

IQ DIGITAL PODCAST



WE ARE THE QUALITY PODCAST MARKETER



**HIGH-REACH
PORTFOLIO**



**GREATEST VARIETY
OF TOPICS**



**MOST INDIVIDUAL
OCCUPANCY**



**MOST PROFESSIONAL
PRODUCTION**



**MOST COMPREHENSIVE
REPORTING**

iq digital offers
61 PODCASTS

iq digital offers
**12
TOPICS**

- **FIXED POSITION
PLACEMENT:**
Episode
- **VOLUME
BOOKING:**
Channel, network or
contextual targeting

Consulting and production

INDIVIDUAL
tailored to your
campaign goals

- **IAB CERTIFIED**
- exact key figures of the
audio impressions
- user structure of the
listeners

Agenda






























1	Our portfolio
2	Advertising media & advertising effect
3	Individual booking options
4	Reporting
5	Podcast Channel
6	Podcast Brand
7	Podcast Network
8	Podcast Episode
9	Processing and production



OUR PORTFOLIO

OUR PORTFOLIO (PART I)

Strong brands - Exciting topics - High relevance

WORK & CAREER	    
CRIME	     
DIGITALISATION	
FAMILY & PARENTING	   
HEALTH	  
LIFESTYLE & CULTURE	         

* DER SPIEGEL, Harvard Business Manager, Manager Magazin new from 2024

OUR PORTFOLIO (PART II)

Strong brands - Exciting topics - High relevance



* DER SPIEGEL, Harvard Business Manager, Manager Magazin new from 2024

IQ DIGITAL PODCASTS ARE LISTENED TO

We offer quality and reach



AGMA
REACH

23.6 MILLION

Downloads
in the month of January



TOP
30

5 PODCASTS

in the
TOP 30



AGMA
IN COMPARISON

this corresponds to

27%

of the top 30
range

OUR CHAMPIONS

Selection of our podcast shows in the agma TOP 15

01



6.6
MILLION
Downloads

02



4.5
MILLION
Downloads

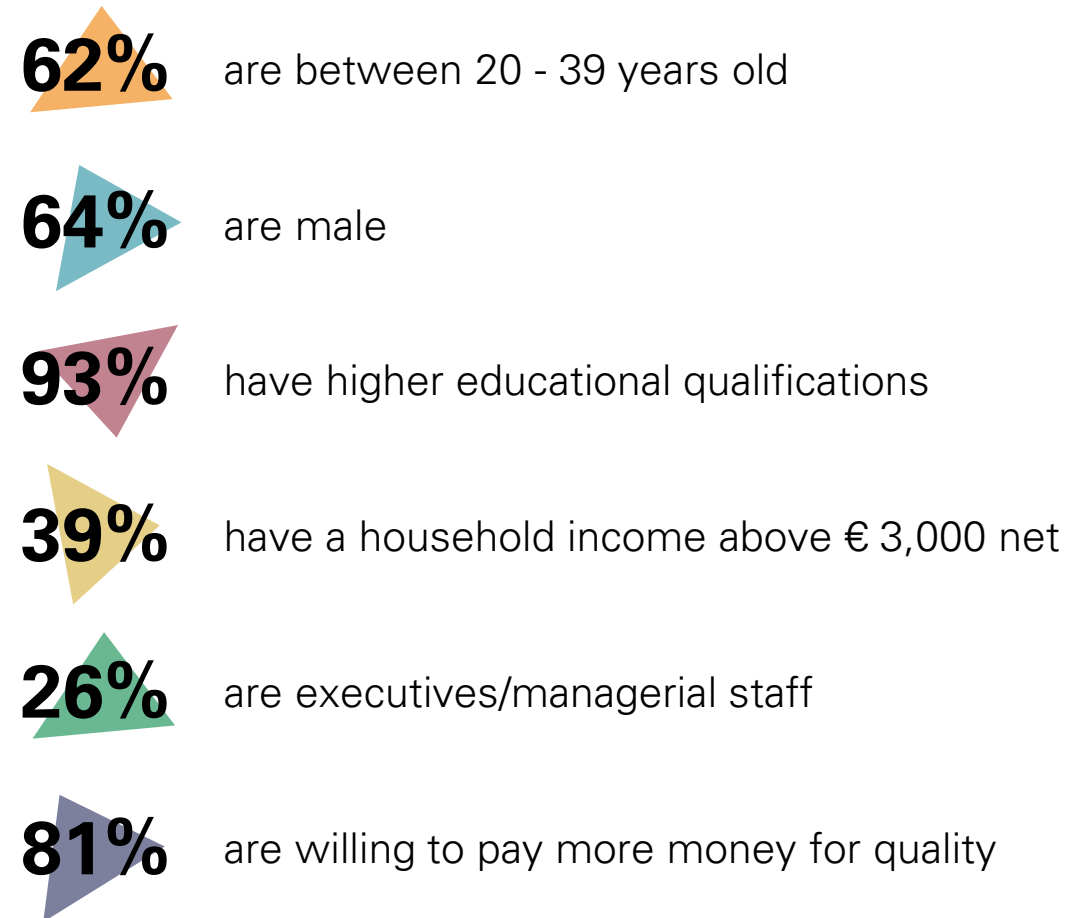
10



2 MILLION
Downloads

WE REACH YOUR TARGET GROUP

Above average education and quality conscious





ADVERTISING EFFECT

YOUR CAMPAIGN IS HEARD

High acceptance and perception of podcast advertising



65%

of the listeners perceive
advertising

81%

of the listeners
accept advertising



PRESENTER READ VS. HOST READ

iq digital relies on Presenter Reads in the form of Native Audio Ads

PRESENTER READ



In Presenter Read, experienced speakers who do not belong to the podcast editorial team present a product or service. The advertising material is pre-produced and can thus be played out dynamically for a campaign period or on the basis of an individual audio impression volume in the podcast.

- Presenter Reads secure the formal **separation requirement and influence prohibition** in media law by separating advertising and editorial content
- Through the use of Presenter Reads, the **credibility** of the podcast hosts cannot be doubted
- The **trust** of the listeners in a host remains - even with changing advertising partners
- Presenter Read grants flexibility in the playout of audio ads; it can be played out on a **fixed position** and also **scalable** as a volume booking
- **Combinations** are possible. For example, an audio ad can be placed in a fixed position in a podcast episode and also scalable in a desired topic environment

HOST READ



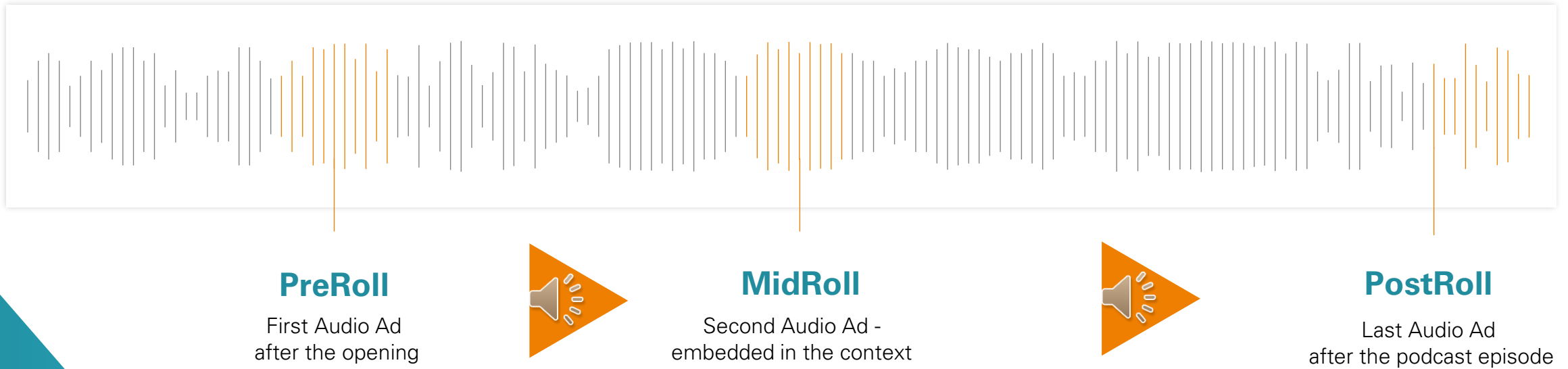
In a Host Read Audio Spot, the host personally introduces a product or service to a podcast. A Host Read Audio Ad is mainly placed as a PreRoll or MidRoll and is usually recorded directly in the podcast episode ("baked-in"). The audio spot is thus usually firmly integrated into a podcast episode.



PLACEMENT & ADVERTISING MEDIA

YOUR PLACEMENT OPTIONS

Native Audio Ad



YOUR PLACEMENT OPTIONS

Native Audio Ad as volume booking



PreRoll
(max. 30 sek.)



MidRoll
(max. 30 sek.)



PostRoll
(max. 240 sek.)



PreRoll
(max. 30 sek.)



MidRoll
(max. 30 sek.)



AdBundle Plus
(Placement according to availability in Pre-
and/or MidRoll)



PreRoll
(max. 30 sek.)



MidRoll
(max. 30 sek.)



PostRoll
(max. 30 sek.)



AdBundle
(Placement according to availability in
PreRoll and/or MidRoll and/or PostRoll)

YOUR PLACEMENT OPTIONS

Native Audio Ad as fixed placement



PreRoll
(max. 30 sek.)



PreRoll
(max. 30 sek.)



PostRoll
(max. 60 sek.)



Storytelling Audio Ad
(PreRoll and PostRoll in combination)



PreRoll
(max. 30 sek.)



PostRoll
(max. 240 sek.)



Advertorial Audio Ad
(PreRoll and PostRoll in combination)

NATIVE AUDIO AD

Authentic Advertising

- Your advertising message is natively recorded by professional speakers and thus perfectly embedded in the podcast show
- Voice only: neither background noise, music nor jingles disturb the native listening experience
- Bookable as PreRoll (max. 30 sec.), MidRoll (max. 30 sec.) or PostRoll (max. 60 sec.)



With a click on the audio button you will get to the audio sample

NATIVE 3D-AUDIO AD

Dive into a new advertising dimension with us

- Your advertising message, recorded by professional speakers, is enriched by native background sounds and thus becomes a 360-degree audio experience
- The native 3D audio ad becomes a unique and intense sound and listening experience
- Bookable as PreRoll (max. 30 sec.), MidRoll (max. 30 sec.) or PostRoll (max. 60 sec.)



With a click on the audio button you will get to the audio sample

Tip: Listen to the audio spot with headphones to capture 3D audio.



NATIVE DIALOGUE AUDIO AD

Authentic and close - your message in conversation



- Two selected speakers in natural dialog convey their advertising message as part of a personal conversation
- Voice only: neither background noise, music or jingles disturb the personal dialog and preserve the native character
- Bookable as PreRoll (max. 30 sec.), MidRoll (max. 30 sec.) or PostRoll (max. 60 sec.)



With a click on the audio button you will get to the audio sample



NATIVE EXTENDED CONTENT AUDIO AD

A big stage for your story

- Here, all options are open to them: Your advertising message as a short interview, audio sample or extended Native Audio Ad, which can be filled with individual content
- Voice only: neither background noise, music nor jingles disturb the native listening experience
- Bookable only as PostRoll (max. 240 sec.)



With a click on the audio button you will get to the audio sample



INDIVIDUAL BOOKING OPTIONS

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

Do you want to place your audio ad fixed with guaranteed volume and a flexible campaign period is not relevant for you?

Fixed Position Placement

Would you like to book a specific podcast show fixed?

Podcast Episode

Do you want to scale your audio impression volume and a flexible campaign period is important to you?

Volume-Booking

Would you like to book a specific show occupy?

Podcast Show

Would you like to all shows of one of our brands occupy?

Podcast Brand

Would you like to a specific topic occupy?

Podcast Channel

Would you like to take a specific, individual subject?

Premium Targeting

Would you like to our complete quality portfolio prove it?

Podcast Network



PODCAST CPM PRICE LIST

iq digital Portfolio | Natives Audio Ad

			PreRoll	MidRoll	PostRoll	Ad Bundle	Ad Bundle Plus
Podcast Show or Premium Targeting		PK 1	130 €	110 €	90 €	90 €	115 €
Podcast Brand or Podcast Channel		PK 2	100 €	80 €	60 €	60 €	85 €
Podcast Network		PK 3	70 €	60 €	50 €	50 €	65 €

Price categories:

PK1: Podcast Show & Premium Targeting in the network CPM booking of a single show, e.g. podcast "Zeit Verbrechen"; Premium Targeting only possible in the iq digital Podcast Network | Basic Targeting included

PK2: Podcast Brand → CPM booking of all podcasts of a brand, e.g. all podcasts of "Handelsblatt"
Podcast Channel → CPM booking of a topic category, e.g. all podcasts on the topic "politics"
Basic Targeting +15%

PK3: Podcast Network → CPM booking of all podcasts in the iq digital portfolio; basic targeting included

Minimum booking volume 7,500 EUR net/net

YOUR INDIVIDUAL TARGETING

What we can do

Who is your target group?



Demographic Targeting*

Where is your target group?



Geo-Targeting*

What content does your target audience engage with?



Contextual Targeting*

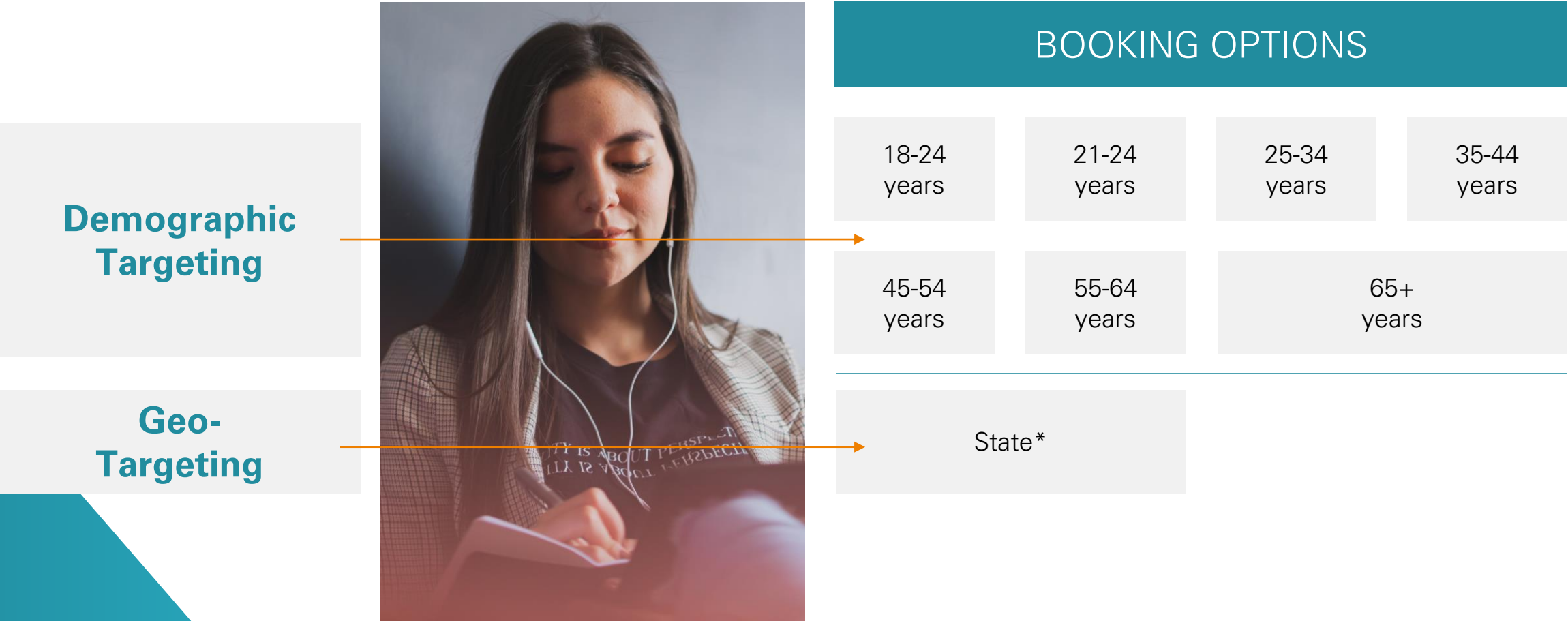
What topics is your target group interested in?



Predictive Audiences Targeting*

BASIC TARGETING

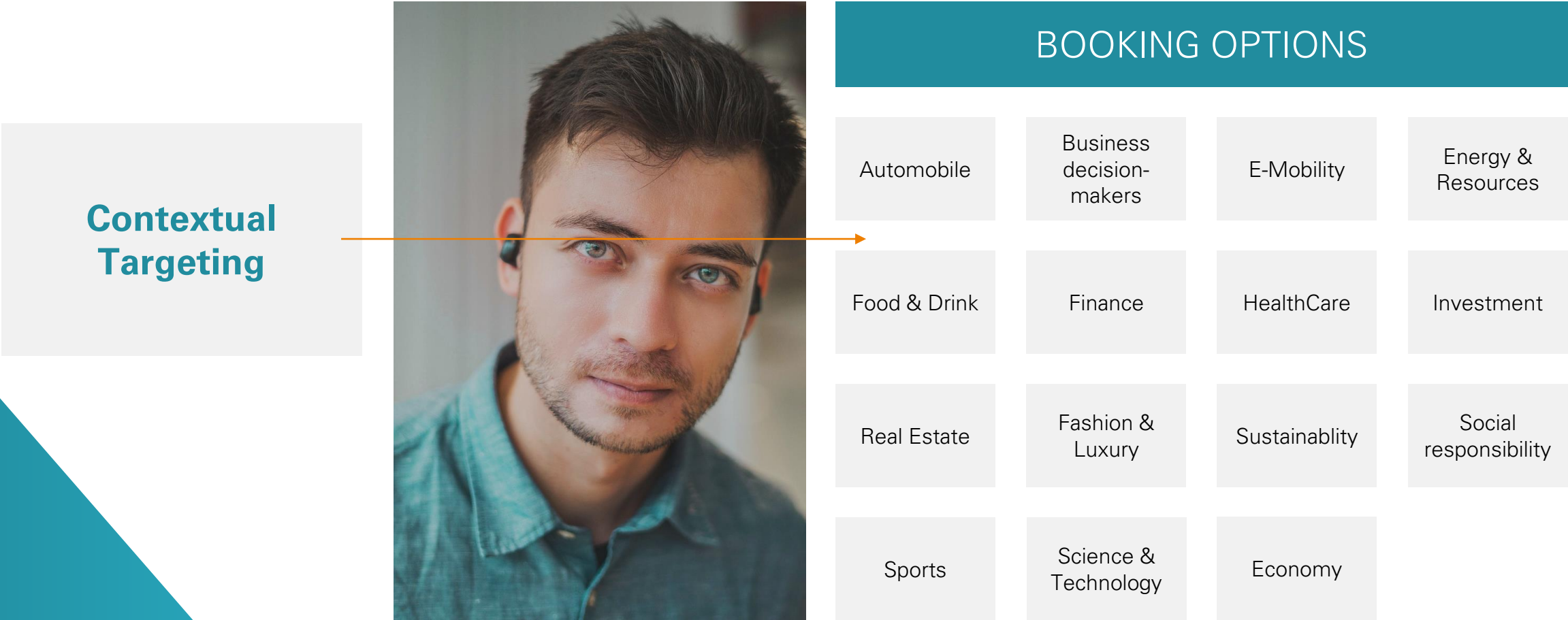
Reach your target group



*Targeting on the whole of Germany is - if desired - included in every booking

PREMIUM TARGETING

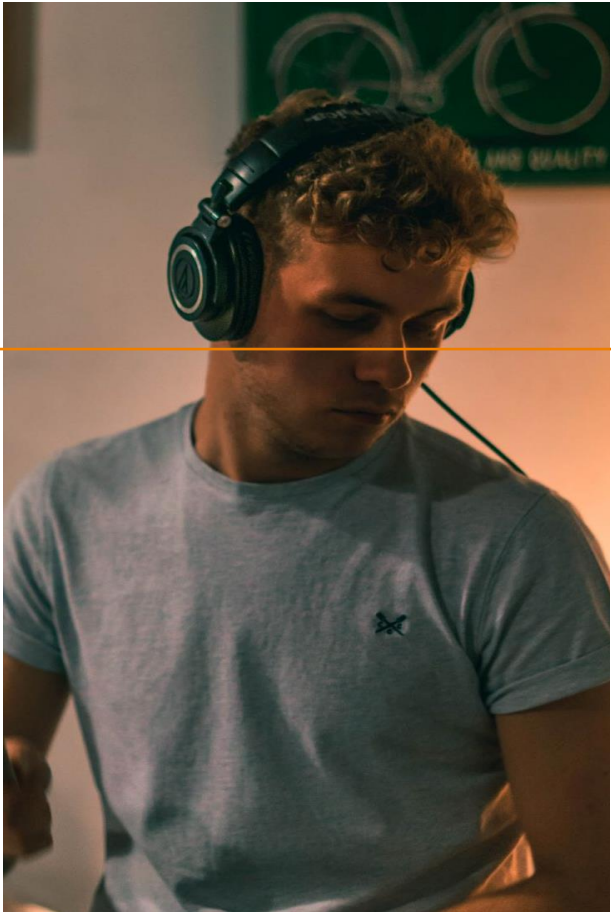
Reach your target group in the right environment



PREMIUM TARGETING

Reach your target group in the right environment

Predictive
Audiences
Targeting



BOOKING OPTIONS

New Car Interests	Investors & Shareholders	Health & Fitness Fans
Food Lovers	Streaming Junkies	Electronic Fans
Handyman/ Handywoman	Beauty Queens/Kings	Gamer



REPORTING

REPORTING WITH THE HIGHEST MEASUREMENT STANDARDS

Uniform performance values for real accessibility

We focus on full transparency

- The IAB Technology Laboratory's Podcast Measurement Technical Guidelines define an overarching standard for podcast-specific performance metrics in order to report them in a comparable manner.
- In the podcast sector, reach measurement has thus been uniformly defined. Compliance with the IAB 2.1 standard therefore means transparent and accurate measurement with reliable data that can be relied on.

IAB 2.1 STANDARD

[CLICK HERE TO
DOWNLOAD](#)



→ Audio Impressions

→ Unique User

Exciting Insights:

↓
Age
Break

↓
Gender
Break

↓
Platform
Break

↓
Device
Break

↓
&
more



PODCAST CHANNEL

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

Do you want to place your audio ad fixed with guaranteed volume and a flexible campaign period is not relevant for you?

**Fixed Position
Placement**

Want to book a
specific podcast
show fixed?

**Podcast
Episode**

Do you want to scale your audio impression volume and a flexible campaign period is important to you?

**Volume-
Booking**

Would you like a
specific show
occupy?

**Podcast
Show**

Would you like to
all shows of one of
our brands occupy?

**Podcast
Brand**

Would you like to a
specific topic
occupy?

**Podcast
Channel**

Would you like to
take a specific,
individual subject?

**Premium
Targeting**

Would you like to
occupy our
complete quality
portfolio prove it?

**Podcast
Network**

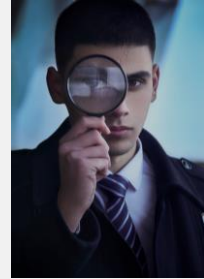
PODCAST CHANNEL

The most exciting podcast shows bundled for you by topic

WORK &
CAREER



CRIME



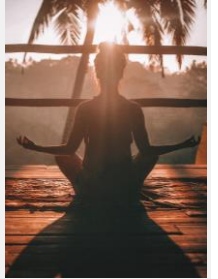
DIGITAL-
IZATION



FAMILY &
PARENTING



HEALTH



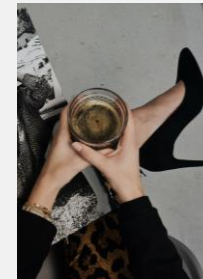
SUSTAIN-
ABILITY



NEWS



LIFESTYLE &
CULTURE



POLITICS



SPORTS



ECONOMY &
FINANCE

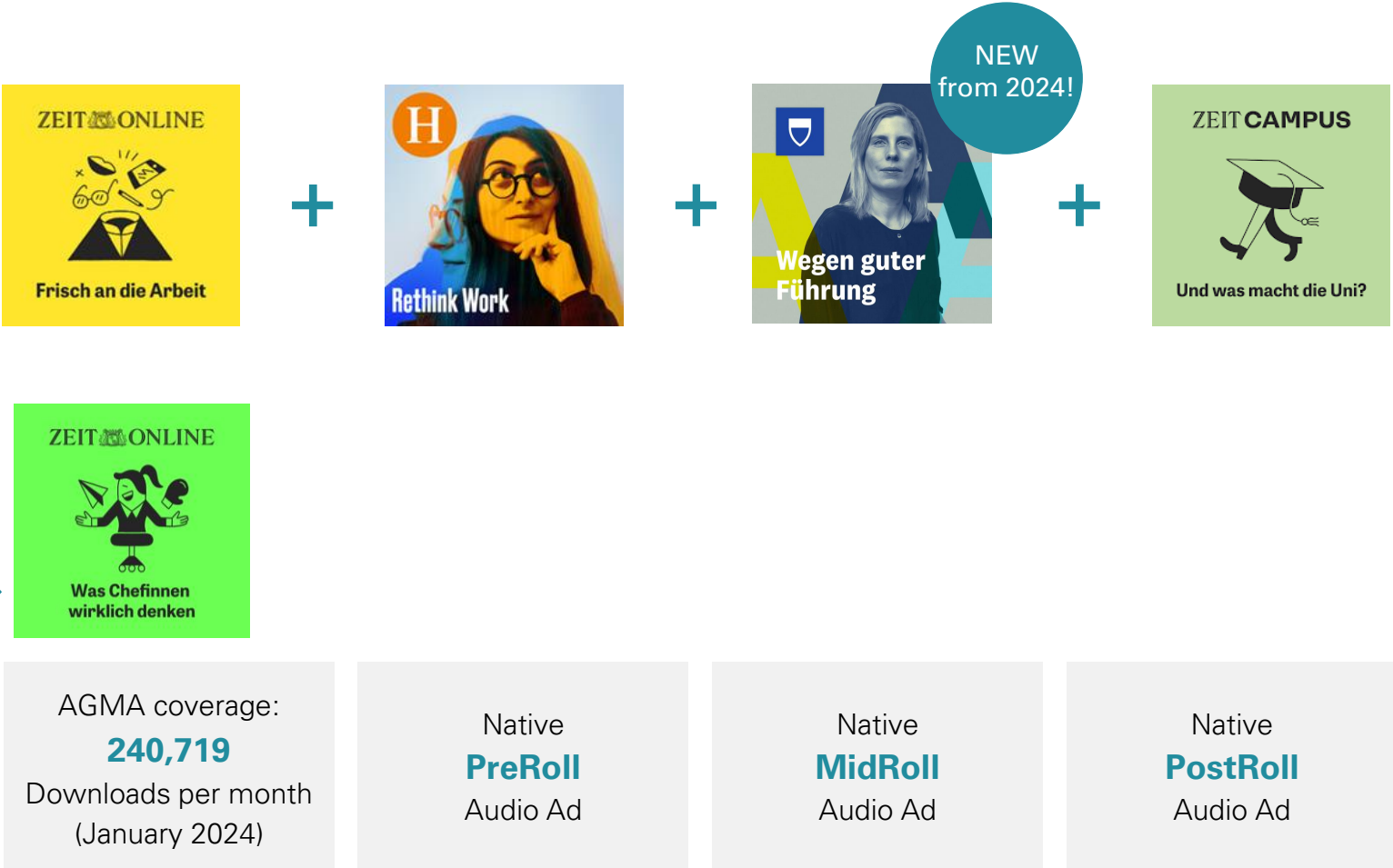


KNOW-
LEDGE



PODCAST CHANNEL “WORK & CAREER”

Place yourself in 5 podcast shows with only one booking



AGMA coverage:
240,719
Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST CHANNEL "CRIME"

Place yourself in 6 podcast shows with only one booking



+



+



+



+

NEW
from 2024!

NEW
from 2024!



+



AGMA coverage:

4,824,313

Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

DER SPIEGEL

TAGESSPIEGEL

Handelsblatt

ZEIT  ONLINE

PODCAST CHANNEL "DIGITALIZATION"

Place yourself in 5 podcast shows with only one booking



+



+



+



AGMA coverage:

126,345

Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

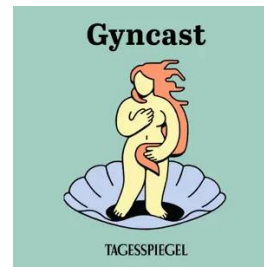
Native
PostRoll
Audio Ad

Handelsblatt

B-E BTC ECHO

PODCAST CHANNEL "FAMILY & PARENTING"

Place yourself in 7 podcast shows with only one booking



AGMA-coverage

417,725

Downloads per month
(January 2024)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

Native

PostRoll

Audio Ad

TAGESSPIEGEL

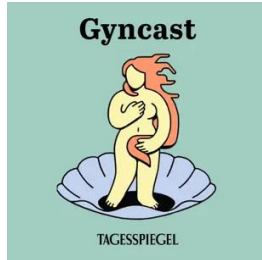
ZEIT  ONLINE

PODCAST CHANNEL “HEALTH”

Place yourself in 5 podcast shows with only one booking



NEW
from 2024!



AGMA coverage:
417,725
Downloads per month
(January 2024)

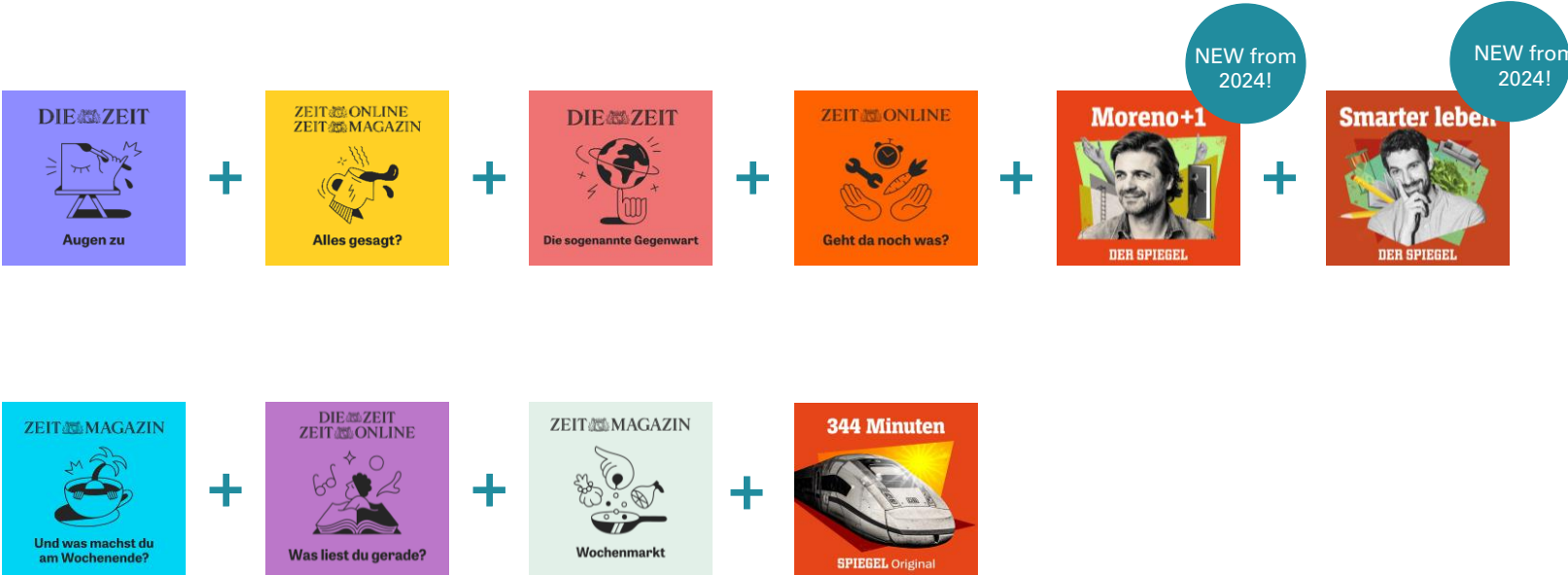
Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST CHANNEL “LIFESTYLE & CULTURE”

Place yourself in 9 podcast shows with just one booking



AGMA coverage: 2,285,141 Downloads per month (January 2024)	Native PreRoll Audio Ad	Native MidRoll Audio Ad	Native PostRoll Audio Ad
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PODCAST CHANNEL “SUSTAINABILITY”

Place yourself in 5 podcast shows with just one booking



AGMA coverage:
181,508
Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST CHANNEL "NEWS"

Place yourself in 5 podcast shows with just one booking



+



+



+



+



AGMA coverage:

10,025,464

Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

Native
PostRoll
Audio Ad

DER SPIEGEL

Handelsblatt

TAGESSPIEGEL

ZEIT  ONLINE

PODCAST CHANNEL “POLITICS”

Place yourself in 10 podcast shows with just one booking



AGMA coverage:
1,662,861
Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST CHANNEL “SPORTS”

Place yourself in 1 podcast show with just one booking



AGMA coverage:

35,243

Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

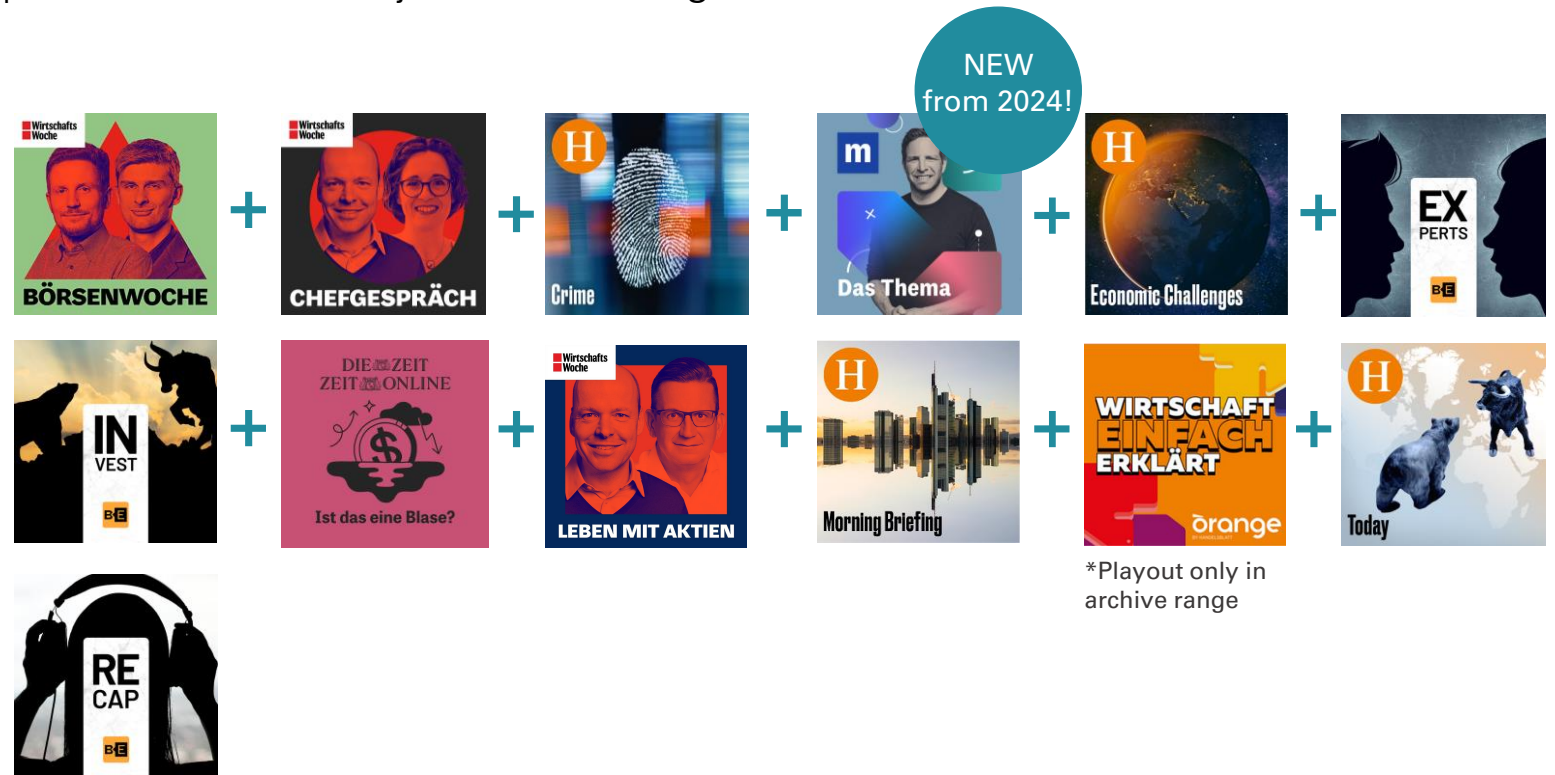
Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

ZEIT  ONLINE

PODCAST CHANNEL “ECONOMY & FINANCE”

Place yourself in 14 podcast shows with just one booking



*Playout only in archive range

AGMA coverage:

3,420,639

Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

BTC ECHO

DER SPIEGEL

Handelsblatt

Wirtschafts
Woche

ZEIT **ONLINE**

PODCAST CHANNEL “KNOWLEDGE”

Place yourself in 9 podcast shows with just one booking



AGMA coverage:
1,061,607
Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

DER SPIEGEL

Handelsblatt

konradin
mediengruppe

Spektrum.de

TAGESSPIEGEL

ZEIT  ONLINE



PODCAST BRAND

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

Do you want to place your audio ad fixed with guaranteed volume and a flexible campaign period is not relevant for you?

**Fixed Position
Placement**

Want to book a
specific podcast
show fixed?

**Podcast
Episode**

Do you want to scale your audio impression volume and a flexible campaign period is important to you?

**Volume-
Booking**

Would you like a
specific show
occupy?

**Podcast
Show**

Would you like to
all shows of one of
our brands occupy?

**Podcast
Brand**

Would you like to a
specific topic
occupy?

**Podcast
Channel**

Would you like to
take a specific,
individual subject?

**Premium
Targeting**

Would you like to
occupy our
complete quality
portfolio prove it?

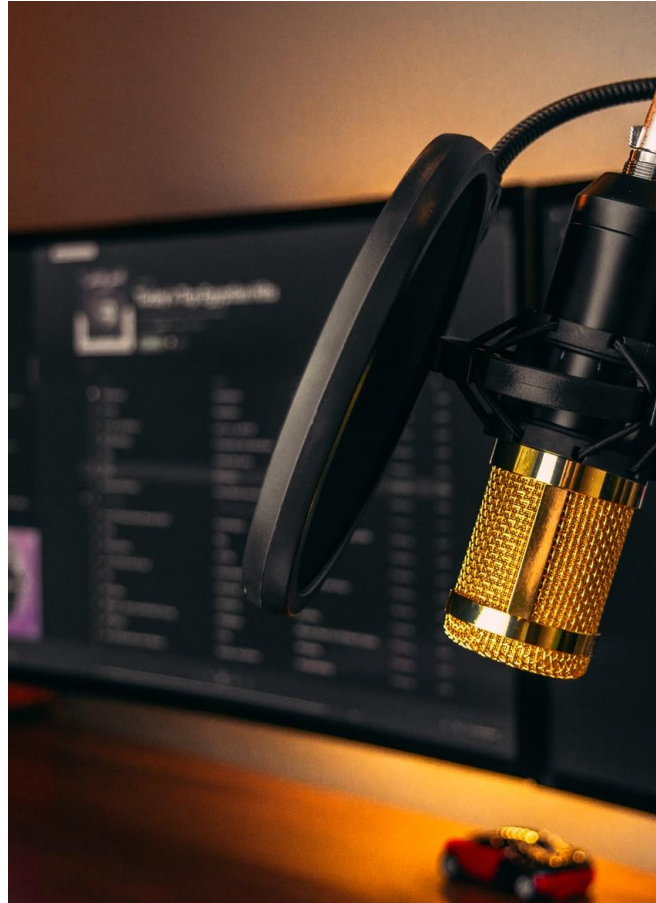
**Podcast
Network**

PODCAST BRAND

All podcast shows of one of our media brands bundled for you

DER SPIEGEL

TAGESSPIEGEL



Handelsblatt

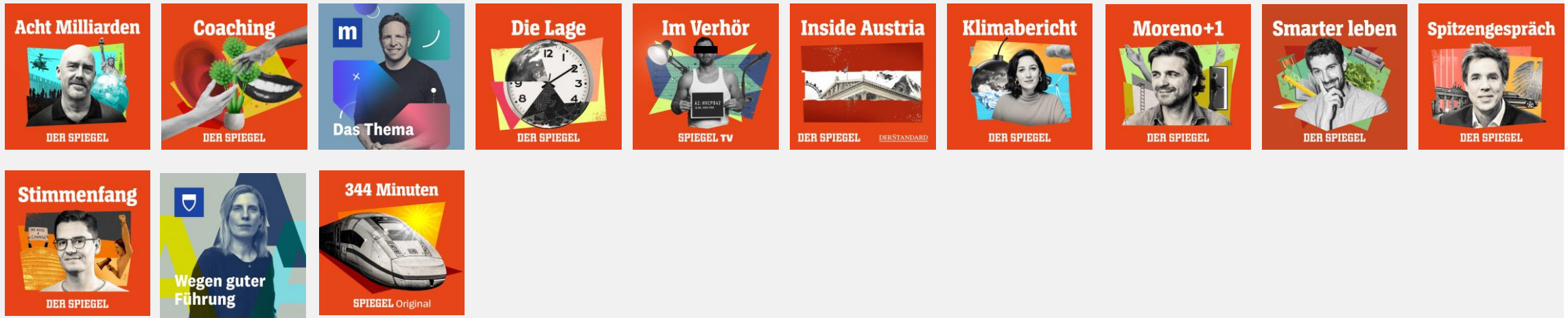
ZEIT  ONLINE

* DER SPIEGEL ab 2024

PODCAST BRAND DER SPIEGEL

Place yourself in 13 podcast shows with just one booking

NEW from
2024!



AGMA coverage:

2.7 million

Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST BRAND HANDELSBLATT

Place yourself in 8 podcast shows with just one booking



AGMA range:

2.3 million

Downloads per month
(January 2024)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

Native

PostRoll

Audio Ad

PODCAST BRAND TAGESSPIEGEL

Place yourself in 5 podcast shows with only one booking



AGMA range:

269,693

Downloads per month
(January 2024)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

Native

PostRoll

Audio Ad

PODCAST BRAND WIRTSCHAFTSWOCHE

Place yourself in 4 podcast shows with only one booking



AGMA range:

172,263

Downloads per month
(January 2024)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

Native

PostRoll

Audio Ad

PODCAST BRAND ZEIT ONLINE

Place yourself in 25 podcast shows with just one booking



AGMA range:
16.8 million
Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad



PODCAST NETWORK

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

Do you want to place your audio ad fixed with guaranteed volume and a flexible campaign period is not relevant for you?

**Fixed Position
Placement**

Want to book a
specific podcast
show fixed?

**Podcast
Episode**

Do you want to scale your audio impression volume and a flexible campaign period is important to you?

**Volume-
Booking**

Would you like a
specific show
occupy?

**Podcast
Show**

Would you like to
all shows of one of
our brands occupy?

**Podcast
Brand**

Would you like to a
specific topic
occupy?

**Podcast
Channel**

Would you like to
take a specific,
individual subject?

**Premium
Targeting**






Would you like to
occupy our
complete quality
portfolio prove it?

**Podcast
Network**

PODCAST NETWORK

All media brands & all topics in just one booking


WORK & CAREER





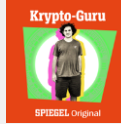
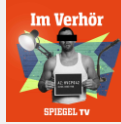


HEALTH



DIGITALI- ZATION







CRIME







SUSTAIN- ABILITY










FAMILY & EDUCA- TION



NEWS



KNOW- LEDGE



AGMA-Reach:
23.6 Mio.
Downloads per month
(January 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST NETWORK

All media brands & all topics in just one booking

LIFESTYLE & CULTURE

ZEIT ONLINE ZEIT MAGAZIN
Alles gesagt?

DIE ZEIT
Augen zu

DIE ZEIT
Die sogenannte Gegenwart

ZEIT ONLINE
Geht da noch was?

Moreno+1
DER SPIEGEL

Smarter leben
DER SPIEGEL

ZEIT MAGAZIN
Und was machst du am Wochenende?

DIE ZEIT ZEIT ONLINE
Was liest du gerade?

ZEIT MAGAZIN
Wochenmarkt

344 Minuten
SPIEGEL Original

SPORTS

ZEIT ONLINE
Kicken kann er

POLITICS

Acht Milliarden
DER SPIEGEL

Cicero PODCASTS

DIE ZEIT ZEIT ONLINE
Das Politiktell

DIE ZEIT
Der Ostcast

EINE RUNDE BERLIN

ZEIT ONLINE
Ehrlich jetzt?

Inside Austria
DER SPIEGEL

LAGE NATION

ZEIT ONLINE AKTUELL
OK, America?

ZEIT ONLINE
Servus Grüezi Hallo

Spitzengespräch
DER SPIEGEL

Stimmenfang
DER SPIEGEL

ZEIT ONLINE
Warum denken Sie das?

ECONOMY & FINANCE

BÖRSENWOCHE

CHEFGESPRÄCH

Das Thema

Economic Challenges

EX PERTS

IN VEST

DIE ZEIT ZEIT ONLINE
Ist das eine Blase?

LEBEN MIT AKTIEN

RE CAP

Today

AGMA-Reach:
23.6 Mio.
Downloads per month
(January 2023)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

BTC ECHO

Frankfurter Allgemeine

Handelsblatt

Städteutsche Zeitung

TAGESSPIEGEL

Wirtschafts Woche

ZEIT ONLINE

DER SPIEGEL

56



PODCAST EPISODE

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

Do you want to place your audio ad fixed with guaranteed volume and a flexible campaign period is not relevant for you?

Fixed Position Placement

Want to book a specific podcast show fixed?

Podcast Episode

Do you want to scale your audio impression volume and a flexible campaign period is important to you?

Volume-Booking

Would you like a specific show occupy?

Podcast Show

Would you like to all shows of one of our brands occupy?

Podcast Brand

Would you like to a specific topic occupy?

Podcast Channel

Would you like to take a specific, individual subject?

Premium Targeting

Would you like to occupy our complete quality portfolio prove it?

Podcast Network



PROCESSING AND PRODUCTION

ADHS FAMILY

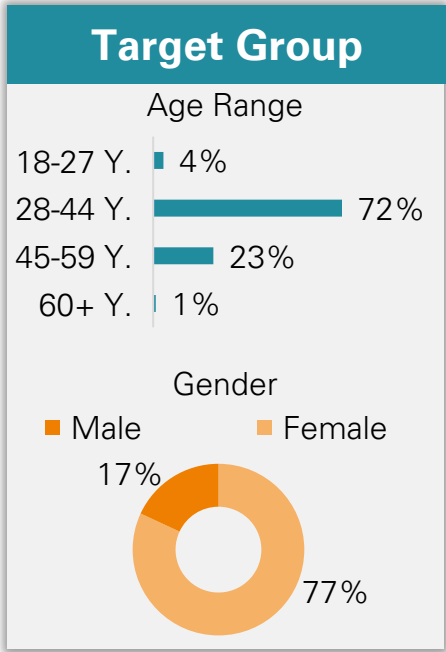
Help for parents, teachers & educators

Family & Education



ADHS Family
Hilfe für Eltern
Lehrkräfte & Erzieher

The podcast is dedicated to practical solutions, encouraging stories and relaxation techniques that help parents of children and young people with ADHD to create a fulfilling family and school life. Every two weeks on Thursdays, ADHD expert Anna Maria Sanders conducts informative interviews with experts from various fields, including psychology, education and medicine.



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Average duration

fortnightly
20 minutes

BTC-ECHO EXPERTS

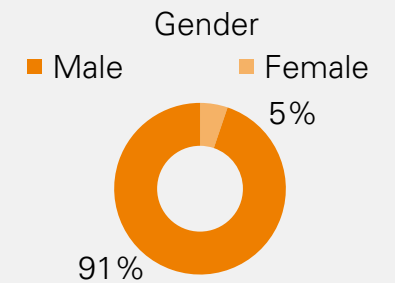
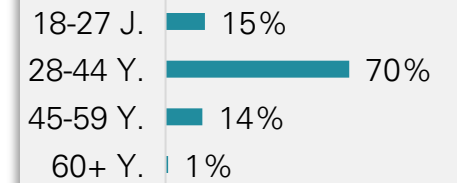
Insights from the Bitcoins & Blockchains scene

Economy &
Finance



Every Wednesday, Sven Wagenknecht and David Scheider have the top-class minds of the crypto and blockchain scene at the microphone: CEOs, politicians, activists and specialists in their field dive deep into the topics and bring the most exciting insights from the Bitcoin and blockchain scene to the surface.

TARGET GROUP



Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

weekly
30 minutes

Quelle: Spotify Audience

BTC-ECHO INVEST

Bitcoins, shares & finance

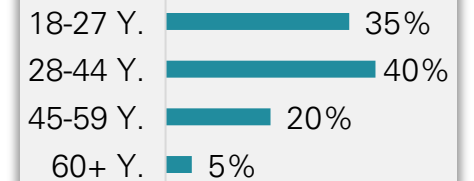
Economy &
Finance



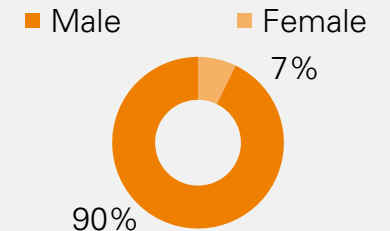
Every Monday, the BTC-ECHO market experts analyze the crypto market as well as the conventional stock markets and their impact on Bitcoin & Co. They take a look at the most relevant charts and indicators as well as the most important news, market updates and fundamental developments.

TARGET GROUP

Age Range



Gender



Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

Weekly
40 minutes

Source: Spotify Audience

BTC-ECHO RECAP

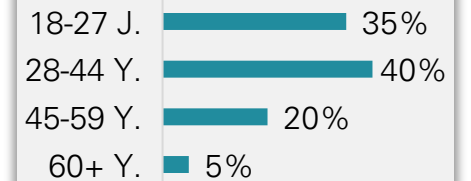
Top topics on bitcoins, blockchains & crypto



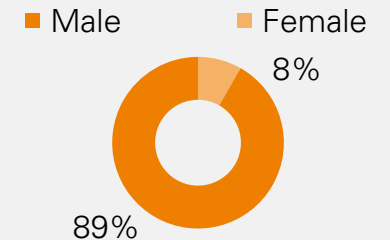
Every Friday, BTC-ECHO editor-in-chief Sven Wagenknecht, Bitcoin expert David Scheider and editor Giacomo Maihofer take a look at the most important crypto events of the past week for listeners, categorize them and provide a comprehensive summary of the last seven days in the Bitcoin & blockchain scene.

TARGET GROUP

Age Range



Gender



Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

Weekly
25 minutes

CICERO PODCASTS

Cicero – Magazine for political culture

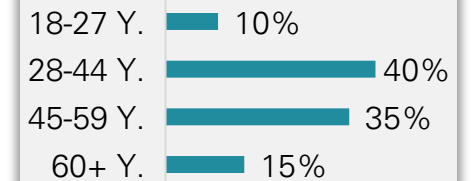
Politics



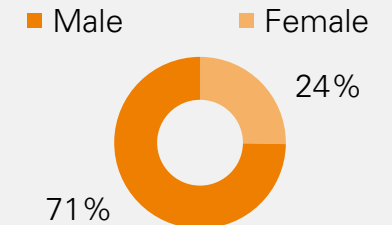
On Cicero, the podcast named after the magazine about political culture, the editorial team discusses current topics with guests from politics, society, business, culture and science every Thursday. from politics, society, business, culture and science on current topics from Germany and abroad and presents creative and innovative decision-makers and their companies.

ZIELGRUPPE

Age Range



Gender



Placement Options

Volume Booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

weekly
55 minutes

Source: Spotify Audience

DER DEINE MUDDA PODCAST

The podcast for the perfect imperfectly mother (*The yo mama podcast*)

Family &
Education

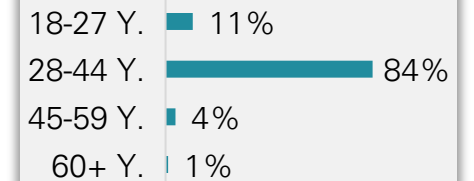


True to the motto "take it easy Muddi", this podcast is for all perfectly imperfect moms who can laugh at themselves and don't take everything so seriously.

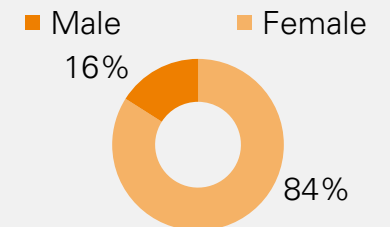
In the podcast, Lulu and Leonie share unfiltered and brutally honest testimonials and ask experts and other moms questions that no one else dares to ask.

TARGET GROUP

Age Range



Gender



Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
45 minutes

Source: Spotify Audience

ACHT MILLIARDEN

Der SPIEGEL Foreign podcast

NEW
from 2024!

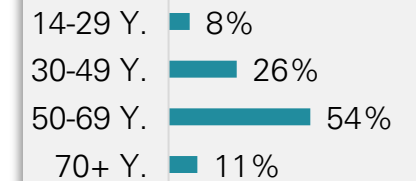
Politics



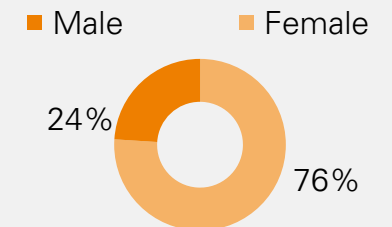
How do global challenges affect politics and society? This is about the big issues that are making headlines around the world. Every week, Olaf Heuser talks to SPIEGEL correspondents about news and stories from politics and society in the foreign podcast. The new foreign podcast for a political and economic view of the world

Target Group

Age Range



Gender



AGMA-Reach

421,545 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

weekly
30 minutes

source: ma podcast

COACHING

Ideas, motivation and strategies for a better life

NEW
from 2024!

Health



Life is a construction site, but sometimes you don't know how to organize your everyday life better. SPIEGEL Coaching helps with practical and, above all, simple training sessions. Listeners learn how to achieve their goals, how to get rid of inappropriate habits and develop new ones. And they gain insights into the psychological relationships that shape our behavior and experience. SPIEGEL Coaching deals with many areas of daily life, such as nutrition, health, psychology, mindfulness, everyday life and work-life balance.

Placement Options

Only bookable in the channel*

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

2x per week
7 minutes

* No new podcast episodes will be released | playback only within archive range

DIE LAGE

Our most important topics of the day

NEW
from 2024!

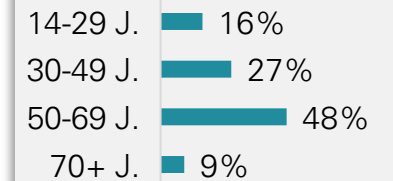
News



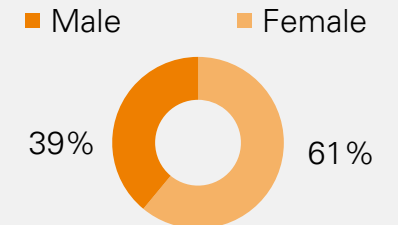
The most important news of the day - supplemented by opinions and recommendations from the SPIEGEL editorial team. On weekdays, the podcast updates its reports in the morning and evening. On Saturday mornings, the authors look back on the past week - and explain what will be important in the coming week.

TARGET GROUP

Age Range



Geschlecht



AGMA-REACH

1,307,237 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

Daily
5 Minutes

source: ma podcast

IM VERHÖR

SPIEGEL's politics podcast (*in interrogation*)

NEW
from 2024!

Crime



In the new crime format "In Interrogation", SPIEGEL TV editor Christina Pohl looks at spectacular criminal cases, the criminal machinations of Arab clans and the world of lateral thinkers. In several episodes, she delves into the facts and talks to experts and journalists about the background and people behind the crimes.

AGMA-REACH

176,421 Downloads
01/2024

Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
45 minutes

INSIDE AUSTRIA

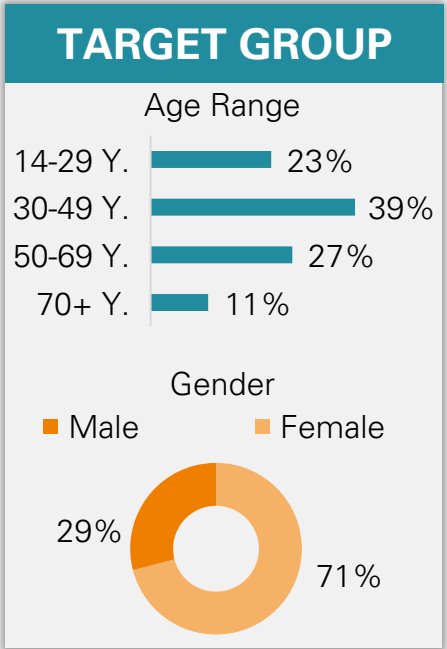
The political Austria Podcast

NEW
from 2024!

Politics



The Austria podcast from SPIEGEL and "Standard". For anyone interested in the political depths of Austria. Lucia Heisterkamp and Antonia Rauth explain what moves the republic, from the Ibiza affair to current national political issues.



AGMA-REACH
188,976 Downloads
01/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
Weekly
30 minutes

Quelle: ma podcast

KLIMABERICHT

Der Klima-Podcast des SPIEGEL

NEW
from 2024!

Sustainability



What needs to happen to save our climate? Regina Steffens meets people who are taking a stand against the crisis. Who argue, try things out and give hope. New every Tuesday.

AGMA-REACH

97,261 Downloads
08/2023

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
30 Minutes

Source: ma podcast

344 MINUTES

SPIEGEL's Deutsche-Bahn-Podcast

NEW
from 2024!

Crime



With "SPIEGEL Original", DER SPIEGEL is expanding its podcast portfolio with a series that accompanies the news magazine's major investigations.

The focus here is on storytelling: the episodes shed light on the connections and reveal the people behind the story. This gives listeners exclusive insights into the creation and research of each story.

"SPIEGEL Original" podcasts are produced as independent seasons to accompany major investigative stories.

Currently published seasons: Putin's Krieg im Netz / Krypto-Guru / 344 Minuten

Placement Options

Further information coming
soon

Ad Slots

Further information coming
soon

Rhythm & Average duration

Further information coming
soon

MORENO +1

The SPIEGEL interview podcast

NEW
from 2024!

Lifestyle &
Culture



Constructive, open, surprising conversations with interesting people. In the SPIEGEL interview podcast, Juan Moreno talks to leading figures from the worlds of business, sport, culture and gastronomy every Wednesday.

AGMA-REACH

153,671 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
40 minutes

Quelle: ma podcast

SMARTER LEBEN

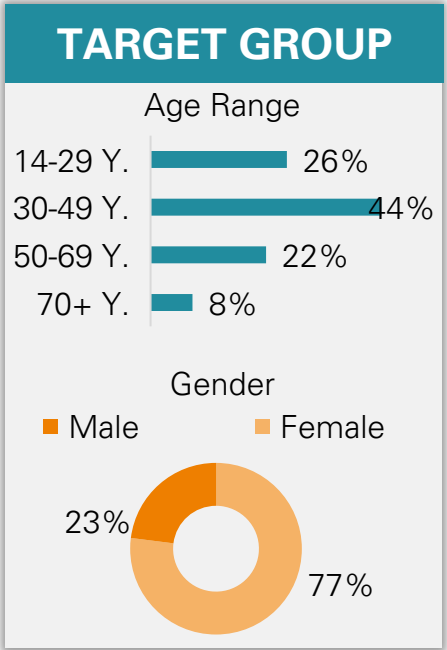
The SPIEGEL ideas podcast

NEW
from 2024!

Lifestyle &
Culture



Lenne Kaffka talks about ideas for a better life and how we can implement them in everyday life. From sleep to a sugar-free diet to the ABC of wine - this podcast is for anyone who wants to take a more conscious approach to their everyday life. New every Saturday.



AGMA-REACH
472,021 Downloads
01/2024

Placement Options
Volume booking
Fixed Placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
Weekly
20 minutes

Source: ma podcast

SPITZENGESPRÄCH

The SPIEGEL Politics Talk

NEW from
2024!

Lifestyle &
Culture



The political talk show "Spitzengespräch" has been an integral part of SPIEGEL's video offering since 2020. In his show, SPIEGEL editor Markus Feldenkirchen receives high-profile guests on current topics from politics, business and society. The "Spitzengespräch" podcast makes the talk accessible to a broader target group.

Placement Options

Volume booking
Fixed Placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
40 minutes

Source: Spotify Audience

STIMMENFANG

DER SPIEGEL (Vote catching)

NEW
from 2024!

Politics

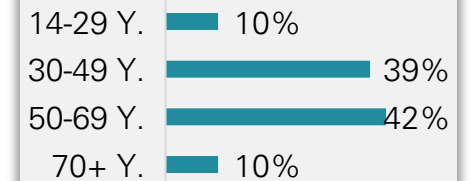


Political analyses, interviews with politicians and listeners' stories - every week, SPIEGEL ONLINE goes out to catch voices.

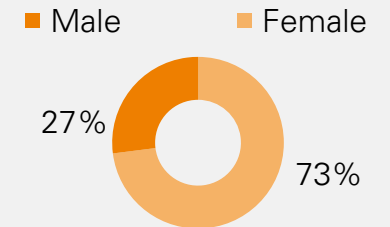
"Stimmenfang" aims to provide answers to questions - "How is Germany doing?", "How does politics work and where does it need to improve?"

TARGET GROUP

Age Range



Gender



AGMA-REACH

197,713 Downloads
01/2024

Placement Options

Volume booking
Fixed Placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

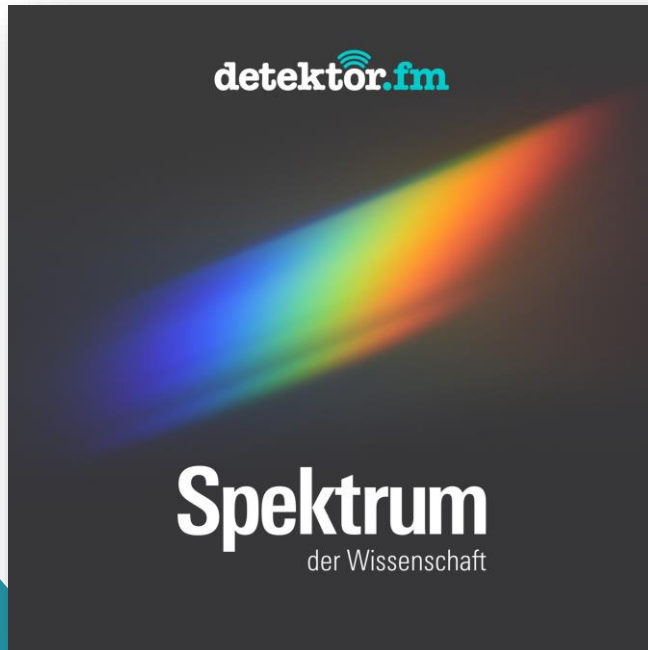
Weekly
25 Minutes

Quelle: ma podcast

SPEKTRUM DER WISSENSCHAFT

The podcast from detektor.fm (*spectrum of science*)

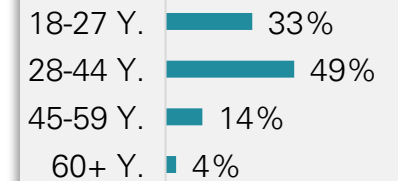
Knowledge



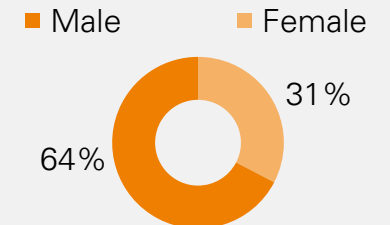
Spektrum der Wissenschaft is one of the most renowned science magazines in the German-speaking world. The magazine highlights current developments from all facets of research. In the weekly Spektrum podcast, the authors talk about the most exciting topics **every Friday**.

TARGET GROUP

Age Range



Gender



Placement Options

Only bookable in the Channel

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

fortnightly
20 minutes

Source: Spotify Audience

GLÜCKLICH VERKOPT

The psychology podcast (*happily cerebral*)

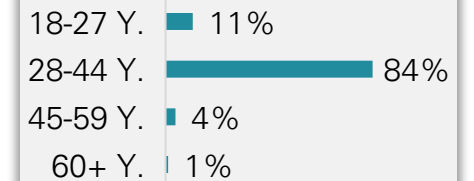
Family &
Education



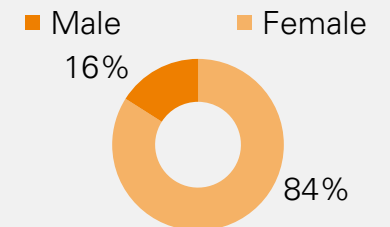
How do I increase my self-esteem? What makes a fulfilled life? How can I learn to deal with difficult emotions? These and other exciting questions from the fields of psychology, psychotherapy and personal development are discussed and answered in depth in the "glücklich verkopft" podcast.

TARGET GROUP

Age Range



Gender



Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monthly
60 minutes

Source: Spotify Audience

CRIME

The most spectacular white-collar crimes

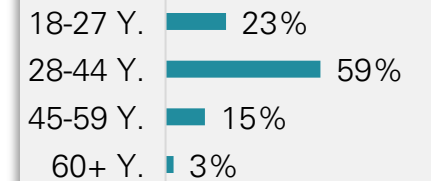
Crime



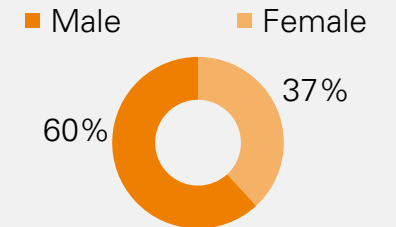
Corruption, unscrupulousness, megalomania: this podcast reports **every two weeks** on the most spectacular crimes and disputes in the German economy. The podcast accompanies the Handelsblatt Investigativ team into the dark and absurd side of the German business world.

TARGET GROUP

Age Range



Gender



AGMA-REACH

183,019 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

fortnightly
45 minutes

Source: ma podcast

DISRUPT

The Handelsblatt podcast about groundbreaking innovations

Digitalization



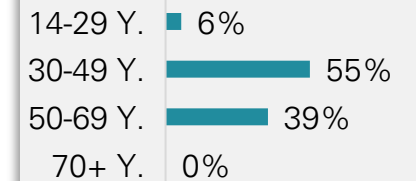
This award-winning podcast is all about the big changes and the future of business, with a clear focus on ground-breaking, disruptive technologies.

Every Friday, Handelsblatt editor-in-chief Sebastian Matthes discusses this with CEOs, entrepreneurs, politicians, investors and innovators.

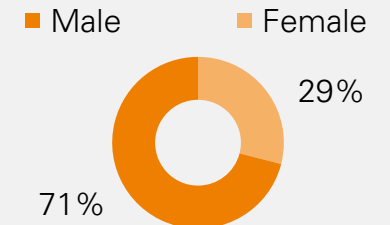
"Disrupt" is one of the **podcasts with the widest reach** in the niche area of technology/science, where it reaches a top target group of working, information-savvy experts with a high net household income. These listeners are also loyal, intensive listeners who listen to focused podcasts several times a day.

TARGET GROUP

Age Range



Gender



AGMA-REACH

126,345 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
50 minutes

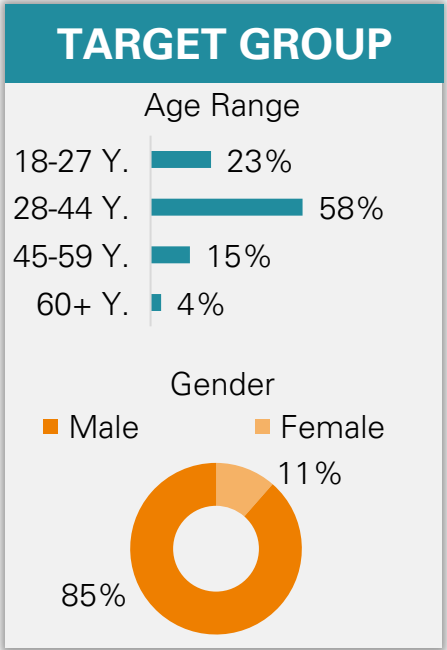
Source: ma podcast

ECONOMIC CHALLENGES

The Handelsblatt podcast on global economic policy



With a keen eye on the ever-changing economy, this podcast offers expert perspectives, in-depth discussions and practical insights **every Friday** to help listeners navigate the complex world of business. Key topics such as market fluctuations, political changes, technological upheavals and societal trends give listeners a comprehensive understanding of the economic forces shaping our world.



AGMA-REACH
82,037 Downloads
01/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
Weekly
30 minutes

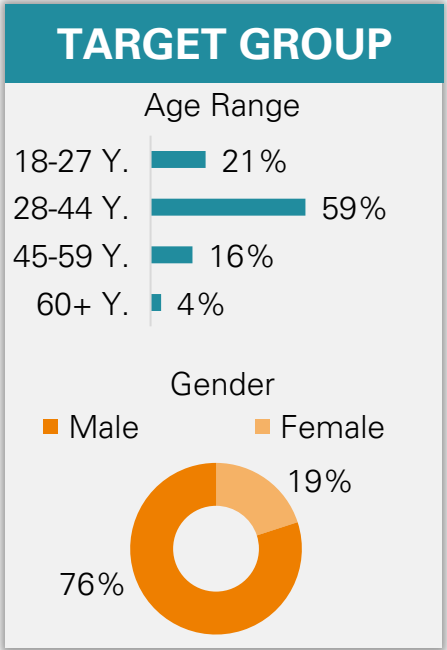
Source: ma podcast

GREEN & ENERGY

Facts, trends and controversies surrounding sustainability, climate and the energy transition



How do scientists envision a society that no longer consumes fossil fuels? The specialist editors get to the bottom of these and other questions **every second Tuesday at 6 am**. Together with experts from business, science and politics, the challenges and opportunities surrounding the topics of sustainability, climate and energy are discussed in this podcast.



AGMA-REACH
97,236 Downloads
01/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
fortnightly
40 minutes

Source: ma podcast

MORNING BRIEFING

The classic of news podcasts

News

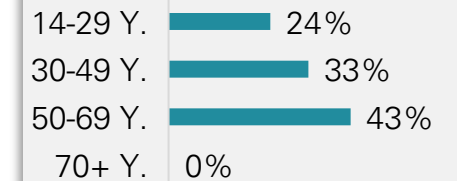


Einer der absoluten Spitzenreiter unter den News-Podcasts. Nicht nur bei aktuell über 400 Tsd. Newsletter-Abonnenten ist das Morning Briefing morgens die erste Adresse für einen kompakten Nachrichtenüberblick. Mit über **zwei Mio. monatlichen Downloads** ist er einer der gefragtesten Podcasts in Deutschland.

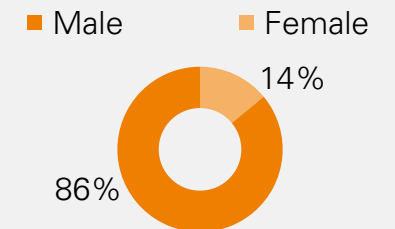
Persönlich, meinungsstark und unterhaltsam werden **werktags um 6:00 Uhr** alle relevanten News aus Wirtschaft, Politik und Finanzen aus der weltweiten 24-h-Redaktion des Handelsblatts diskutiert. Das Morning Briefing erreicht besonders berufstätige, wissensdurstige Young Professionals, von denen fast die Hälfte mehrmals täglich Podcast hören.

TARGET GROUP

Age Range



Gender



AGMA-REACH

2,062,990 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

Monday to Friday
9 minutes

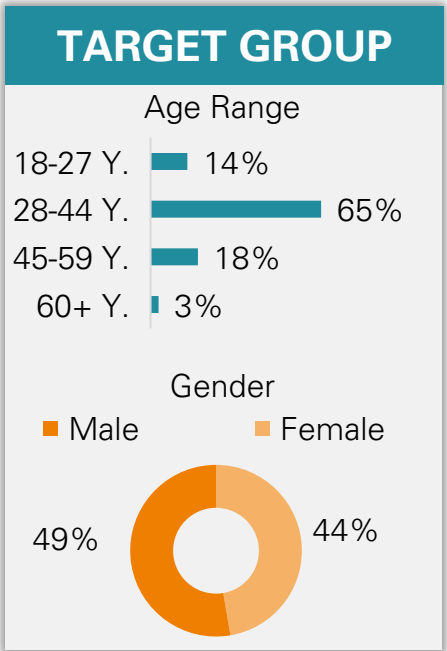
Source: ma podcast

RETHINK WORK

The podcast about the new world of work and leadership



By focusing on innovations and trends in the professional world, "Rethink Work" offers valuable insights and practical advice to help listeners navigate the changing dynamics of the modern workplace. **Every other Monday**, the podcast features interviews with influential thought leaders, successful entrepreneurs and industry pioneers who share their experiences, strategies and perspectives on various work-related topics.



AGMA-REACH
41,413 Downloads
01/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
fortnightly
50 minutes

Source: ma podcast

TODAY

The most important topics from the world of business and finance

Economy &
Finance

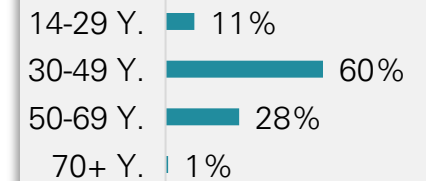


This financial podcast from the Handelsblatt newsroom draws on the concentrated expertise of renowned analysts, industry experts, politicians and correspondents from around the world. Every day, the most relevant stock market topics of the day and their impact on the financial markets are analyzed.

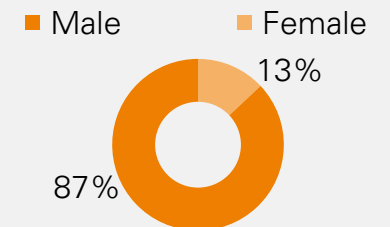
The 30-minute program reaches a top target **group every trading day at 5:30 pm**: listeners with an interest in finance and a general thirst for knowledge, working professionals with a very high income and level of education. In addition, Today fans are intensive podcast listeners who listen to podcasts in almost every situation, whether at home or on the go.

TARGET GROUP

Age Range



Gender



AGMA-REACH

908,659 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monday to Friday
30 minutes

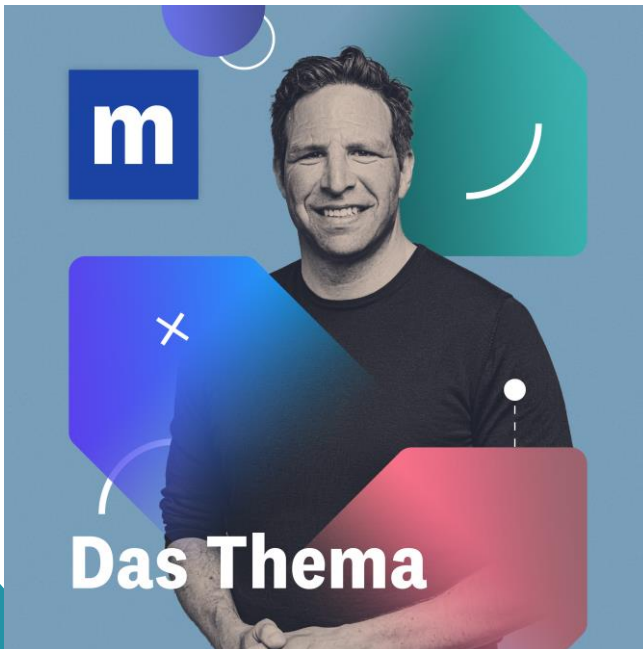
Source: ma podcast

DAS THEMA

The podcast about relevant economic topics *(the topic)*

NEW
from 2024!

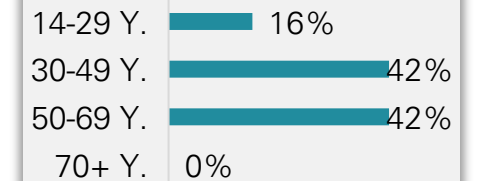
Economy &
Finance



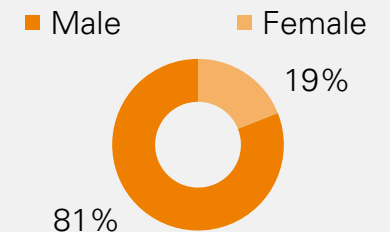
Which business models will be successful in the future?
Which trends will shape the economy - and which people?
For 50 years, manager magazin has been providing first-hand business information. **Once a week**, this podcast uses current events to analyze and discuss what will be really important and what you need to be prepared for if you want to be successful in business.

TARGET GROUP

Age Range



Gender



AGMA-REACH

94.659 Downloads
08/2023

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
25 minutes

Source: ma podcast

WEGEN GUTER FÜHRUNG

The honest leadership podcast

NEW
from 2024!

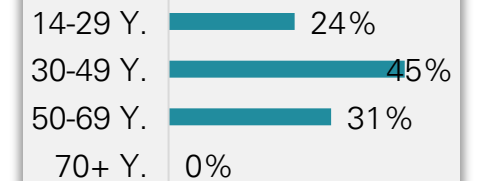
Work &
Career



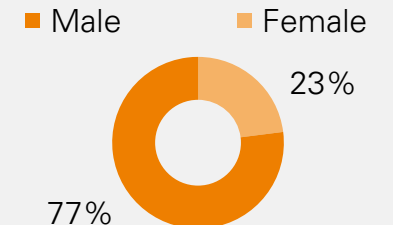
In her new podcast Wegen guter Führung, editor-in-chief Antonia Götsch talks to other managers and experts from the world of science every two weeks. Honest, well-founded, open and sometimes funny. I share what I have learned myself, what I fail at and also try to elicit from my guests what they usually only reveal to their confidants.

TARGET GROUP

Age Range



Gender



AGMA-REACH

46,415 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

fortnightly
35 minutes

Source: ma podcast

WIRTSCHAFT EINFACH ERKLÄRT

The most important topics from the world of business presented simply (*economy simply explained*)



The podcast Economy simply explained by Orange by Handelsblatt, the young portal of the Handelsblatt, sheds light on the most important economic topic of the week and explains economic relationships. Exciting companies, steep careers and constant change are explained in a way that everyone can understand using exciting examples.

Placement Options

Only bookable in the channel*

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

-
15 minutes

* No new podcast episodes appear | Playout only within archive range
Source: Spotify Audience

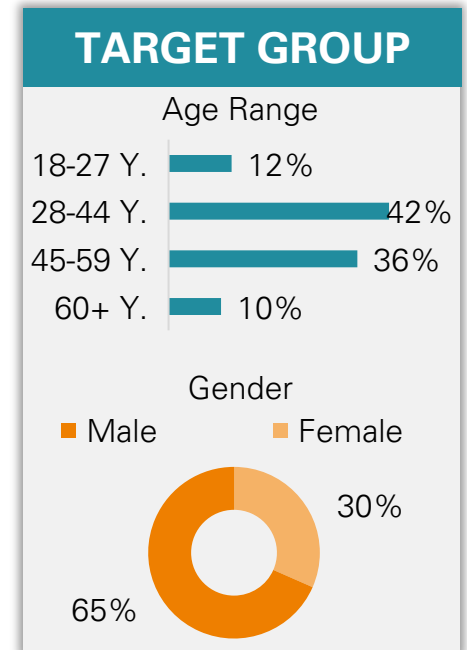
DAMALS UND HEUTE

The podcast on history (*Then and now*)

Knowledge



DAMALS – the podcast for the history magazine of the same name offers listeners a captivating and informative way to explore the past **twice a month on Thursdays**, bringing history to life through interesting narratives and in-depth research.



Placement Options

Only bookable in the Channel*

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

fortnightly
40 minutes

* No new podcast episodes appear | Payout only within archive range

LAGE DER NATION

The podcast for daily political updates (*state of the nation*)

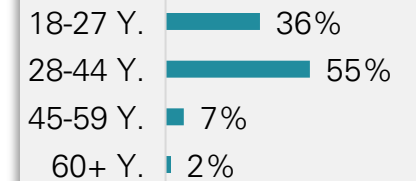
Politics



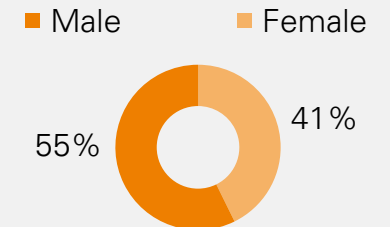
From the recent elections to the latest developments in digitalization and everything in between, "Lage der Nation" provides an in-depth understanding of the key political issues currently shaping Germany every Thursday. The core of the podcast is the interlude between the hosts, who are friends with each other, freelance journalist and experienced podcaster Philipp Banse and judge Ulf Buermeyer. Through their expertise, they gain an in-depth understanding of national and international news.

TARGET GROUP

Age Range



Gender



Placement Options

Only bookable in the channel

Ad Slots

Pre- &
Mid-Roll

Rhythm & Average duration

Weekly
70 minutes

Source: Spotify Audience

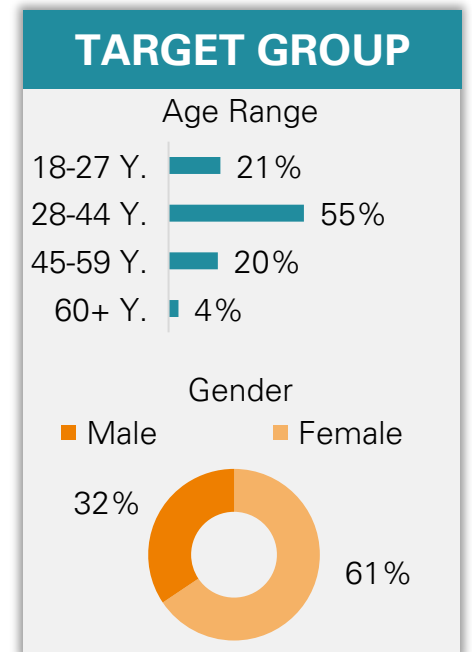
GRAMS' SPRECHSTUNDE

The Spektrum.de health podcast (*Grams' office hours*)

Health



In "Grams' Consultation Hour", doctor Natalie Grams discusses the question of how all stakeholders in society can work together to provide 'genuinely good medicine' with a wide variety of people from everyday life, practice and research **every second Thursday**.



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Average duration

fournightly
40-50 minutes

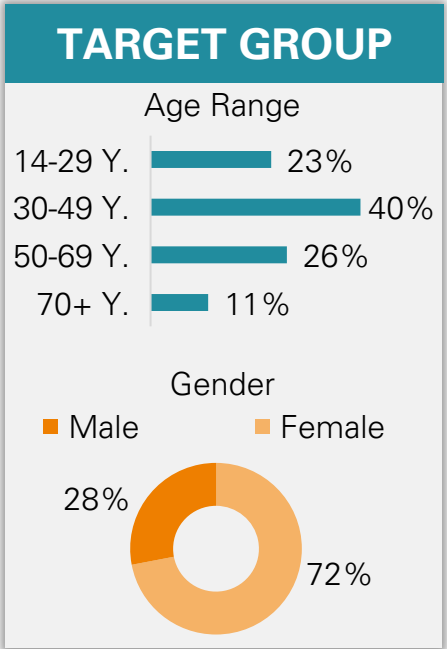
Source: Spotify Audience

CHECKPOINT

The Berlin-Podcast



The ultimate podcast for Berlin connoisseurs and those who want to become one provides insights into the heart of the capital. **Every Friday**, deputy Tagesspiegel editor-in-chief Anke Myrrhe and Berlin experts decode a political topic that is currently moving Berlin.



AGMA-REACH
20,234 Downloads
01/2024

Placement Options
Volume booking

Ad Slots
Pre- &
Post-Roll

Rhythm & Average duration
Weekly
35 minutes

Source: ma podcast

EINE RUNDE BERLIN

The interview podcast from Berlin (*a round of Berlin*)

Politics

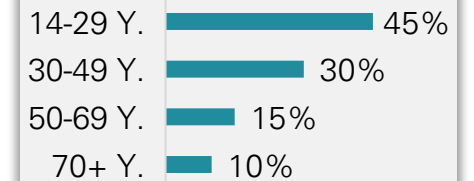


On the **second Saturday of every month**, "Eine Runde Berlin" interviews prominent Berlin personalities such as Kurt Krömer and Karoline Herfurth on the Berlin Ringbahn. The program reaches people who live in Berlin in particular, but also a broad audience beyond Berlin due to the high profile of many of the guests.

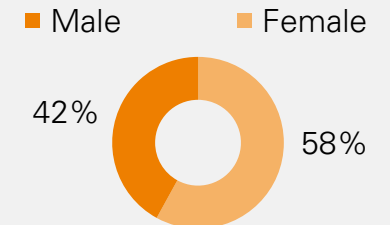
The majority of listeners are in full-time employment and have a comparatively high net household income. The podcast is listened to most by listeners aged between 30 and 39.

TARGET GROUP

Age Range



Gender



AGMA-REACH

16,141 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monthly
1 hour

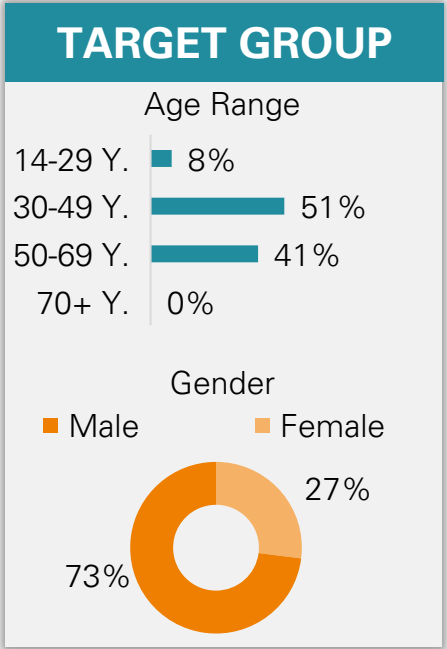
Source: ma podcast

GRADMESSER

The Tagespiegel podcast about climate change *(the yardstick)*



In this podcast, listeners join journalist Ruth Ciesinger **every other Friday** as she explores the most important and pressing climate issues. Stimulating discussions with experts who shed light on these critical issues, as well as insightful explanations and context, help listeners understand the complexities of our changing climate and adapt their lives accordingly.



AGMA-REACH
9,629 Downloads
01/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
fortnightly
35 minutes

Source: ma podcast

GYNCAST

The Tagesspiegel podcast all about women

Health

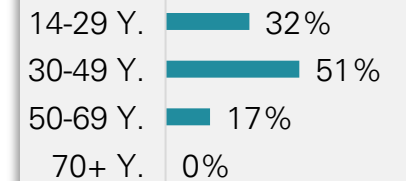


In this podcast, Tagesspiegel editor Esther Kogelboom and ZEITMagazin editor Anna Kemper discuss the areas of sexuality, menstrual cycles and pregnancy in a scientifically sound and cliché-free manner together with head physician Prof. Dr. Mandy Mangler.

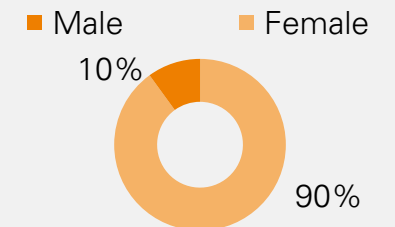
The podcast, which is published on **the second Thursday of the month**, is enjoying a growing listener base.

TARGET GROUP

Age Range



Gender



AGMA-REACH

46,774 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monthly
1 hour

Source: ma podcast

TATORT BERLIN

The Tagesspiegel crime-podcast (crime-scene Berlin)

Crime

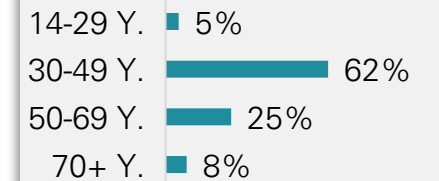


In this True Crime podcast, investigators from Berlin talk about their most exciting cases every second Saturday of the month, which are investigated by Tagesspiegel reporters Katja Fücksel and Sebastian Leber.

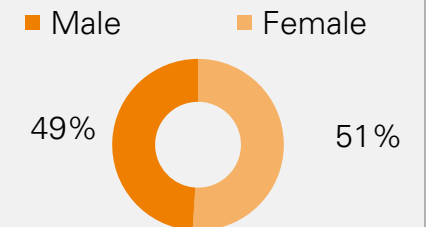
True Crime is one of the most popular podcast categories, especially among listeners aged between 30 and 49.

TARGET GROUP

Age Range



Gender



AGMA-REACH

176,915 Downloads
012/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
45 minutes

Source: ma podcast

BÖRSENWOCHE

The WirtschaftsWoche Podcast on investing (*Stock market week*)

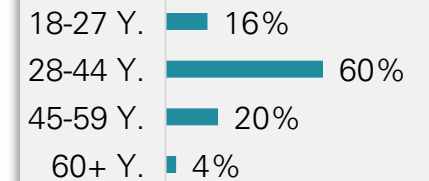
Economy &
Finance



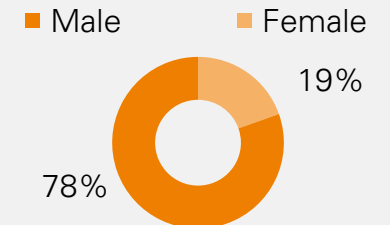
In this podcast, WirtschaftsWoche editor Philipp Frohn discusses the most important stock market topic with experts **once a week**. A wide range of topics related to the stock market are covered, including market trends, investment strategies, analyses of companies and sectors, economic developments and discussions on various financial instruments. The focus is always on how private investors can benefit.

TARGET GROUP

Age Range



Gender



AGMA-REACH

70,945 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
30 minutes

Source: Spotify Audience

CHEFGESPRÄCH

The podcast with and for business decision-makers (*executive talk*)

Economy &
Finance

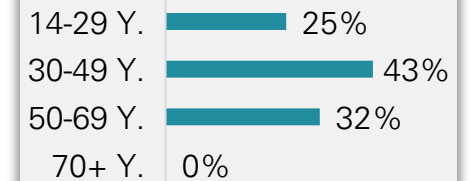


Every Friday, renowned business journalist and editor-in-chief Horst von Buttlar alternates with Varinia Bernau, head of WirtschaftsWoche's "Success" department, for an hour of discussion with Germany's most important entrepreneurs, top managers, economists and economic politicians: How do you run a successful company in the current situation? They also talk about how they became successful themselves.

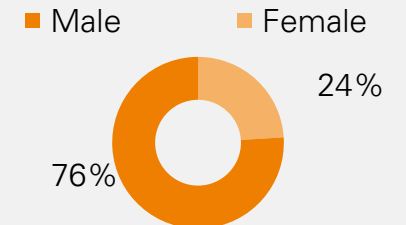
The format, which is aimed at decision-makers, is mainly listened to by working users with a high level of education and net household income.

TARGET GROUP

Age Range



Gender



AGMA-REACH

34,583 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
50 minutes

Source: ma podcast

HIGH VOLTAGE

Renewable energies and the mobility transition are the order of the day here

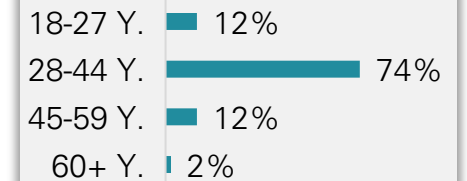
Knowledge



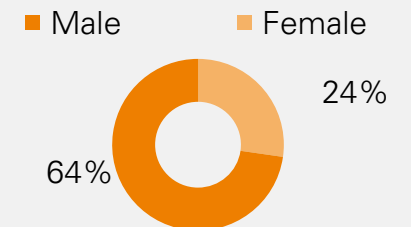
In this podcast, WirtschaftsWoche editors Florian Güßgen, Theresa Rauffmann and Martin Seiwert take turns **every Wednesday** to talk about the mobility of tomorrow. Experts from science, business and politics discuss the radical transformation of energy supply and mobility, as well as the consequences this will have for us humans.

TARGET GROUP

Age Range



Gender



Placement Options

Only bookable in the Channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Average duration

Weekly
25 Minutes

*No new podcast episodes appear | Payout only within archive range
Source: Spotify Audience

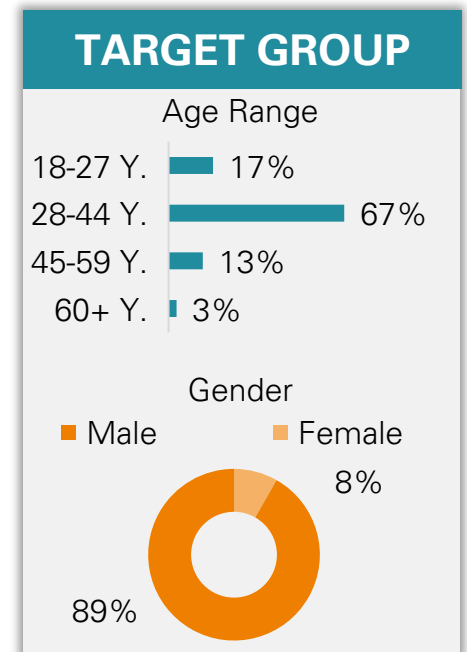
LEBEN MIT AKTIEN

The WirtschaftsWoche podcast on the topic of wealth accumulation (*living with stocks*)



The renowned podcast (formerly "Aktien fürs Leben") by Horst von Buttlar, one of Germany's best-known business journalists and editor-in-chief of WirtschaftsWoche: **every Wednesday**, exciting questions relating to wealth accumulation are discussed here.

The format, which also appears as a column in WirtschaftsWoche, is aimed at a top target group, namely private investors interested in finance who already have experience on the stock market and save in ETFs and funds, but would like to invest more specifically in individual shares from now on.



AGMA-REACH

66,735 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
40 minutes

ALLES GESAGT?

The infinite ZEIT ONLINE interview podcast (*everything said*)

Lifestyle &
Culture

ZEIT  ONLINE
ZEIT  MAGAZIN



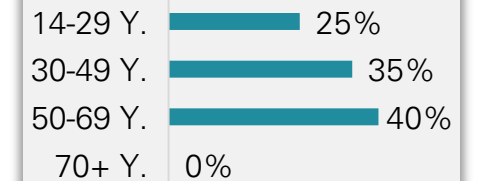
Alles gesagt?

This innovative interview format is now one of the **top players** among the numerous ZEIT ONLINE podcasts. **About once a month**, editor-in-chief Jochen Wegner and ZEITmagazin editor-in-chief Christoph Amend prepare hundreds of questions and sometimes games for guests from a wide variety of fields. They are interviewed until they declare that "everything has been said". This means that the broadcasting time can sometimes be 10 minutes, sometimes several hours - here the guest is allowed to finish speaking.

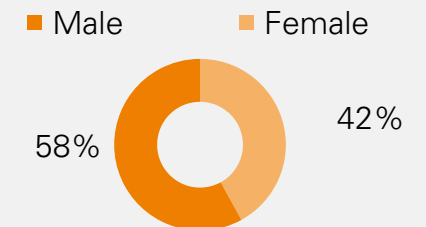
More than half of the growing audience of "Alles gesagt?" are urban young professionals with a high level of education, and around half are intensive podcast listeners who listen to podcasts several times a day.

TARGET GROUP

Age Range



Gender



AGMA-REACH

670,376 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monthly
6 hours

Source: ma podcast

AUCH DAS NOCH?

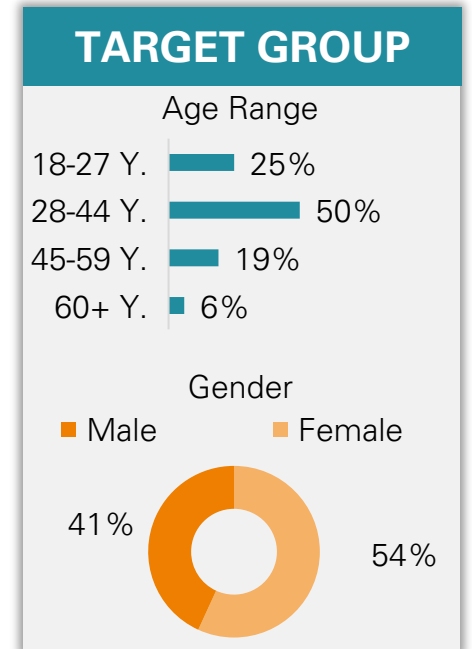
The friendly crisis podcast (even that?)

Sustainability



Not because they despair, but because understanding is the first step towards a solution, the science editors of Die Zeit talk about a crisis of the present **every two weeks, always on Wednesdays.**

This podcast offers a lively and thought-provoking look at a wide range of current and social issues.



AGMA-REACH

74,643 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
50 minutes

Source: Spotify Audience

AUGEN ZU

Der ZEIT Kunstpodcast (*eyes closed*)

Lifestyle &
Culture

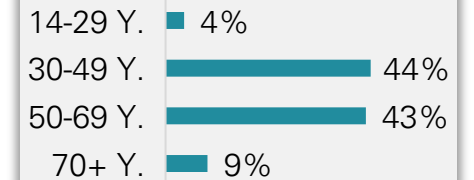


With passion, expertise and humor, ZEIT editor-in-chief and art lover Giovanni di Lorenzo and art expert Florian Illies take their listeners into the wonderful world of art **once a month on Wednesdays**.

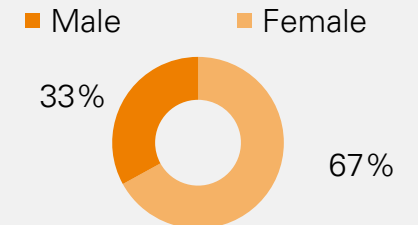
Each episode is dedicated to an artist, their biographical twists and turns, their best works and their strangest views. Surprising telephone jokers offer additional refreshing insights for listeners interested in art.

TARGET GROUP

Age Range



Gender



AGMA-REACH

338,721 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monthly
45 minutes

Source: ma podcast

DAS POLITIKTEIL

The ZEIT ONLINE politics podcast (politics section)

Politics

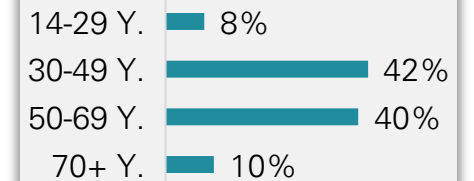


Of the many ZEIT ONLINE podcasts, this one is one of the most successful: "Das Politikteil" is the politics podcast from ZEIT ONLINE and discusses the drivers, consequences and potentials, as well as the background and contexts of politics on **Fridays**.

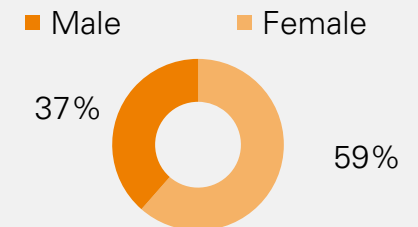
Almost half of all podcast listeners regularly listen to politics podcasts. The listenership of "Das Politikteil" consists mainly of intensive podcast listeners who are interested in politics and listen to podcasts several times a day. Around half are urban young professionals with a high level of education and income.

TARGET GROUP

Age Range



Gender



AGMA-REACH

846,058 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
60 minutes

Source: ma podcast

DER SPION IN UNSEREN HANDYS

Crime

ZEIT ONLINE on perhaps the most dangerous software in the world(The spy in our cellphones)

ZEIT  ONLINE



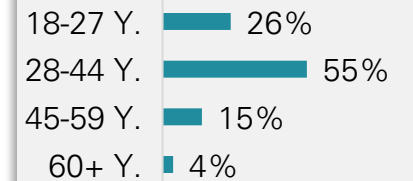
**Der Spion in
unseren Handys**

This investigative podcast delves into the world of Pegasus spy software, a digital surveillance tool. With the ability to take full control of smartphones undetected, Pegasus has been used by security agencies to track down criminals.

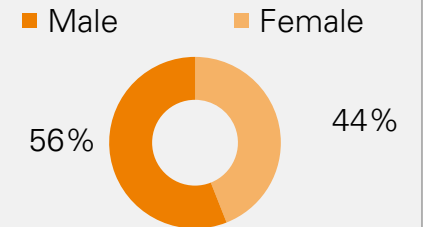
Recent research by a large international collaboration, including ZEIT Verlag, has uncovered misuse of Pegasus and discusses the topic in an exciting way in this podcast.

TARGET GROUP

Age Range



Gender



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Seasonal format, 6 episodes
30 minutes

*No new podcast episodes appear | Playout only within archive range
Source: Spotify Audience

DIE SOGENANNT E GEGENWART

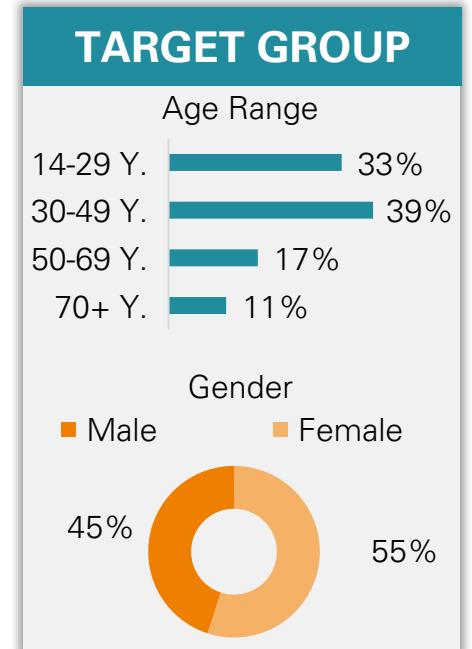
The ZEIT Feuilleton Podcast (*The so called present*)

Lifestyle &
Culture



The feature editors of Die Zeit accompany listeners through the present **every second Monday**, tracking down cultural trends and movements and their impact on society and contemporary life.

Film reviews, discussions about sociological phenomena and analyses of human traditions and lifestyles are often on the agenda.



AGMA-REACH

250,693 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
65 minutes

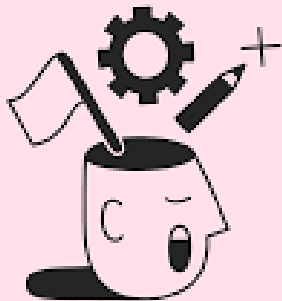
Source: ma podcast

EHRlich JETZT?

The slightly different politics podcast (*honestly now?*)

Politics

ZEIT ONLINE



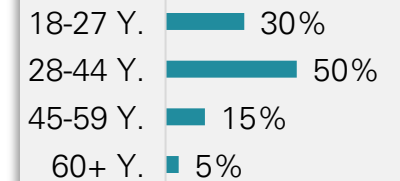
Ehrlich jetzt?

Yasmine M'Barek, who was named one of the "Top 30 to 30" journalists by Medium magazine, interviews top politicians **every other Tuesday** about their favorite topics. This is where the questions are asked for which there is no room in talk shows and news programs.

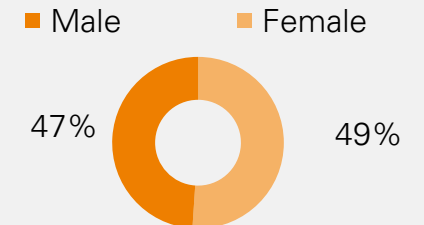
The likeable ZEIT editor takes **50 minutes** for the in-depth interview on a very personal level and is close to young listeners.

TARGET GROUP

Age Range



Gender



AGMA-REACH

52,584 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
50 minutes

Source: Spotify Audience

FRISCH AN DIE ARBEIT

Der ZEIT ONLINE Job Podcast (*fresh to work*)

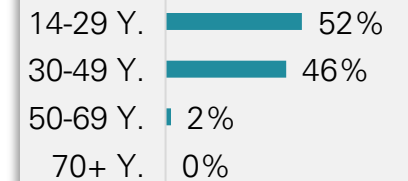
Work &
Career



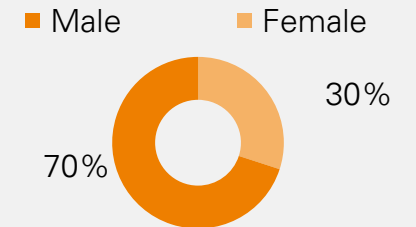
Regardless of whether the listeners are already experienced professionals or are just starting their careers, "Frisch an die Arbeit" provides moving and impressive insights into the everyday working lives of a wide variety of people every **fortnight on Tuesdays**. A pop star, a celebrity chef, an archbishop, a pilot and many other people talk about their work - and what it does to them.

TARGET GROUP

Age Range



Gender



AGMA-REACH

115,200 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
40 minutes

Source: ma podcast

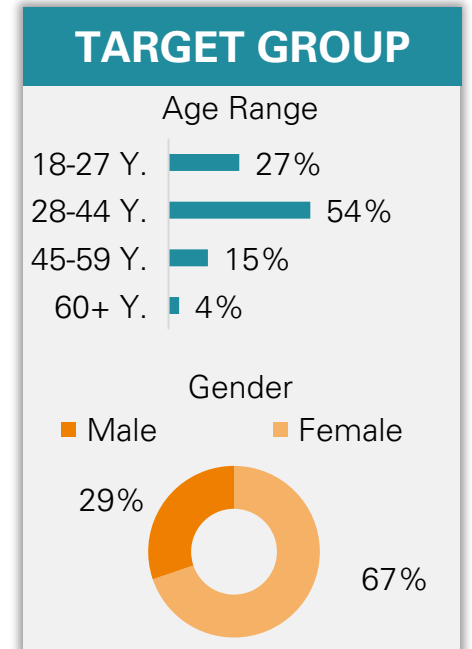
GEHT DA NOCH WAS?

The ZEIT optimization *Podcast* (Is there anything left?)

Lifestyle & Culture



A podcast that makes life easier: **every two weeks on Mondays**, deputy editor-in-chief of ZEIT ONLINE Sebastian Horn and development editor Rose Tremlett share tips and tricks that make their everyday lives easier and more relaxed. The big and small agonies of everyday life are cleared out of the way with practical strategies.



AGMA-REACH

124,759 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
30 minutes

Source: ma podcast

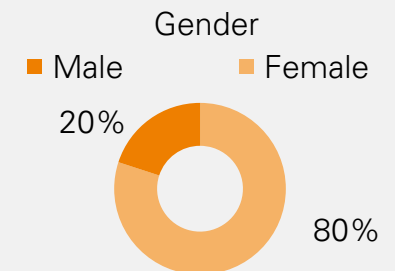
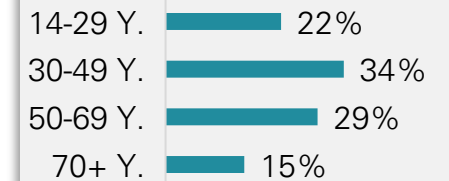
HINTER DER GESCHICHTE

History podcast by the "Friends of DIE ZEIT" (behind the story)



"Behind the Story" offers listeners interested in history the unique opportunity to get to know the background behind the various stories and to experience the journalistic craft at first hand. The dedicated team of editors from various departments of DIE ZEIT takes listeners on an exclusive journey into their everyday work and offers personal insights and stories from their exciting research.

TARGET GROUP



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

_*
25 minutes

*No new podcast episodes appear | Playout only within archive range
Source: ma podcast

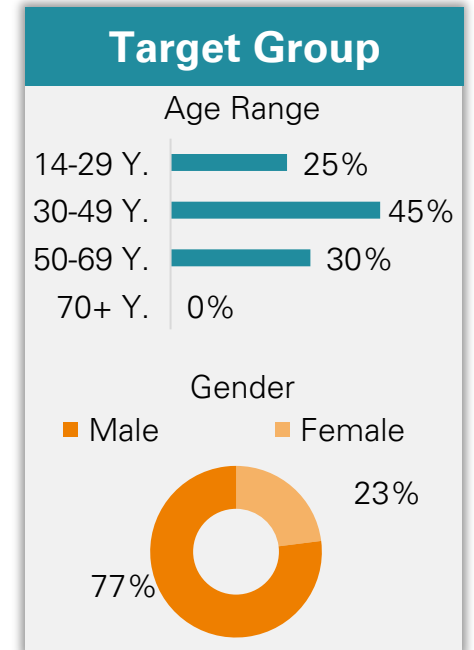
IST DAS EINE BLASE?

The ZEIT ONLINE Economics Podcast *(is that a bubble?)*



Listeners of "Is this a bubble" can look forward to in-depth discussions about the big economic picture.

Every Monday, this podcast uses in-depth specialist knowledge to answer relevant questions about money, power and justice that every person with an interest in economics has asked themselves at some point.



AGMA-REACH

93,708 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
1 hour

IST DAS NORMAL?

The ZEIT ONLINE sex podcast (*Is that normal?*)

Health

ZEIT ONLINE

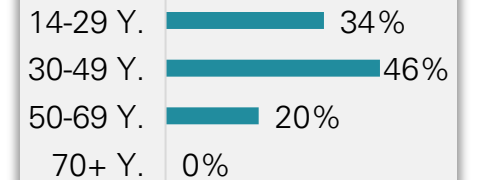


Ist das normal?

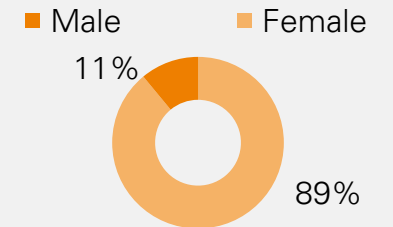
"Is this normal?" focuses on providing information on sexual health, relationships, intimacy and pleasure. These podcasts aim to create a safe and supportive space for discussion about sexual wellbeing and empowerment. **Always on Mondays, every two weeks** and with exciting guests.

TARGET GROUP

Age Range



Gender



AGMA-REACH

370,951 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
1 hour

Source: ma podcast

KICKEN KANN ER

The ZEIT soccer podcast *(he/she can kick)*

Sports

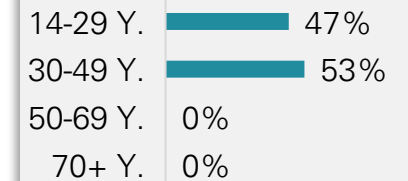


"Kicken kann er" is the soccer podcast that goes beyond match results and conveys a deep understanding of the cultural significance of the sport and the individuality of the players.

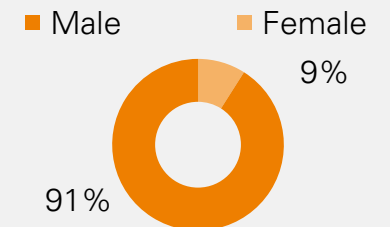
Every second Wednesday, ZEIT-ONLINE sports editors discuss a footballer in all his facets and also let scouts, coaches and advisors have their say.

TARGET GROUP

Age Range



Gender



AGMA-REACH

35,243 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
1 hour

Source: ma podcast

OK, AMERICA?

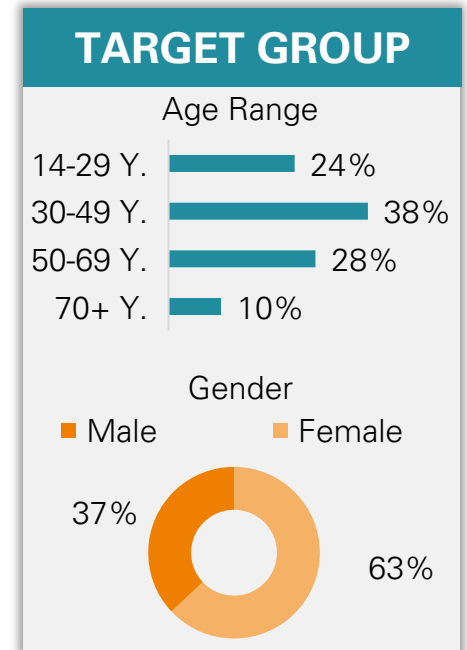
The ZEIT ONLINE us-politics podcast

Politics



This podcast explores the political, social and cultural landscape of the United States and provides in-depth analysis and insight into American society and the global influence of the United States.

Listeners can expect insightful reporting **every other week on Thursdays** and discussions about the political situation, life and challenges facing people in the United States.



AGMA-REACH

196,141 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
1 Hour

Source: ma podcast

SERVUS. GRÜEZI. HALLO

The transalpine Politikpodcast von ZEIT ONLINE (transalpine hello)

Politics

ZEIT  ONLINE

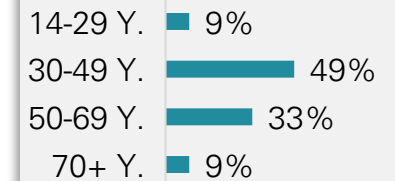


Servus Grüezi Hallo

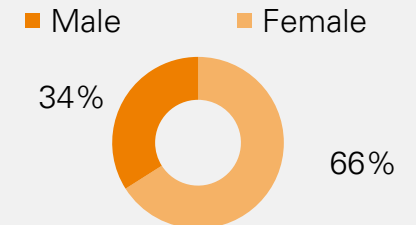
In this political podcast, listeners can enjoy entertaining and stimulating discussions about political and social issues in Germany, Austria and Switzerland **every Wednesday**. The three presenters provide refreshing changes of perspective and surprising insights into the similarities and differences between the three nations.

TARGET GROUP

Age Range



Gender



AGMA-REACH

424,855 Downloads
01/2024

Placement Options

Volume booking
Fixed Placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
1 hour

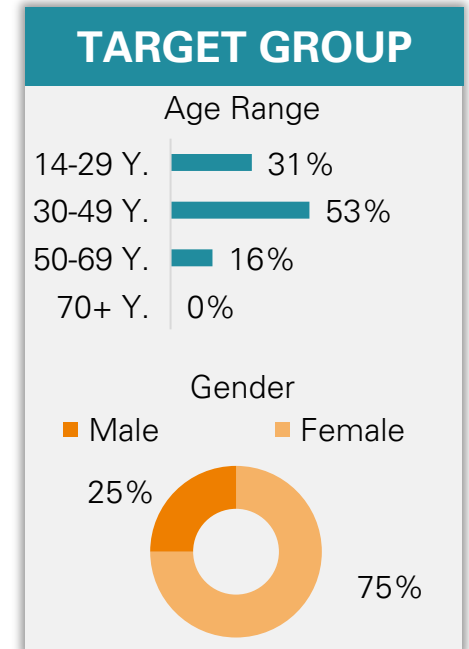
Source: ma podcast

UND WAS MACHST DU AM WOCHENENDE?

The ZEITmagazin podcast with tips for the weekend (*What are you doing this weekend?*)



On **Thursdays**, editors Ubin Eoh and Christoph Amend sit down with fascinating guests and ask: "And what do you do at the weekend? During the hour-long conversation about these most precious two days of the week, they reveal their favorite rituals and a wealth of recommendations, from books and exciting games to series and films.



AGMA-REACH

273,900 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
1 hour

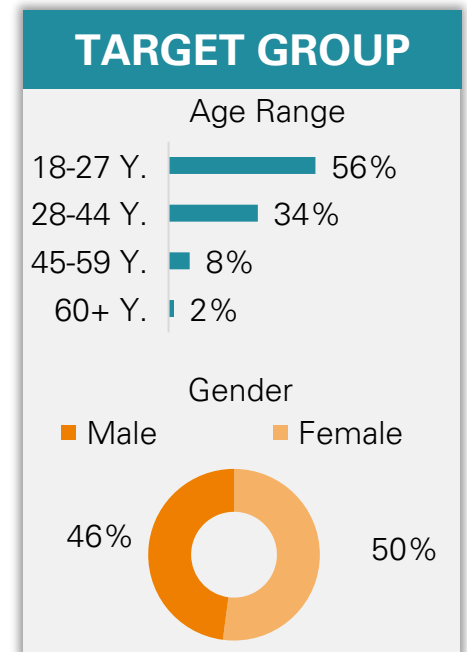
UND WAS MACHT DIE UNI?

The ZEIT Campus podcast about the life of students *(And what does the university do?)*

Work &
Career



The bright audience of students and young professionals interested in higher education and personal development is welcomed **once a month on Wednesdays** by the ZEIT Campus editorial team and a guest to talk about the topics that really interest students: Parties and relationships, but also crises and career choices.



AGMA-REACH

8,820 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monthly
50 minutes

Source: Spotify Audience

UNTER PFARRERSTÖCHTERN

The ZEIT podcast about the bible (*Among Pastors' Daughters*)

Lifestyle & Culture

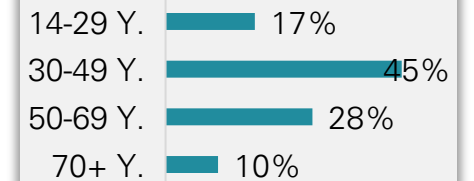


Every two weeks on Fridays, the Bible podcast unravels the secrets of the Bible - accompanied by Sabine Rückert, deputy editor-in-chief of DIE ZEIT, and Johanna Haberer, professor of theology.

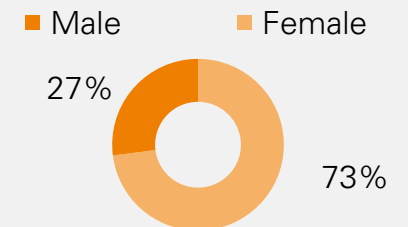
On an enlightening journey through the ancient scriptures, they dispel kitsch and clichés and ask: What do the ancient myths of the Bible tell us today?

TARGET GROUP

Age Range



Gender



AGMA-REACH

653,919 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
35 minutes

Source: ma podcast

VERBRECHEN

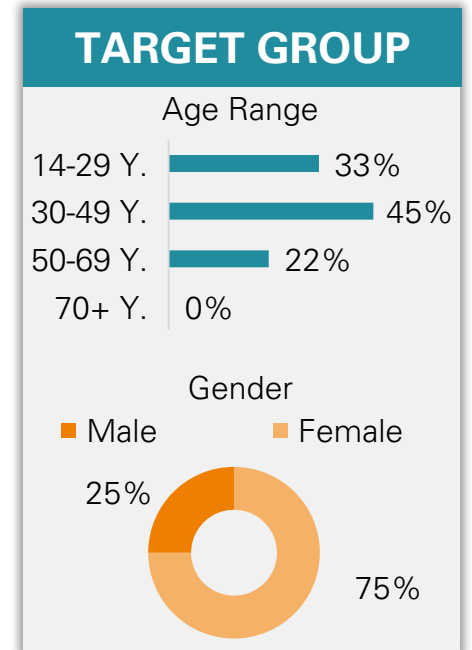
The ZEIT Crime Podcast (*Crimes*)

Crime



Germany's first, most successful and widest-reaching true crime podcast: "Verbrechen" reports on extraordinary criminal cases and, with **3.6 million monthly downloads**, has deservedly been one of Germany's most successful podcasts for years - across all genres.

The ZEIT brand has won several awards and, in addition to the podcast, includes a magazine, newsletter, live events and merchandising. It is considered a template for many other true crime formats, which is one of the most popular podcast genres and is listened to regularly by well over a third of all listeners. "Verbrechen" is listened to a lot by young listeners under 30 and urban young professionals with a high level of education.



AGMA-REACH

4,464,379 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

Fortnightly
1 Hour

Source: ma podcast

WARUM DENKEN SIE DAS?

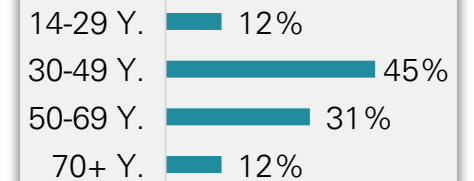
The ZEIT discussion podcast (*Why do you think that?*)



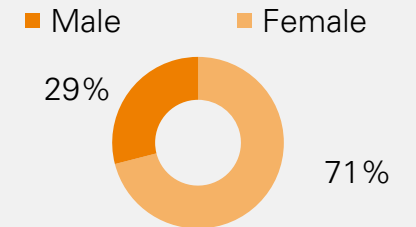
Two people. Two opinions. And an attempt to understand each other. From politics and society to culture and science - "Why do you think that?" deals with a wide range of topics **once a month**. In a respectful and inquisitive dialog, the hosts and guests try to understand the reasons for the different points of view and the thought processes that shape them.

TARGET GROUP

Age Range



Gender



AGMA-REACH

32,690 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monthly
90 minutes

WAS CHEFINNEN WIRKLICH DENKEN

The podcast from and for managers (*What bosses really think*)

Work &
Career

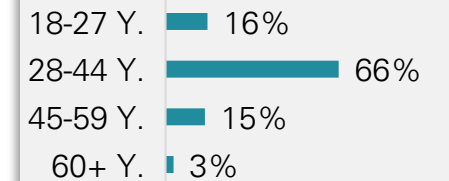


Every two weeks on Tuesdays, Leonie Seifert, Deputy Editor-in-Chief of ZEIT ONLINE and Moritz Müller-Wirth, Deputy Editor-in-Chief of ZEIT, provide insights into the everyday working lives of various managers from a wide range of industries.

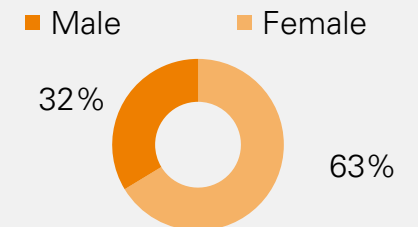
Bosses share their success stories and the odd practical tip, with a focus on leadership, career development and work-life balance.

ZIELGRUPPE

Altersgruppen



Gender



AGMA-REACH

28,871 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

fourtightly
50 minutes

Source: Spotify Audience

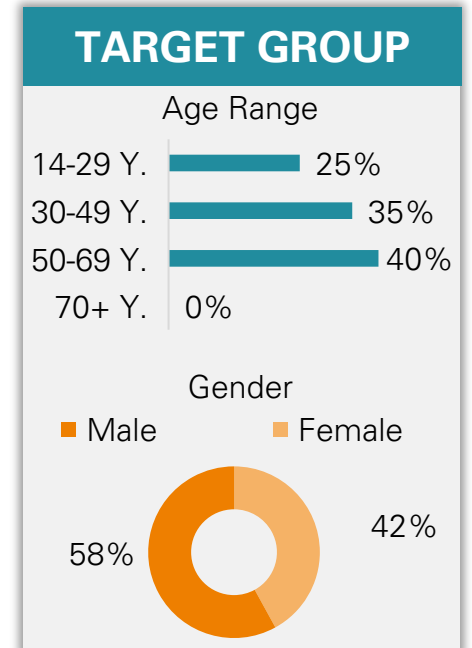
WAS JETZT?

The ZEIT ONLINE news-podcast (*What now?*)



Germany's most successful podcast: The news podcast from ZEIT ONLINE consistently occupies first place in the agma ranking by providing its listeners with the most important topics of the day in a short and concise manner.

With more than 150 thousand subscribers to the newsletter of the same name, "Was jetzt?" has established itself as the top news podcast among a broad audience. **Every weekday and Saturday at 6:00 a.m. and 5:00 p.m.**, as well as once on Sunday, it reaches a listenership that consists mainly of working people with high incomes who live in large cities. Many of them are heavy podcast listeners who listen to podcasts several times a day, often when they are on the move.



AGMA-REACH

6,635,003 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

Daily
10 minutes

WAS LIEST DU GERADE?

The ZEIT ONLINE podcast for bookworms (*What are you currently reading?*)

Lifestyle &
Culture



So who is better: Kehlmann or Kafka? And what does a really good book do to its readers? **Twice a month** we argue and rave about books. We select the most interesting and important books from the wealth of new publications - preferably those that have given us new ideas. It's about current novels and non-fiction books and, in every second episode, a literary classic that sheds a surprising light on our present.

Adam Soboczynski and Iris Radisch from the ZEIT feature section take turns to talk about literature, while Maja Beckers and Alexander Cammann talk about non-fiction.

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
45-60 minutes

WIE WAR DAS NOCH MAL?

The ZEIT history podcast (*What was that again?*)

Knowledge

ZEIT Geschichte



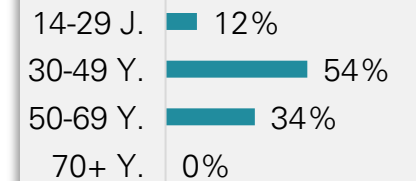
Wie war das noch mal?

Together, Markus Flohr and Judith Scholter, two passionate historians and editors of ZEIT Geschichte, shed light on historical events and personalities and connect the past with the present.

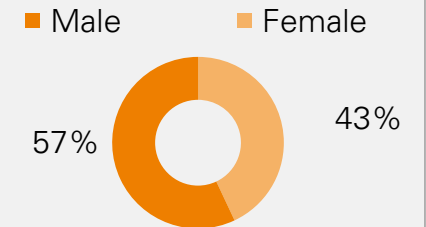
Every month on Saturdays, a new, exciting topic from the current issue of ZEIT Geschichte is taken up, providing new insights and uncovering hidden stories.

ZIELGRUPPE

Altersgruppen



Gender



AGMA-REACH

394,071 Downloads
01/2024

Placement Options

Volume booking
Fixed Placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monthly
1 hour

Source: ma podcast

WOCHENMARKT

Der ZEIT Koch-Podcast

Lifestyle &
Culture

ZEIT  MAGAZIN



Wochenmarkt

Every month in this culinary journey, esteemed ZEITmagazin columnist Elisabeth Raether shares her passion for cooking with simple but remarkable recipes that are both delicious and easy to prepare. Elisabeth thinks outside the box and invites interesting guests who may not be known for their cooking skills but are active in other areas - for example, politicians.

AGMA-REACH

17,654 Downloads
01/2024

Placement Options:

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monthly
5-10 minutes

Source: Spotify Audience

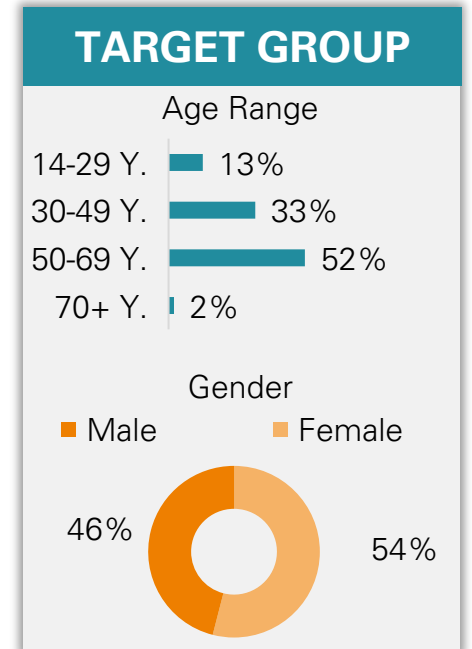
WOHER WEIßT DU DAS?

The ZEIT ONLINE knowledge podcast (*How do you know that?*)

Knowledge



The podcast "How do you know that?" is presented by the popular magazine ZEIT Wissen and offers a highly informative and varied listening experience. Twice a month on Sundays, enriching reports, in-depth research and stimulating conversations offer listeners insight into the most exciting topics in science, society and everyday life.



AGMA-REACH

560,671 Downloads
01/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fournightly
30 minutes

Source: ma podcast

DER OSTCAST

The podcast about Russia and Eastern Europe (*The eastcast*)

Lifestyle &
Culture



ZEIT editors Alice Bota and Michael Thumann write about Eastern Europe for DIE ZEIT and ZEIT ONLINE and talk about it **every three weeks on Thursdays** in this podcast. With a combined experience of more than 50 years in Eastern Europe, the two are contemporary witnesses and experts and talk with joy and disgust about the war, but also about life, the small freedoms and the big Russian prisons - and about Berlin as the new capital of exile.

AGMA-REACH

57,573 Downloads
01/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Three-weekly
30-60 minutes

Source: Spotify Audience

NATIVE AUDIO ADS

iq digital übernimmt die komplette Produktion für Sie



- Briefing e-mail to the customer regarding campaign objectives (spot content, speaker:in, tonality).
- The client receives three native text suggestions per audio ad to choose from
- Production of the native audio ad by iq digital
- Approval of the spot by the client
- At the end of the campaign, the client receives a report on the audio impressions played
- Lead time: 3 to 4 weeks

PRODUCTION

Pricing

Single Native Audio Ads

Native Audio Ad

Pre-, Mid- or PostRoll (max. 30 Sek.)

1.000€

Native 3D Audio Ad

Pre-, Mid- or PostRoll (max. 30 Sek.)

1.500€

Native Dialogue Audio Ad

Pre-, Mid- or PostRoll (max. 30 Sek.)

1.500€

Native Extended Content Audio Ad

PostRoll (max. 240 Sek.)

3.000€

Native Audio Ads in combination

Native Storytelling Audio Ad

Combination Pre- and PostRoll (max. 30 + 60 Sek.)

1.700€

Native 3D Storytelling Audio Ad

Combination Pre- and PostRoll (max. 30 + 60 Sek.)

2.500€

Native Dialogue Storytelling Audio Ad

Combination Pre- and PostRoll (max. 30 + 60 Sek.)

2.500€

Native Advertorial Ad

Combination Pre- and PostRoll (max. 30 + 240 Sek.)

3.500€

Each additional Native Audio Ad per booking +700€, each additional Native 3D or Dialogue Audio Ad per booking +1.000€.

AUDIO SAMPLES OF THE SPEAKERS

We give your messages the right voice.



Speaker list for general audio ads

Listen to the audio examples and choose the voice that best suits your campaign and your brand.

We will be happy to advise you.
Just get in touch with us.



Speaker list for Native-Dialogue-Ads

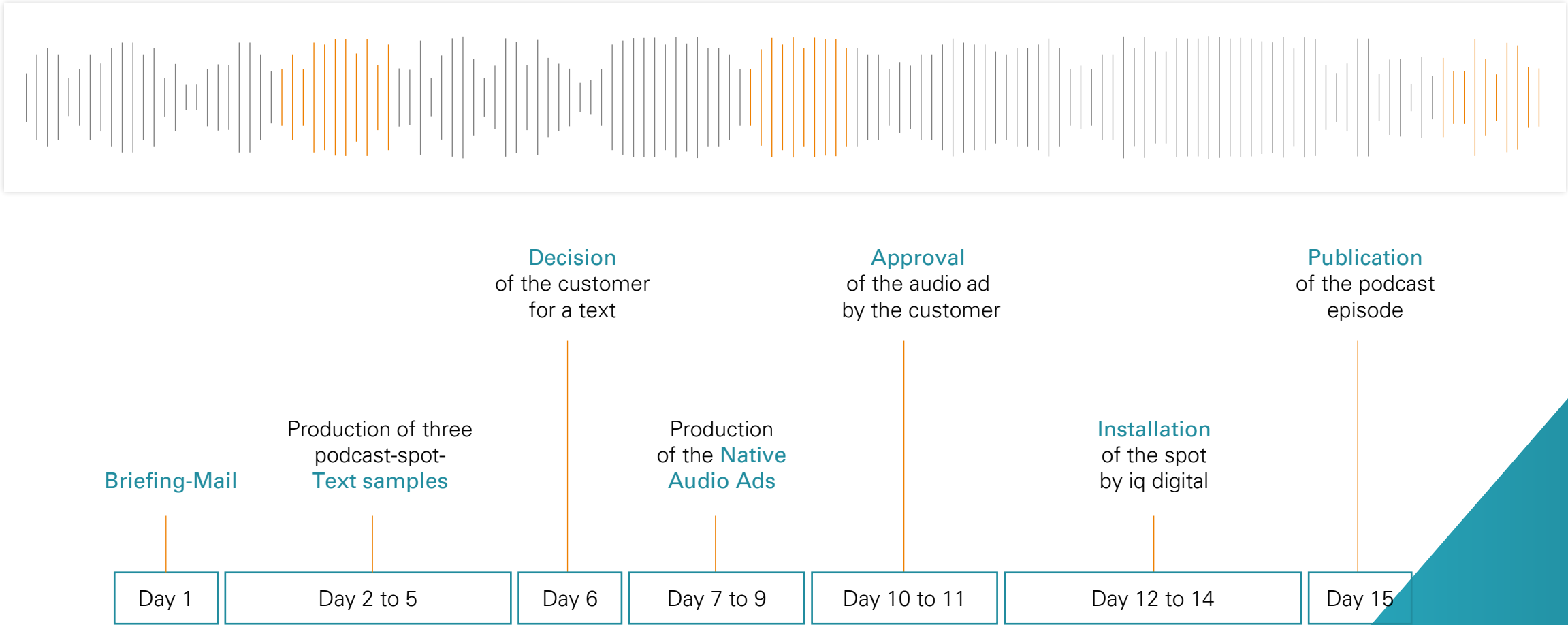
To produce special conversions such as Native-Dialogue-Ads, chosen speakers must record in the same studio. This is how we achieve the best sound result.

This is why we recommend a combination of two speakers of the same studio.



PRODUCTION NATIVE AUDIO AD

Procedure and timings



* all other Native Audio Ads (3D, Dialogue, Storytelling, Advertorial and Extended Content) have lead times of at least 4 weeks

REPORTING

Our services - your possibilities

Reporting Basic



- Excel Reporting
- Reporting on a daily basis (audio impressions)
- Included with every podcast booking

Reporting Plus



- Excel Reporting + advanced PowerPoint
- Reporting on a daily basis (audio impressions, Unique User)
- Plus other KPIs: Gender Break, Age Break
- For podcast bookings from 25,000€ net included
- Additionally bookable for 1,000€ net

Reporting Tailormade



- Excel Reporting + advanced PowerPoint
- Reporting on a daily basis (audio impressions, Unique User)
- Plus Gender Break, Age Break + 3 further KPIs according to individual agreement
- For podcast bookings from 75,000€ net included
- Additionally bookable for 2,500€ net