

# DIESE THEMEN-CHANNEL BIETEN WIR IHNEN



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# **CAR-CHANNEL**

Digital reach: 3,6 million unique users



Total

## hussmedien

Busplaner.de, logistra.de, logistikheute.de, taxi-heute.de, transport-online.de, nfz-messe.com

#### Handelsblatt

Car, mobility

#### manager magazin

Cars, Autoindustries

#### **DER SPIEGEL**

Mobility

#### **TAGESSPIEGEL**

Mobility



Car

#### DIE

Car, mobility



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



Total with targeting professional use

## fachmedien mittelstand

Total without science

## Handelsblatt

Total with targeting professional use

#### manager magazin

Lifestyle/Auto Companies with targeting professional use



Total

## Spektrum.de

Total with targeting professional use

#### DER SPIEGEL

Mobility, economy with targeting professional use

#### **TAGESSPIEGEL**

Business with targeting professional use



Total

#### ■ Wirtschafts ■ Woche

Car, Company, Success with targeting professional use

#### wissen.de

Total with targeting professional use



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

#### Handelsblatt

Arts & Style

## manager magazin

Job & Career Harvard Business Manager



Total

## musikexpress.

Total



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





61% are male.



Total



Total

#### DER SPIEGEL

Kultur, Panorama, Start, Life, Travel

## **TAGESSPIEGEL**

Culture Society Opinion, Politics



56% are between 20 and 49 years old.



Travel TravelWorkCultureS ocietyZEIT MagazineTravel Travel ze.tt



Success





40% have applied sciences/university degree.



87% are prepared to pay more for quality:

Total

# **DIGITISATION CHANNEL**

Digital reach: 6.56 million unique users



Overall



Overall



Technology

# fachmedien mittelstand

Production & Technology

## Spektrum.de

Overall

#### DIE

Digital

## Handelsblatt

Technology

## **DER SPIEGEL**

Network world

## manager magazin

Company/ Tech, Harvard Business Manager/ Digitisation



Overall



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



Total

## musikexpress.

Total



Total

#### **DER SPIEGEL**

Politics, economy, culture, science

#### ■ Wirtschafts ■ Woche

Politics, Company

#### DIE

Society, Politics, Economy, Culture, Knowledge

#### **TAGESSPIEGEL**

Society, Politics, Economy, Culture, Knowledge



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



Overall

## fachmedien mittelstand

Science & fleet management

## Handelsblatt

Mobility, Technology/ Energy & Environment

## manager magazin

Business/ Automobile industry Business/ Energy Lifestyle/car

## Spektrum.de

Overall

#### **DER SPIEGEL**

Mobility Economy Wature Climage chars

#### **TAGESSPIEGEL**

wissen.de

Overall

#### ■ Wirtschafts ■ Woche

Mobility, Car, Environment, Green

#### **DIE** ZEIT

Car, Green, Technology, Company



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



Funds/ ETF

#### Handelsblatt

Investment strategy



Money



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



Total

## musikexpress.

Total



Total

#### **DER SPIEGEL**

Politics, economy, culture, science

#### ■ Wirtschafts ■ Woche

Politics, Company

## **TAGESSPIEGEL**

Society, Politics, Economy, Culture, Knowledge

#### **DIE** ZEIT

Society, Politics, Economy, Culture, Knowledge



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

#### Handelsblatt

Arts & Style

## **monopol**

Overall

#### **DER SPIEGEL**

Culture/Cinema Kultur/Streaming Culture/Music

**TAGESSPIEGEL** 

Cinema

DIE

Film & Music

musikexpress.

Total



Total







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 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

DER SPIEGEL

Money

■ Wirtschafts Woche

Finances

DIE ZEIT

Money

**TAGESSPIEGEL** 

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

#### Handelsblatt

Technology/ Medicine & Health

## manager magazin

Business/ Pharma



Overall

## Spektrum.de

Overall

#### **DER SPIEGEL**

Life/ Health Science/ Medicine



Health



Science



Overall



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.

#### **DIE** ZEIT

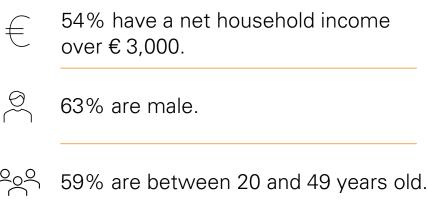
Health

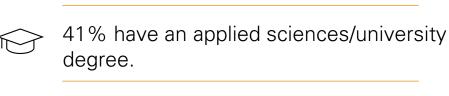
# **HOMEPAGE-CHANNEL**

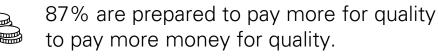
Digital reach: 6.3 million unique users

Homepage









# LIFESTYLE-CHANNEL

Digital reach: 9.1 million unique users



Culture

## der Freitag

Culture

#### Handelsblatt

Arts & Style

#### manager magazin

Lifestyle

#### MONOPOL Magazin für Kunst und Leben

Overall



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



45% are female.

#### Spektrum.de

Culture

#### DER SPIEGEL

Culture, style, Loveletter, Weekender, Effilee

#### **TAGESSPIEGEL**

Culture

#### ■ Wirtschafts ■ Woche

Lifestyle

#### **DIE** ZEIT

Culture, ZEITmagazin



52% are between 20 and 49 years old.



42% have an applied sciences/university degree.



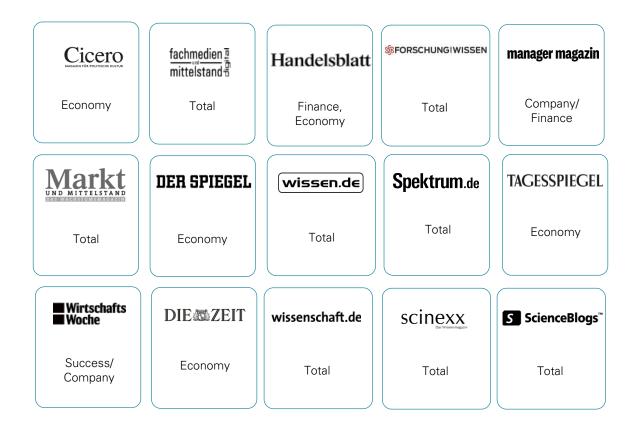
59% of users describe themselves as individualists.

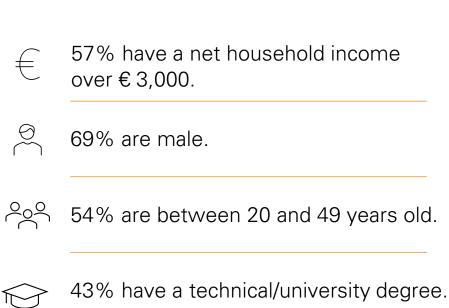


Total

# **SME CHANNEL**

Digital reach: 9.42 million unique users





64% are fully or partially employed.

# SUSTAINABILITY CHANNEL

Digital reach: 8.37 million unique users



Overall

## fachmedien mittelstand

Science

## Handelsblatt

Mobility/Electricity mobility, technotechnology/ research & Innovation

#### manager magazin

Company/ Energy



Overall



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



40% are female.

#### Spektrum.de

Overall

#### **DER SPIEGEL**

Science/nature, climate crisis



Overall

#### ■ Wirtschafts ■ Woche

Green, technology, company



Overall



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.

DIE

Environment, Green

# **QUALITY MEDIA-CHANNEL**

Digital reach: 28.62 million unique users



Overall

## Handelsblatt

Overall



Total

## manager magazin

Overall

## **DER SPIEGEL**

Overall

#### **TAGESSPIEGEL**

Overall



Overall

#### **DIE**ZEIT

Overall



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



Overall

# der Freitag Das Meinungsmedium

Politics

## Handelsblatt

**Politics** 

## manager magazin

**Politics** 

#### **DER SPIEGEL**

Politics, Abroad



**Politics** 



**Politics** 

#### **DIE** ZEIT

Politician, ze.tt



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

#### Handelsblatt

Career

#### manager magazin

Job & Career, Harvard Business Manager

#### **DER SPIEGEL**

Job & Career, Start

**TAGESSPIEGEL** 

Career

■ Wirtschafts ■ Woche

Success

DIE ZZEIT

Labour, ZEIT Campus, ze.tt



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



Overall



Touristik & Business Travel



Overall



Journey



Overall

DER SPIEGEL

Life/travelling

**TAGESSPIEGEL** 

Company/ Journey



Overall

DIE

Discover



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



Overall



Overall

**DER SPIEGEL** 

Sport, Fitness

**TAGESSPIEGEL** 

Sport



Overall

DIE ZEIT

Sport



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.

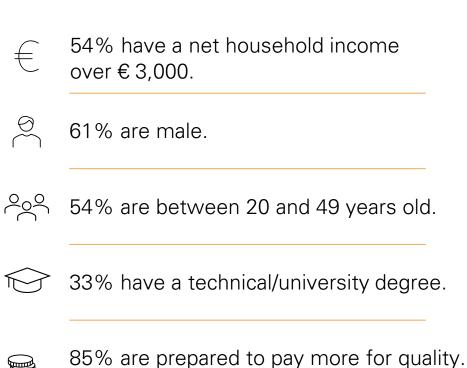


64% exercise regularly.

# **ECONOMY CHANNEL**

Digital reach: 16.3 million unique users





# **SCIENCE CHANNEL**

Digital reach: 8.71 million unique users



Overall

## fachmedien mittelstand

Science

## Handelsblatt

Technology



Company/ Pharma



Overall



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



58% are male.



Overall

#### **DER SPIEGEL**

Science

#### **TAGESSPIEGEL**

Knowledge



Overall



Technology



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.

wissen.de

Overall

DIE ZEIT

Knowledge

# 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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