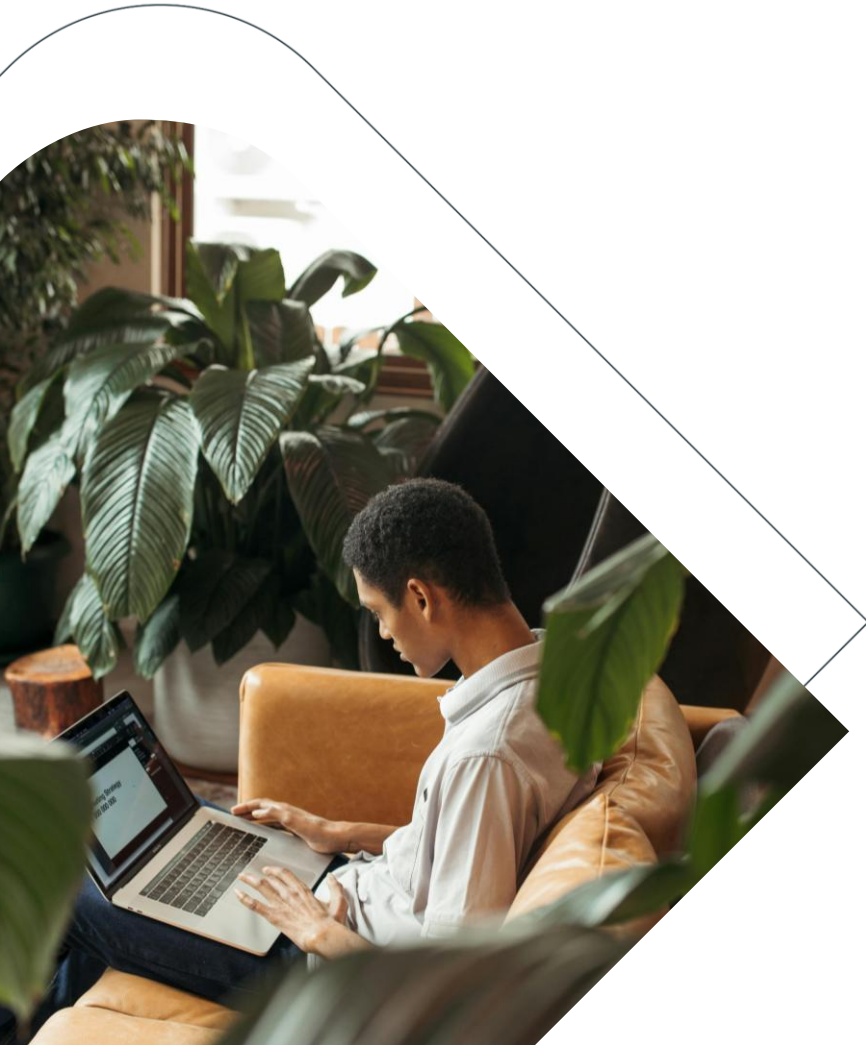
TOPIC CHANNEL

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

iq digital



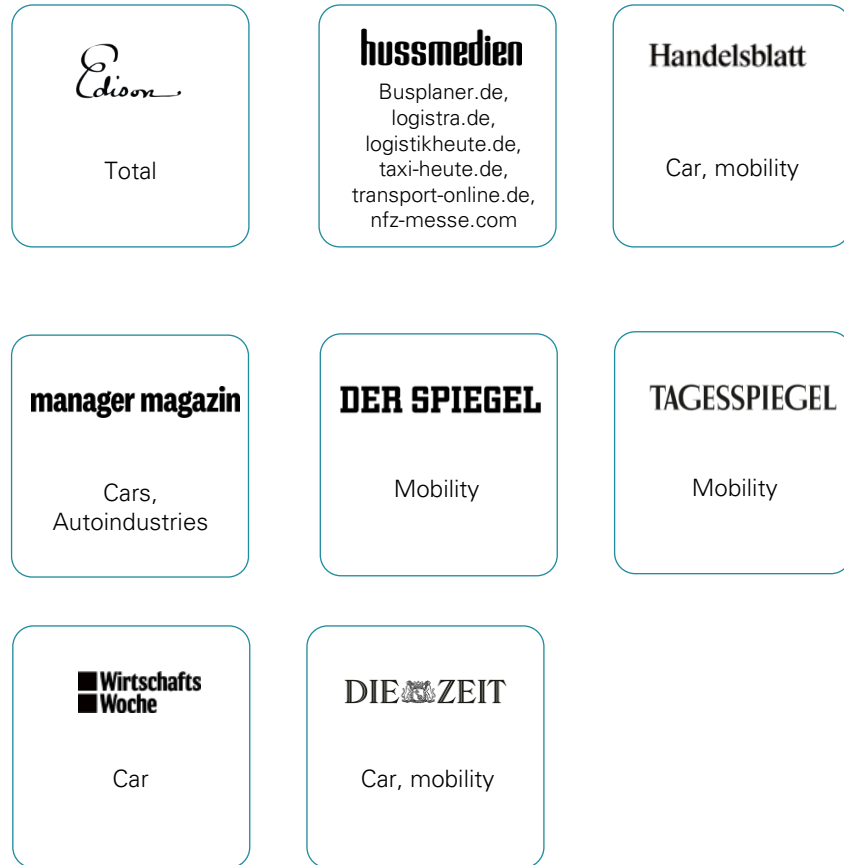
DIESE THEMEN-CHANNEL BIETEN WIR IHNEN



1	Auto	13	Lifestyle
2	B2B	14	Mittelstand
3	Consumer	15	Nachhaltigkeit
4	Digitalisierung	16	Quality Media
5	Gesellschaft	17	Politik
6	Gesundheit	18	Recruiting
7	E-Mobility	19	Reise
8	ETFs & Private Investment	20	Sport
9	Feel Good Channel	21	Wirtschaft
10	Film- & Entertainment	22	Yong Generation
11	Finanzen		
12	Homepage		

CAR-CHANNEL

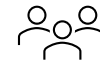
Digital reach: 3,6 million unique users



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



70% are male.



56% are between 20 and 49 years old.



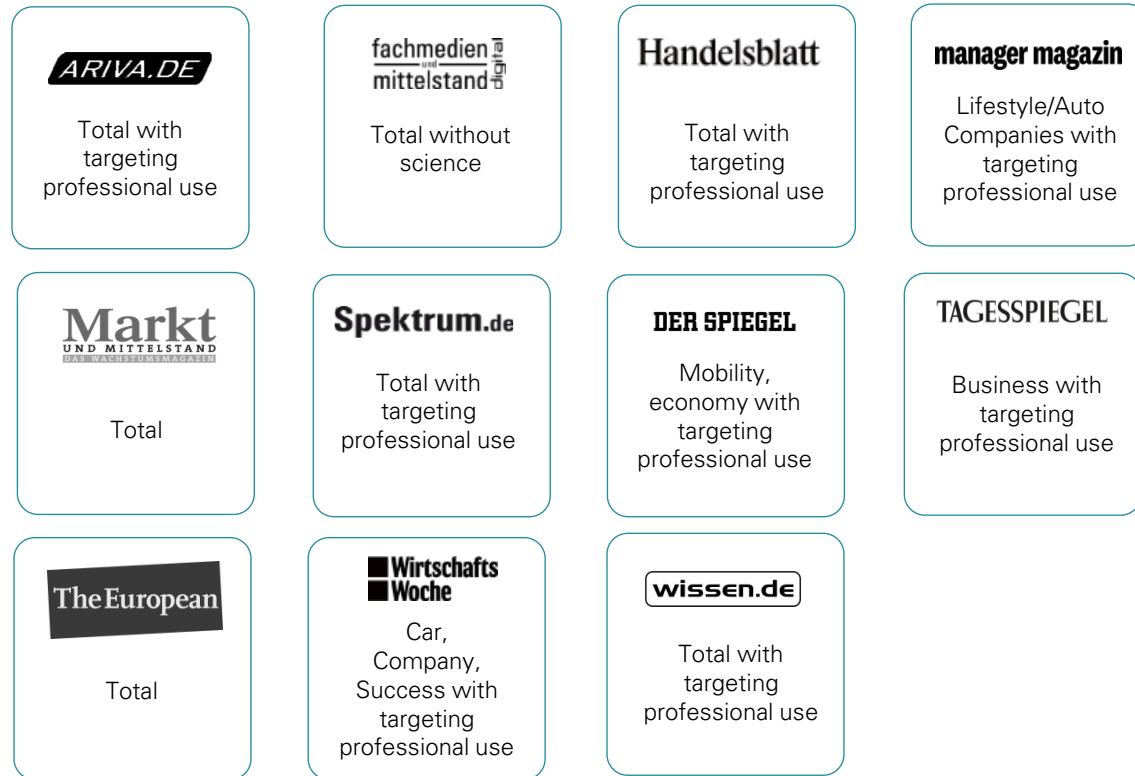
38% have an applied sciences/university degree.



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

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.



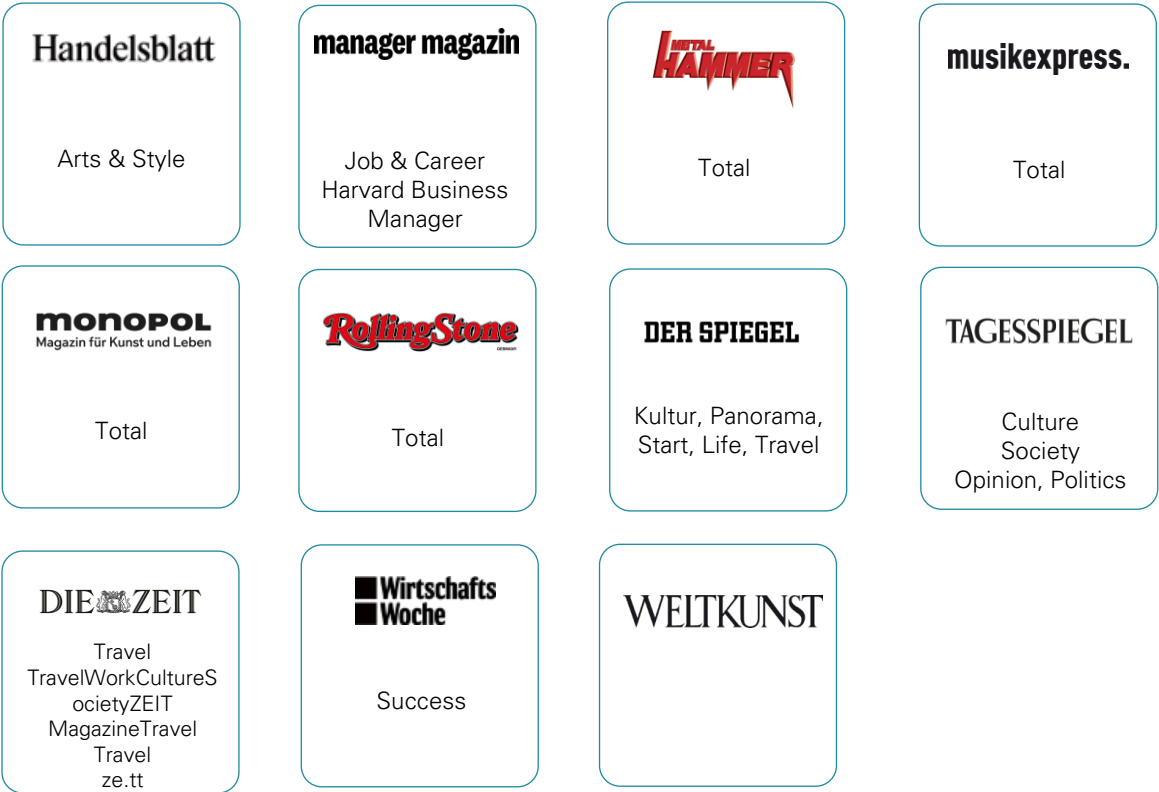
83% are employed.



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:

Total

DIGITISATION CHANNEL

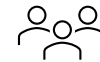
Digital reach: 6.56 million unique users



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



62% are male.



58% are between 20 and 49 years old.



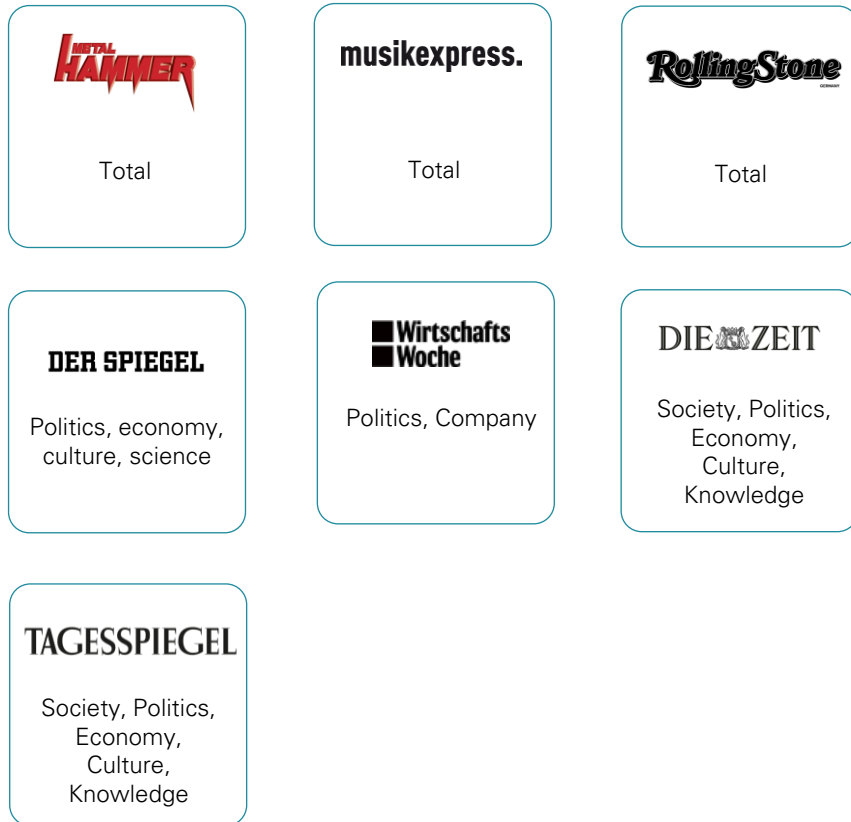
37% have an applied sciences/university degree.



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

SOCIETY CHANNEL

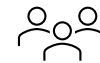
Digital reach: 8.75 million unique users



48% have a net household income over € 3,500.



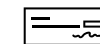
53% are male.



52% are between 20 and 49 years old.



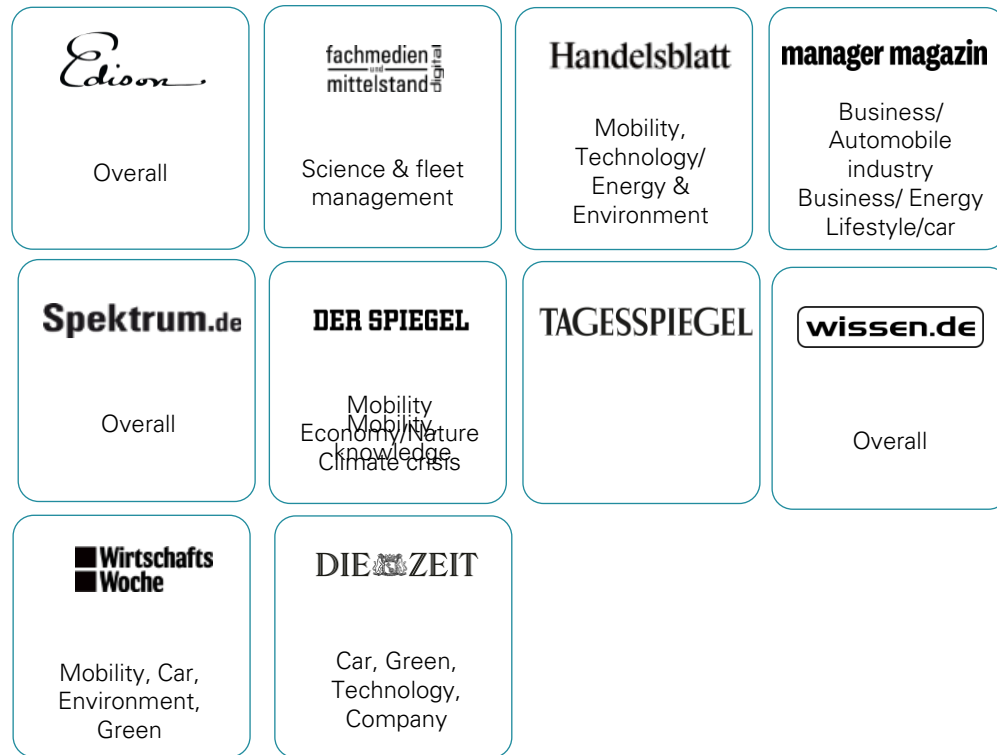
34% have a technical/university degree.



59% say that advertising gives them a good overview of the wide range of offers.

E-MOBILITY-CHANNEL

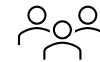
Digital reach: 6.21 million unique users



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.

ETF AND PRIVATE INVESTMENT-CHANNEL

Digital reach: 1.34 million unique users

ARIVA.DE

Funds/ ETF

Handelsblatt

Investment
strategy

DER SPIEGEL

Money

**Wirtschafts
Woche**

Investment



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



74% are male.



78% are between 20 and 59 years old.



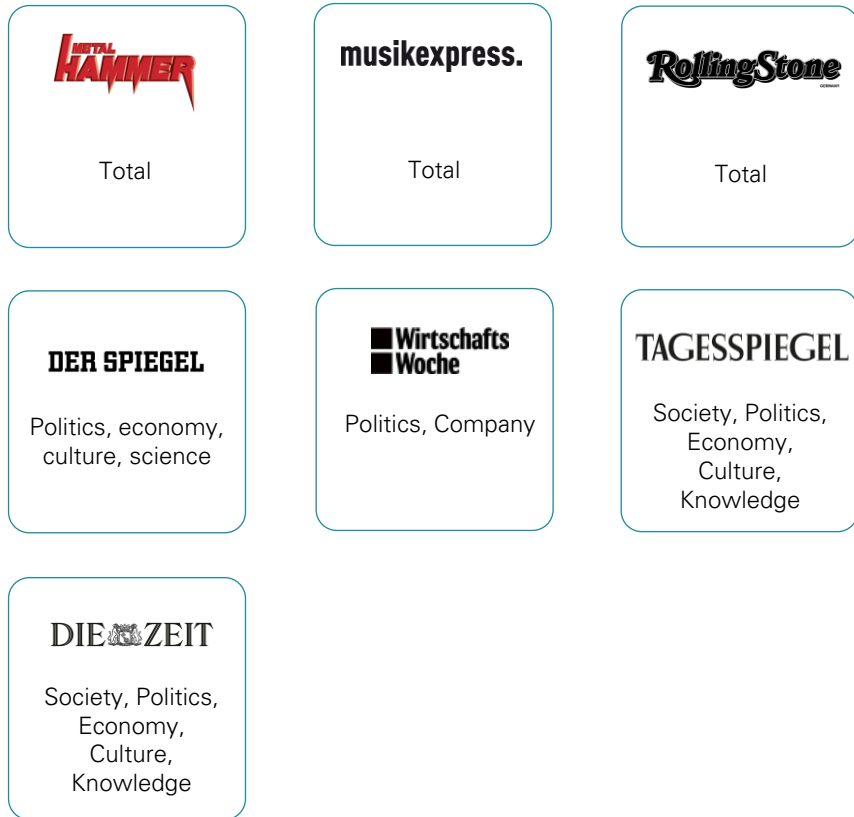
37% have an applied sciences/university degree.



43% are interested in financial investments.

FEEL GOOD CHANNEL

Digital reach: 28.79 million unique users



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

44% are female.

33% are between 20 and 39 years old.

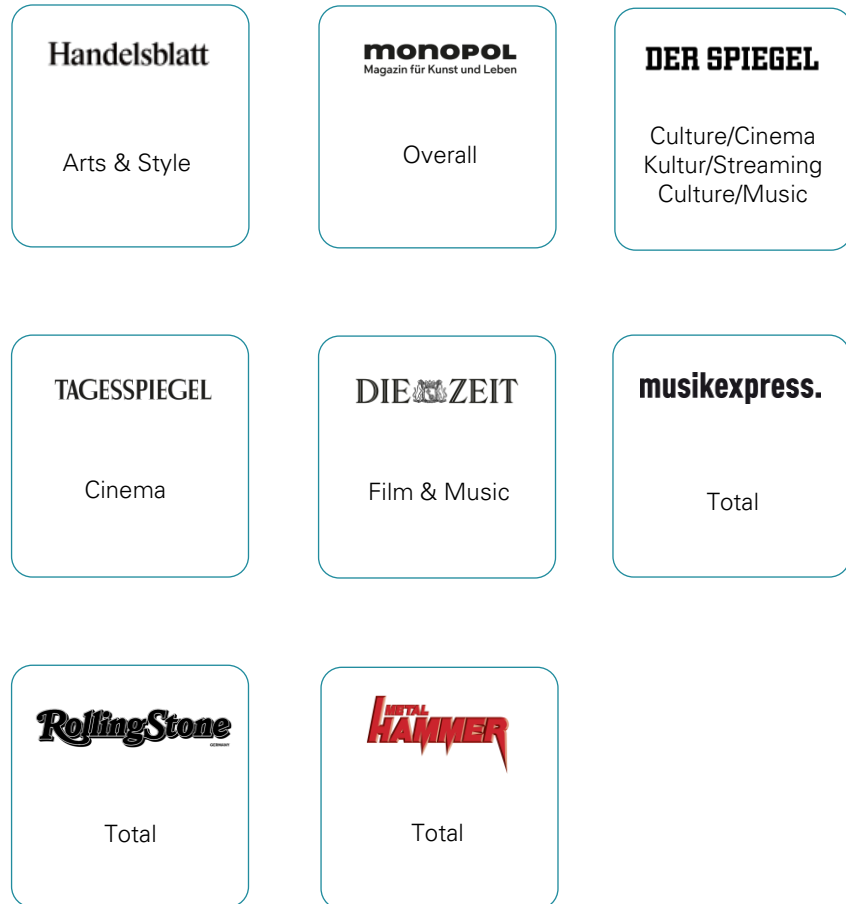
28% have a technical/university degree.

Work-life balance is particularly important to 74%.

92% think fun and enjoyment particularly important.

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

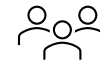
 Overall	 Overall	 Economy	 Finance & Economy
 Finance	 Finances, stock exchange	 Overall	 Overall
 Money	 Finances	 Money	 Finances



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



69% are male.



54% are between 20 and 49 years old.



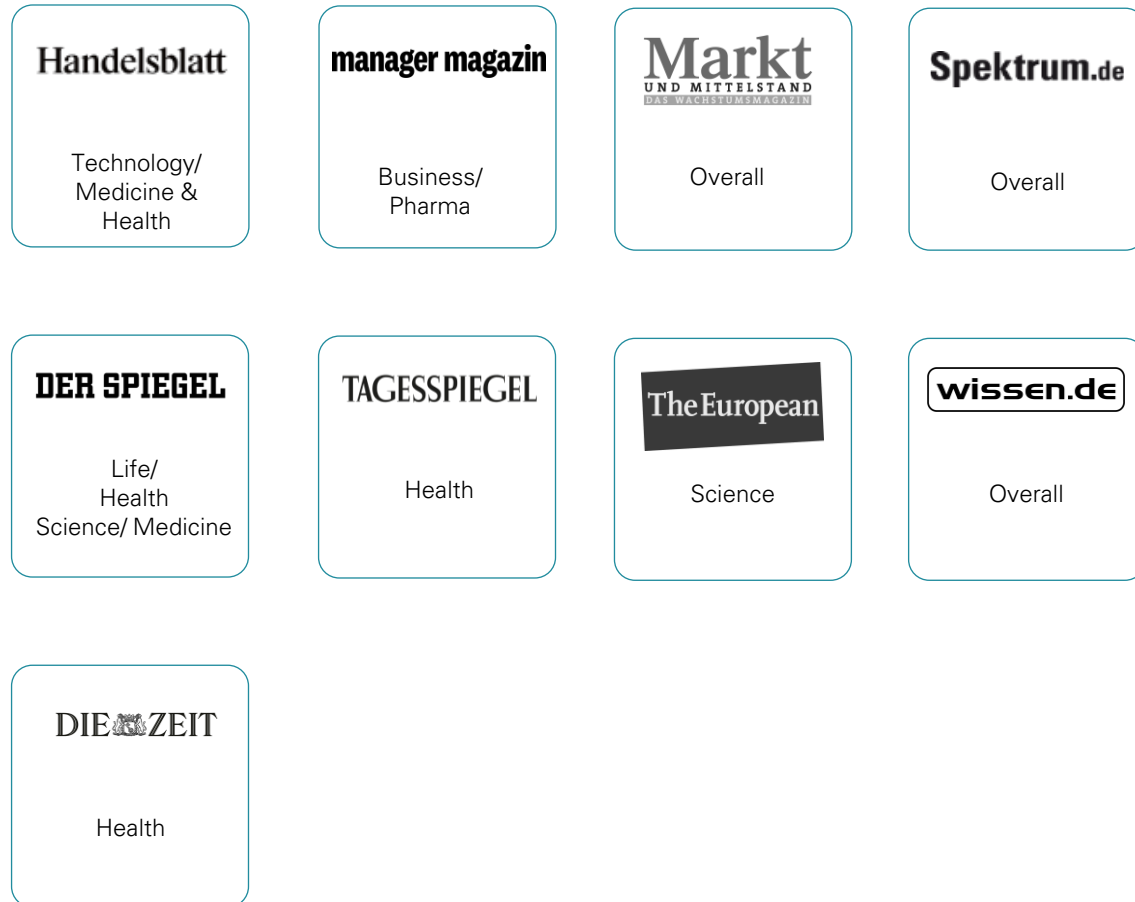
33% have an applied sciences/university degree.



42% are interested in financial investments.

HEALTH CHANNEL

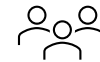
Digital reach: 9.54 million unique users



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.



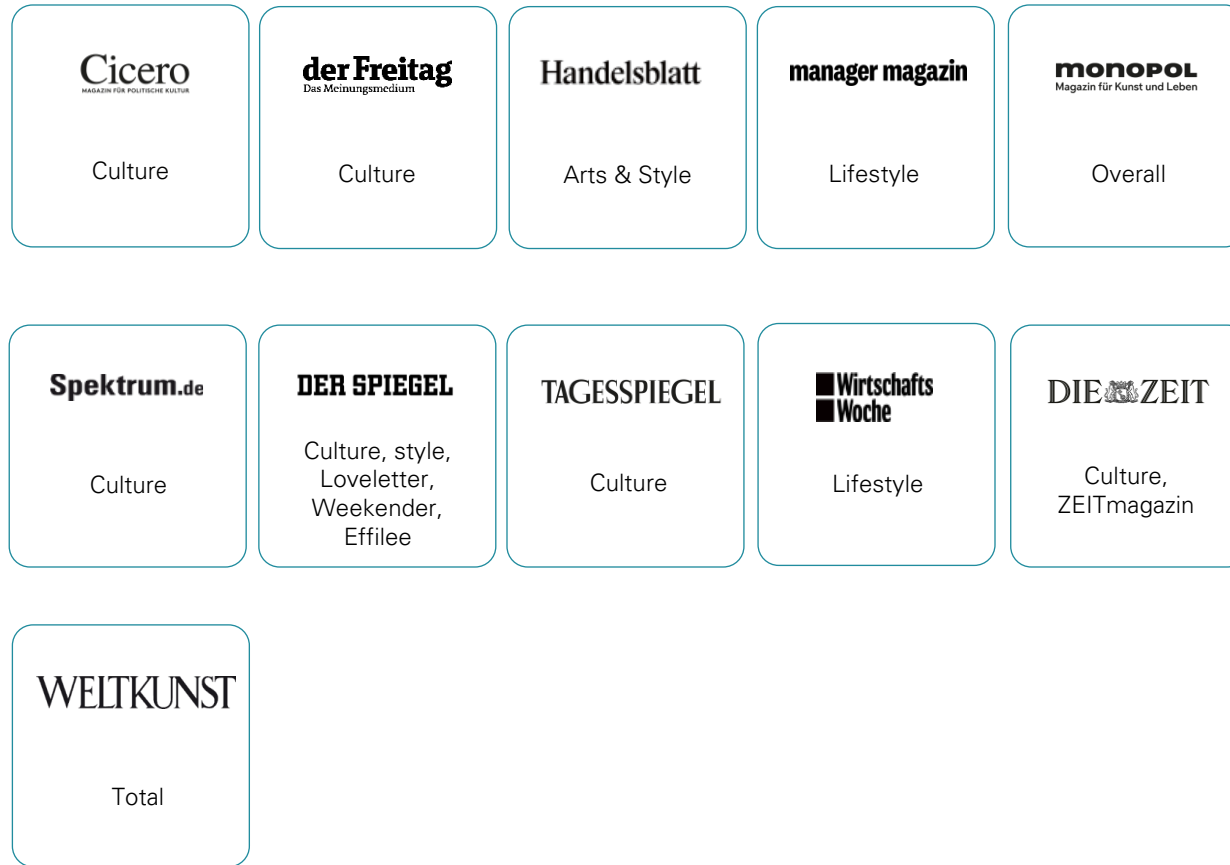
41% have an applied sciences/university degree.



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

LIFESTYLE-CHANNEL

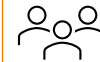
Digital reach: 9.1 million unique users



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.

SME CHANNEL

Digital reach: 9.42 million unique users

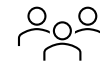
 Economy	 Total	 Finance, Economy	 Total	 Company/ Finance
 Total	 Economy	 Total	 Total	 Economy
 Success/ Company	 Economy	 Total	 Total	 Total



57% have a net household income over € 3,000.



69% are male.



54% are between 20 and 49 years old.



43% have a technical/university degree.



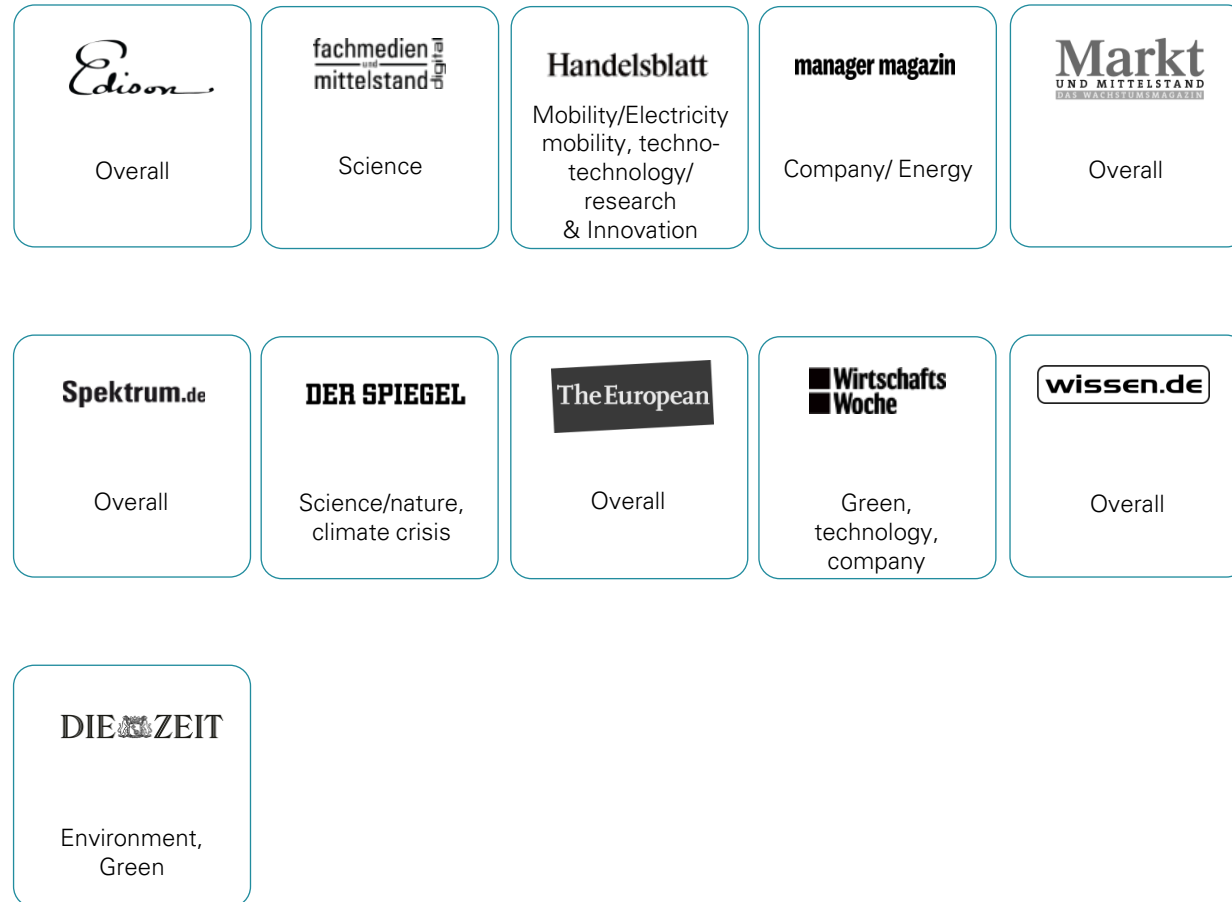
64% are fully or partially employed.



41% are interested in financial investments.

SUSTAINABILITY CHANNEL

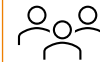
Digital reach: 8.37 million unique users



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



40% are female.



57% are between 20 and 49 years old.



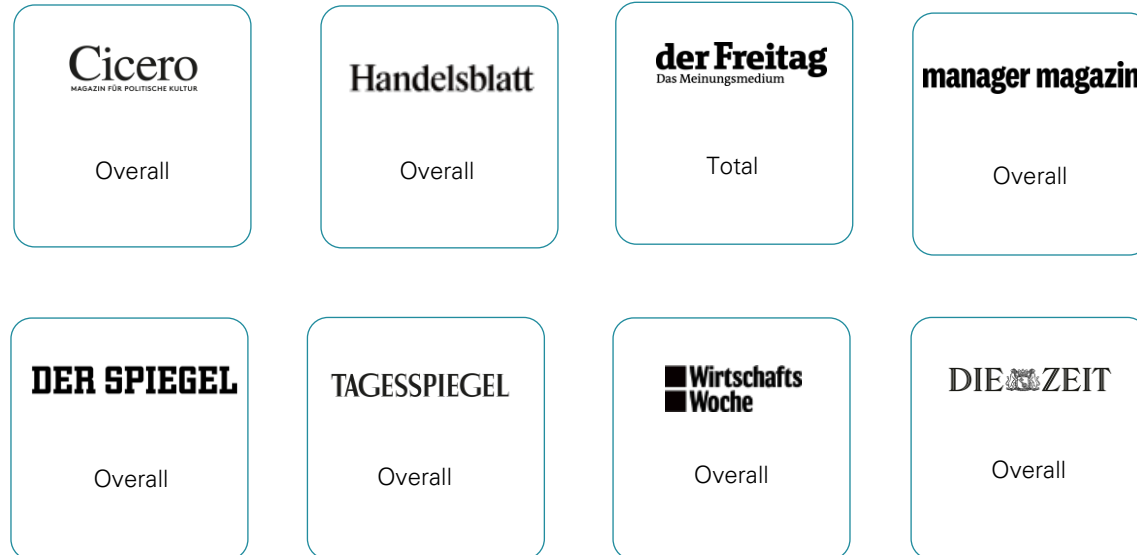
35% have an applied sciences/university degree.



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

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.



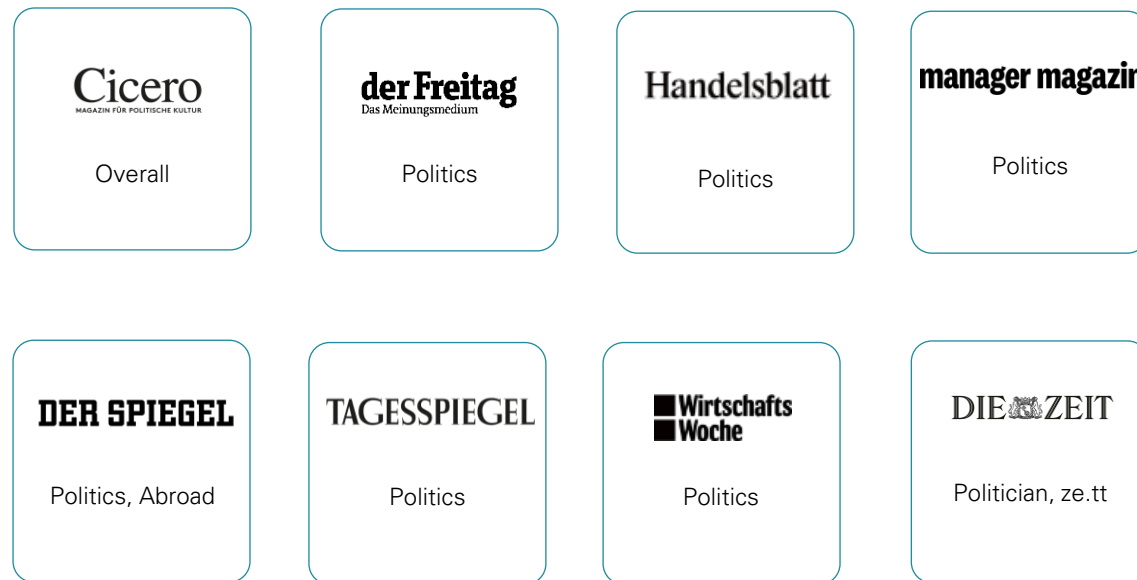
30% have an applied sciences/university degree.



61% are fully or partially employed.

POLITICS CHANNEL

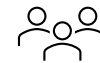
Digital reach: 9.84 million unique users



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



62% are male.



52% are between 20 and 49 years old.



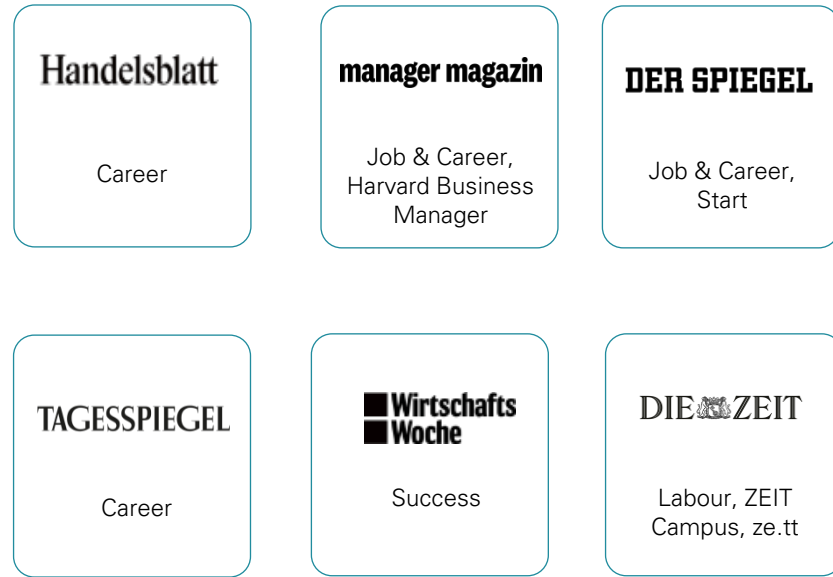
36% have an applied sciences/university degree.



36% are usually the spokesperson in a discussion group.

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.



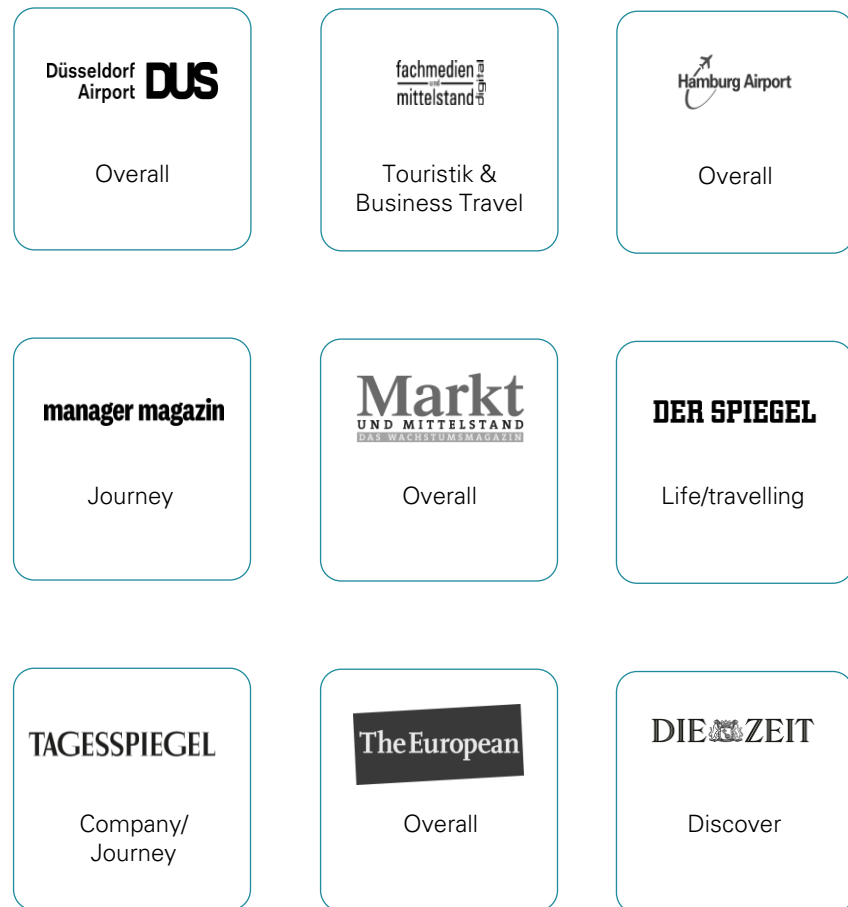
10% are still in training.



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

TRAVEL CHANNEL

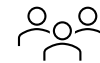
Digital reach: 3.43 million unique users



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.



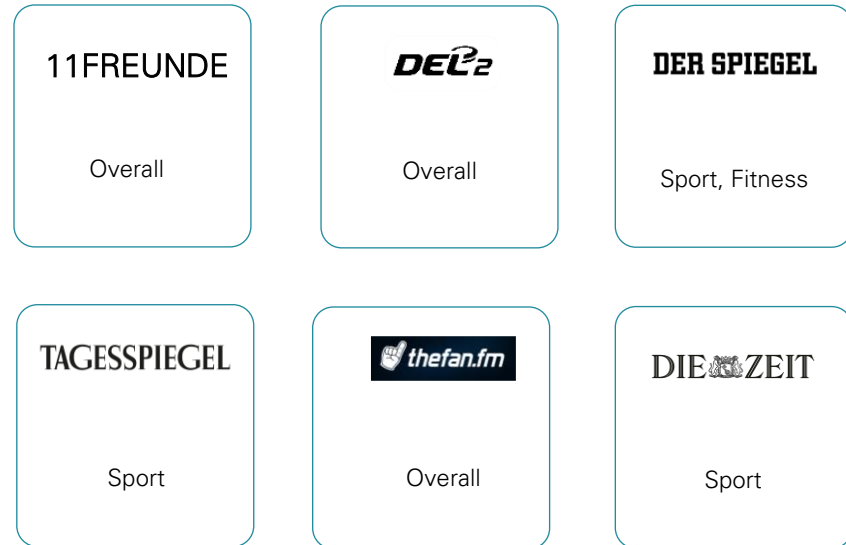
68% are interested in (longer) holiday trips.



32% book holidays once a quarter/half year on the Internet.

SPORT-CHANNEL

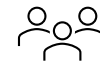
Digital reach: 4.02 million unique users



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.

ECONOMY CHANNEL

Digital reach: 16.3 million unique users

 Total	 Total	 Total	 Economy	 Finances
 Total	 Total	 Total	 Economy	 IT & Tech
 Economy	 Economy	 Total	 Economy	



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



61% are male.



54% are between 20 and 49 years old.



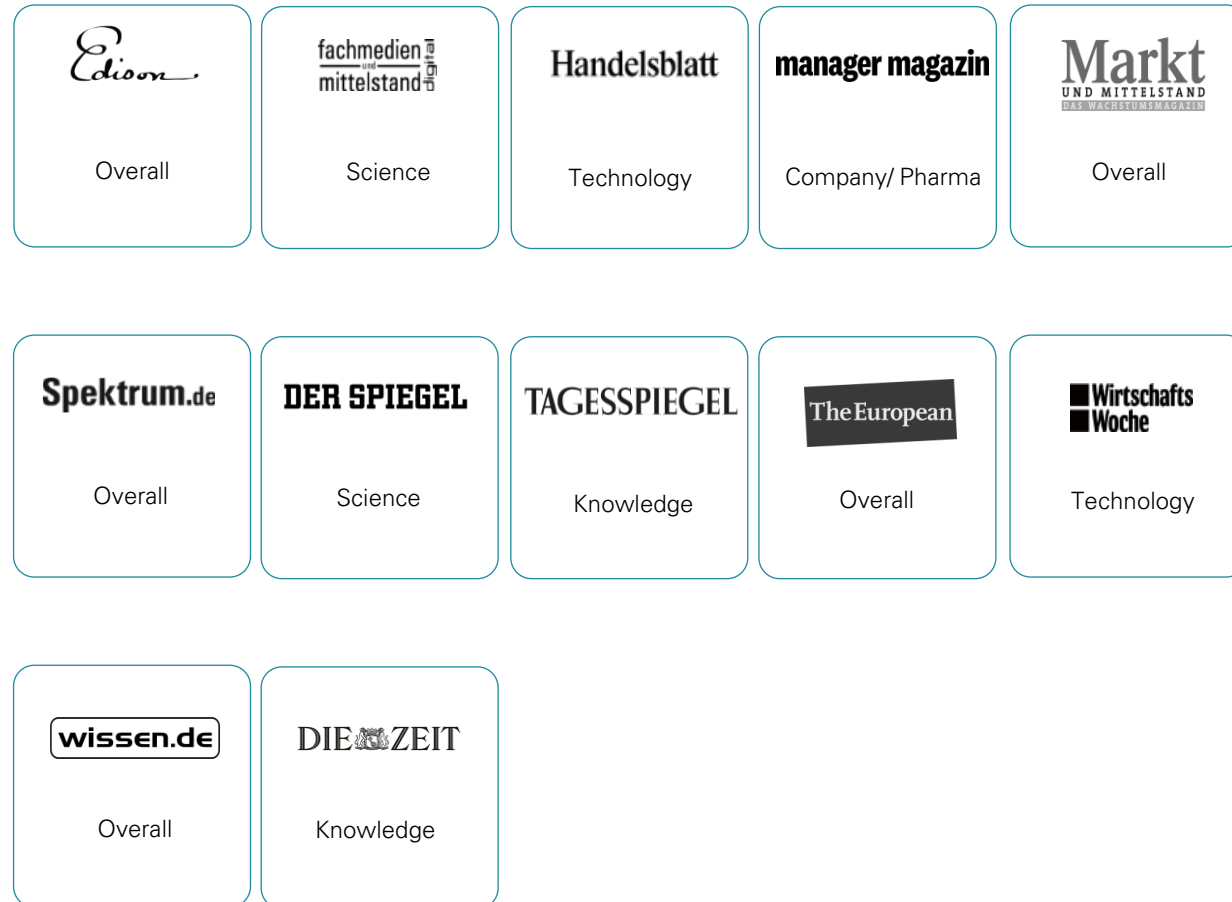
33% have a technical/university degree.



85% are prepared to pay more for quality.

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.

YOUNG GENERATION-CHANNEL

Digital reach: 1.29 millions unique users

musikexpress.

Total

DER SPIEGEL

Start

DIE ZEIT

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.

DAS UMFELD IN NEUER DIMENSION

FÜR RÜCKFRAGEN STEHEN WIR JEDERZEIT
SEHR GERNE ZUR VERFÜGUNG.

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

