

# DER TAGESSPIEGEL MEDIA DATA

Leading medium from Berlin for Germany and gauge for political events



# DER TAGESSPIEGEL MEDIA DATA

What can you expect?

- 1 What der Tagesspiegel stands for
- 2 Our readers & target group
- 3 Keyfacts

# DER TAGESSPIEGEL ... WHAT WE STAND FOR

From Berlin for entire Germany










DER TAGESSPIEGEL is the capital's leading medium and a nationwide indicator of political events. This is also reflected by a strong national readership for its online offerings.

DER TAGESSPIEGEL reports on current affairs as well as on the economic and political situation – and is also highly valued by decision-makers.



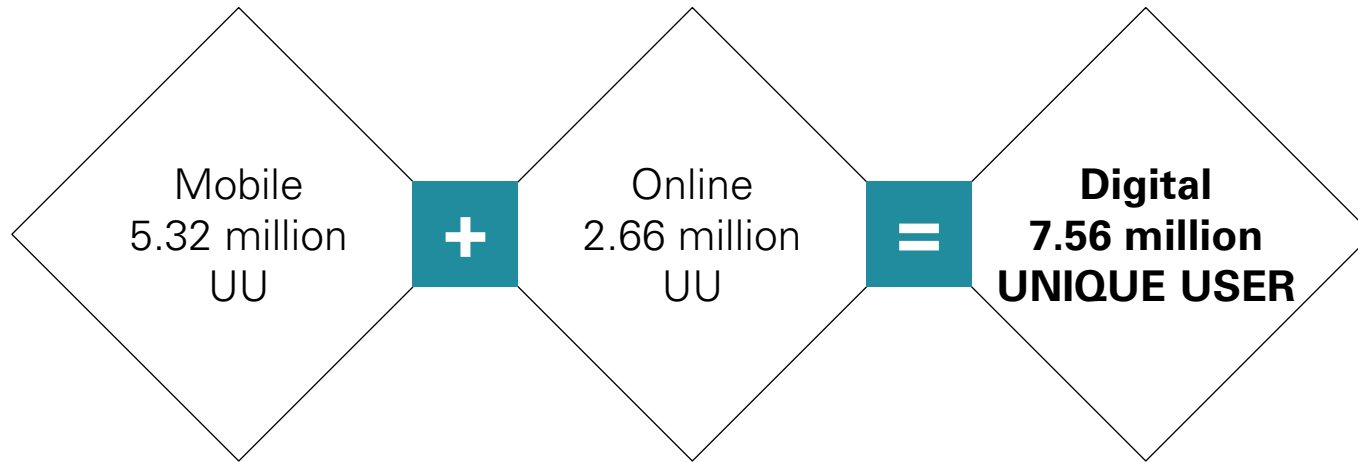
# DER TAGESSPIEGEL ... OUR READERS

Reach an educated user community with high income, executives and opinion leaders.

-  66% are between 20 – 59 years old
-  56% are male
-  49% have a household net income above 3,000 €
-  39% have a professional or university degree
-  34% are opinion leaders
-  85% are willing to spend more money on quality
-  72% are very mobile and travel a lot

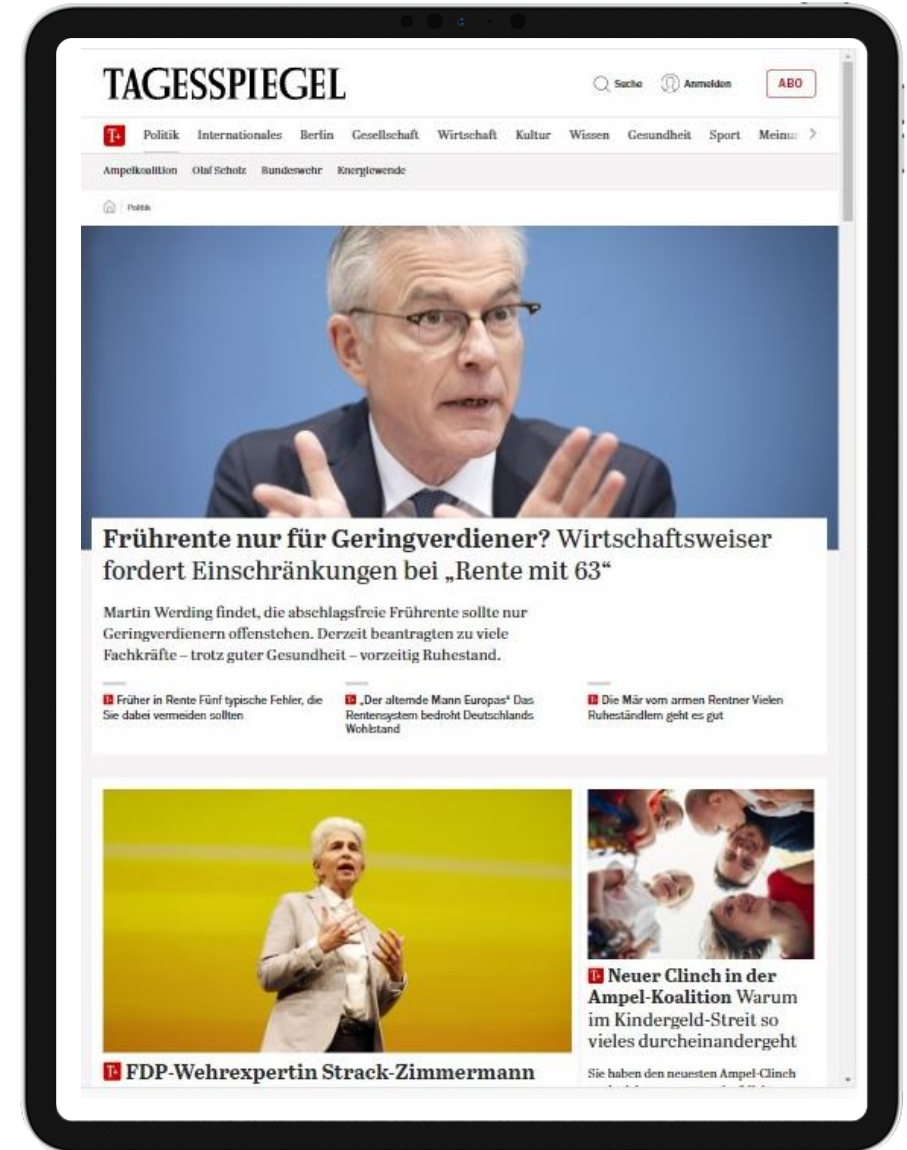
# DER TAGESSPIEGEL ... KEYFACTS

Reach our loyal and interested readership



Digital  
35,505,999  
VISITS

Digital  
96,270,913  
PIs



Source: agof daily digital facts 2023, last month (March 2023), total population 16+ | IVW 2023-03

# TAGESSPIEGEL “MORGENLAGE” (MORNING CALL)

Compact summary of news in the morning



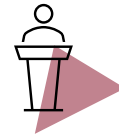
Tagesspiegel “Morgenlage” reaches more than 55,000 readers every day (Mo-Fr), including the most important decision-makers in business and politics.

The newsletter provides decision-makers with an overview of the main topics of the day in the form of a news and press review. The editorial team analyses the current key developments and informs a constantly growing readership – with updated reports from Germany’s political capital and from around the world.

More info  
on prices  
**here**

# TAGESSPIEGEL “ABENDLAGE” (EVENING CALL)

News & background information in the evening



Tagesspiegel “Abendlage” reaches more than 55,000 readers every day (Mo-Fr), including the most important decision-makers in business and politics.

The newsletter provides background information about important news of the day. Topics are politics, economy, topics of conversation inside the government district as well as references for leisure time activities.

More info  
on prices  
**here**

# IN FOCUS... TAGESSPIEGEL PODCASTS

Book your exclusive native audio spot



The Tagesspiegel produces quality podcasts on various topics.

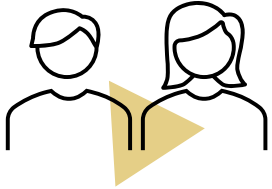
These include, for example, "Eine Runde Berlin" (news), "Gyncast" (health), "Der Gradmesser" (climate) or "Tatort Berlin" (crime).

We offer you just the right opportunity via exclusive or volume bookings so that your message is not only seen, but also heard.



# INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



## INTERNATIONAL

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