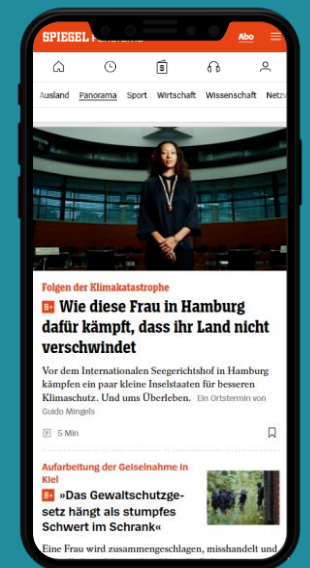
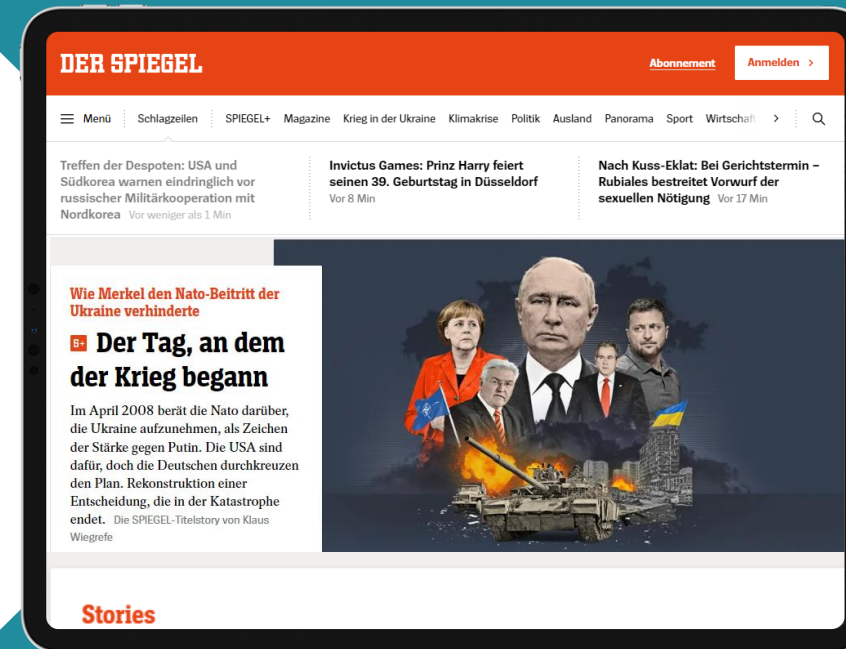


DER SPIEGEL MEDIA DATA

To say what is.



DER SPIEGEL.DE MEDIA DATA

What can you expect?

- 1 What DER SPIEGEL stands for
- 2 Our readers & Key facts
- 3 Award-winning journalism
- 4 News & Highlights

DER SPIEGEL ... WHAT WE STAND FOR

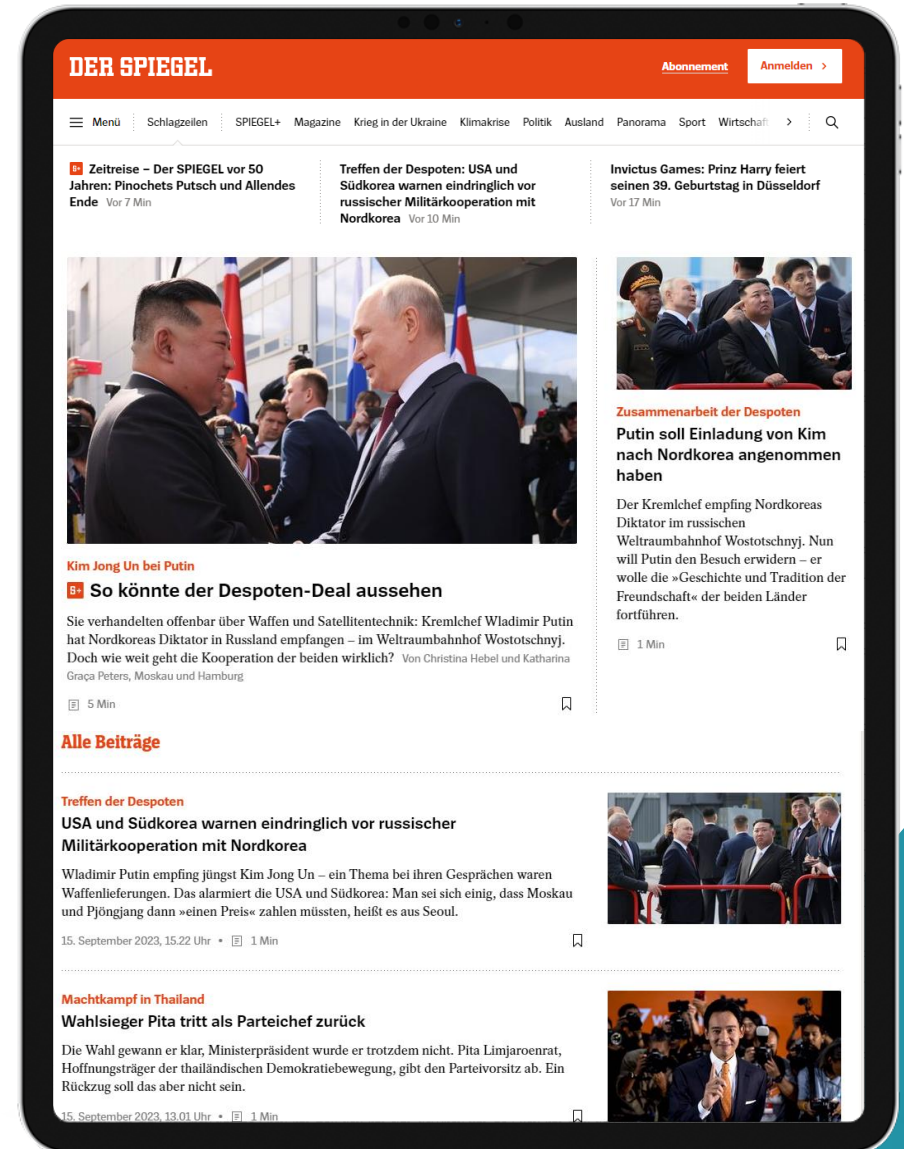
Investigative quality journalism for over 75 years



DER SPIEGEL is one of the leading and most established news brands in Germany. SPIEGEL journalism uncovers and classifies information and puts it into a reliable context.

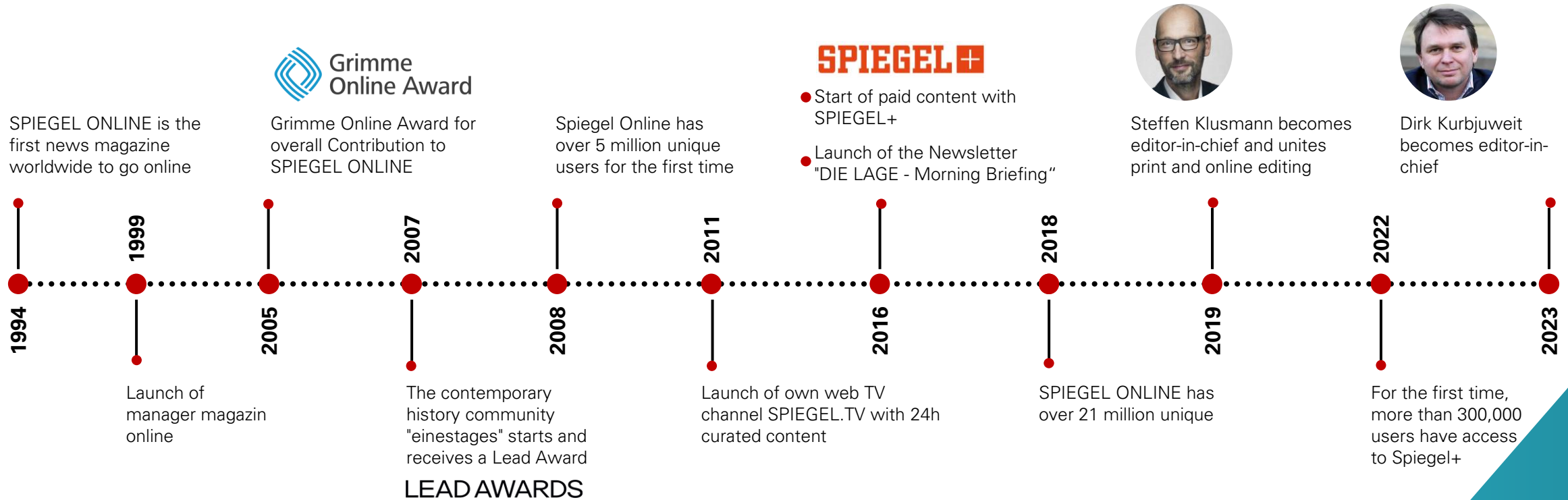
DER SPIEGEL informs about a wide range of topics from politics to sports, from business to health.

The great trust in the brand is based on thorough research and trustworthy quality. SPIEGEL editors report carefully and independently of political, economic, ideological, and religious interests. Rudolf Augstein's motto - "To tell what's going on" - is the driving force of the editorial team.



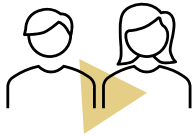
DER SPIEGEL ... WHERE WE COME FROM

Over the years



DER SPIEGEL ... WHAT WE STAND FOR

We clear up and explain

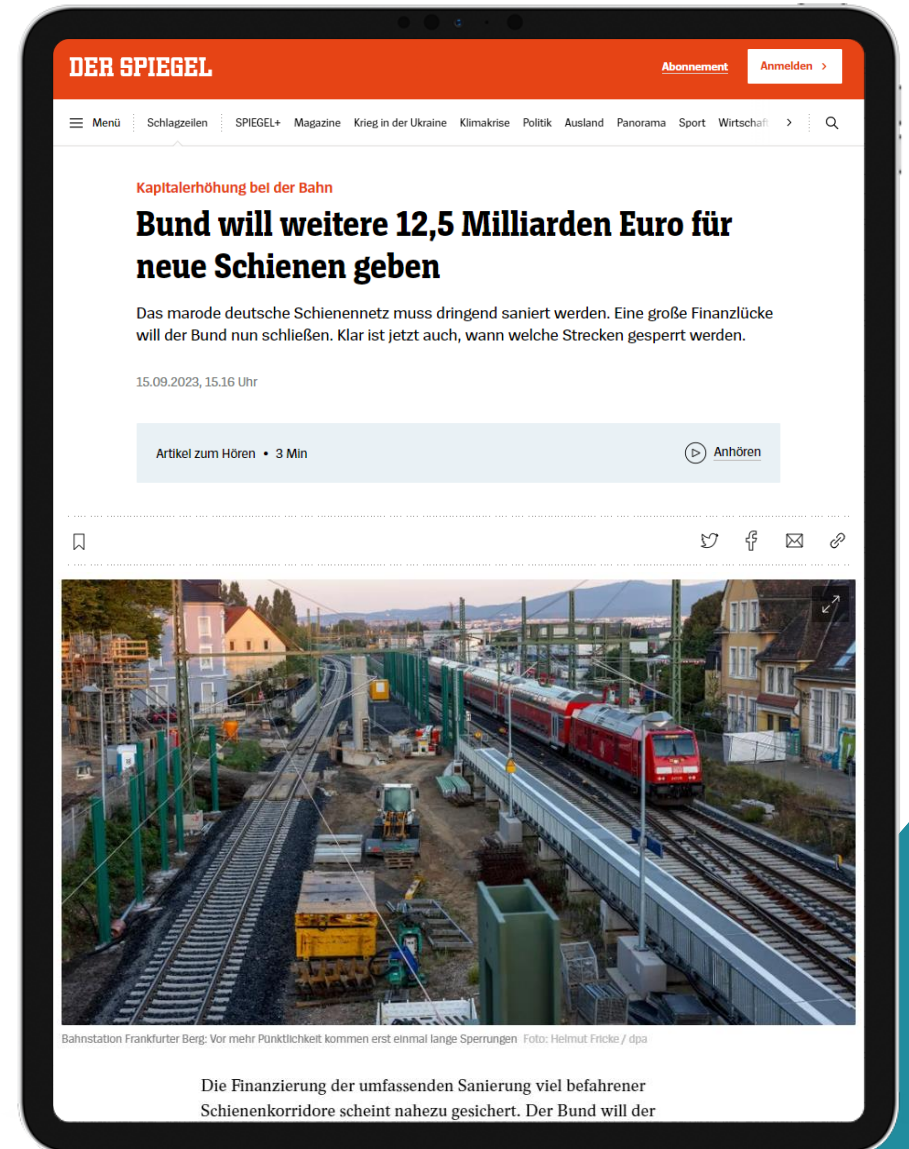


The Spiegel editorial team provides context in a complex world and sets the pace in public debate. It also stands for investigative journalism and exposes grievances with its reporting. Its high reach and journalistic standards make the DER SPIEGEL a leader in the German media landscape that enjoys a high level of trust.

DER SPIEGEL delivers content that is up to date, relevant and the topic of conversation, which makes it one of the most cited media brands for years.

SPIEGEL+ contains great journalistic diversity: Subscribers receive articles and exclusively produced multimedia content, the digital edition of the news magazine as well as selected texts from the derivatives of SPIEGEL.




Siehe: https://www.spiegel.de/thema/deutsche_bahn/






DER SPIEGEL ... OUR READERS

Reach exactly the right target group for your campaign

Decision-makers & opinion leaders

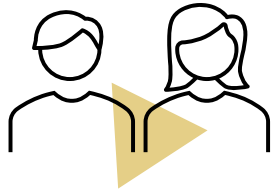
-  38% are between 40 - 59 years old
-  54% have a household net income above € 3,000
-  85% have a high-quality awareness

Young elite

-  33% are between 20 - 39 years old
-  54% have an above-average education
-  67% are employed

DER SPIEGEL... OUR DECISION-MAKERS

According to LAE 2023, spiegel.de reaches 42% of all C-level decision-makers in Germany



C-level decision-makers:

260,000

42% reach¹

¹ Target group: Occupation: Senior executives Board Member /Managing director/ /Director/Office/factory manager
Digital offers: Der Spiegel: spiegel.de + App(s)

Decision-makers Finance:

683,000

39% reach²

² Target group: sole/delegation/co-decision-makers Finance: Finances
Digital offers: Der Spiegel: spiegel.de + app(s)

Decision-makers SMEs:

661,000

38% reach³

³ Target group: SMEs in total (< 250 employees and up to 50 million euros turnover)
Digital offers: Der Spiegel: spiegel.de + app(s)

Decision-makers: Management

930,000

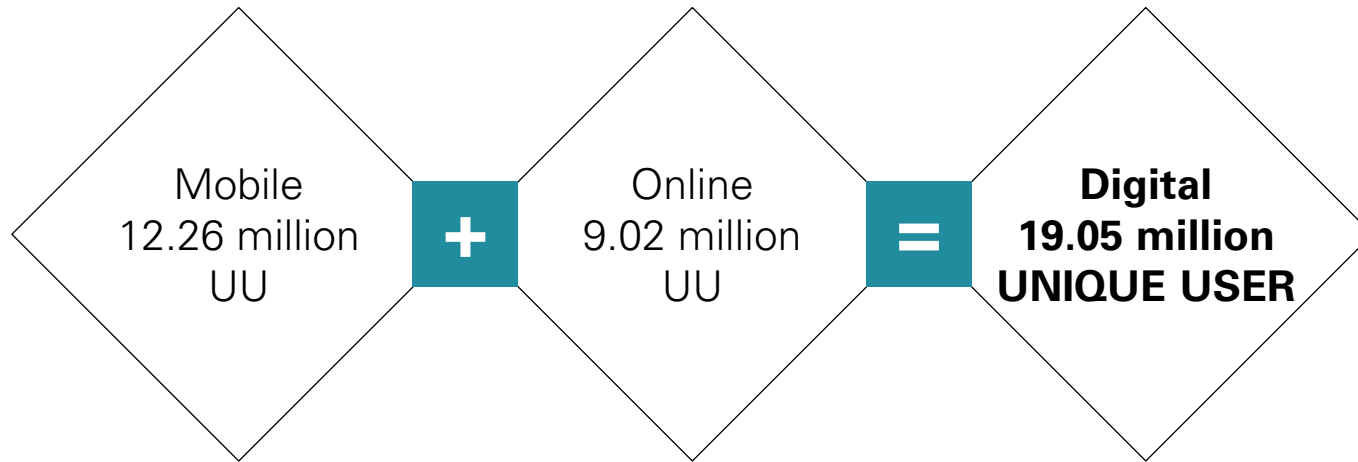
41% reach⁴

⁴ Target group: Sole/delegation/co-decision-makers:inside Company and management: Company and management
Digital offers: Der Spiegel: spiegel.de + app(s)

Source: LAE 2023, digital reach Ø month | Example: 260 thousand of all users who use spiegel.de are C-level decision-makers. This corresponds to a reach of 42% of all C-level decision-makers in Germany.

DER SPIEGEL ... KEY FACTS

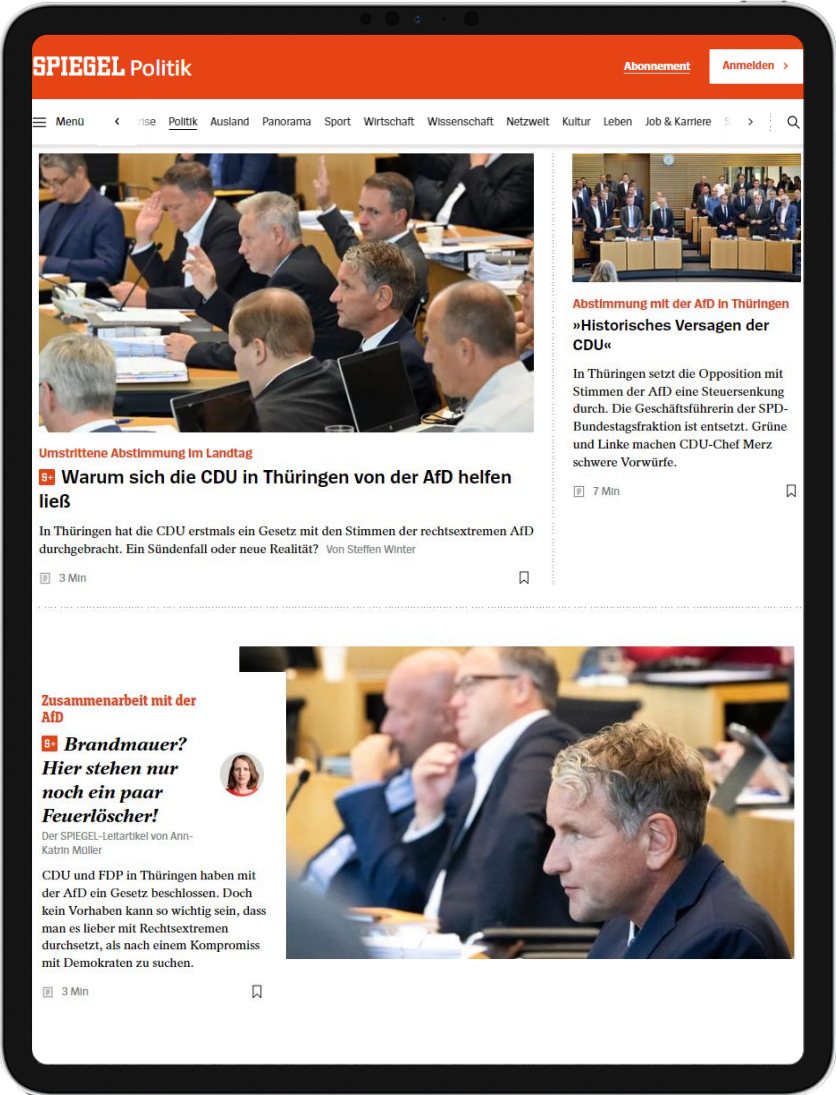
Reach our loyal premium readership



Digital
196,218,576
VISITS

Digital
553,609,555
Pls

Source: agof daily digital facts, last month (March 2023), total population 16+ | IVW 2023-3

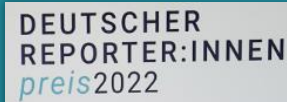


QUALITY STANDS OUT

Benefit from a trusting environment



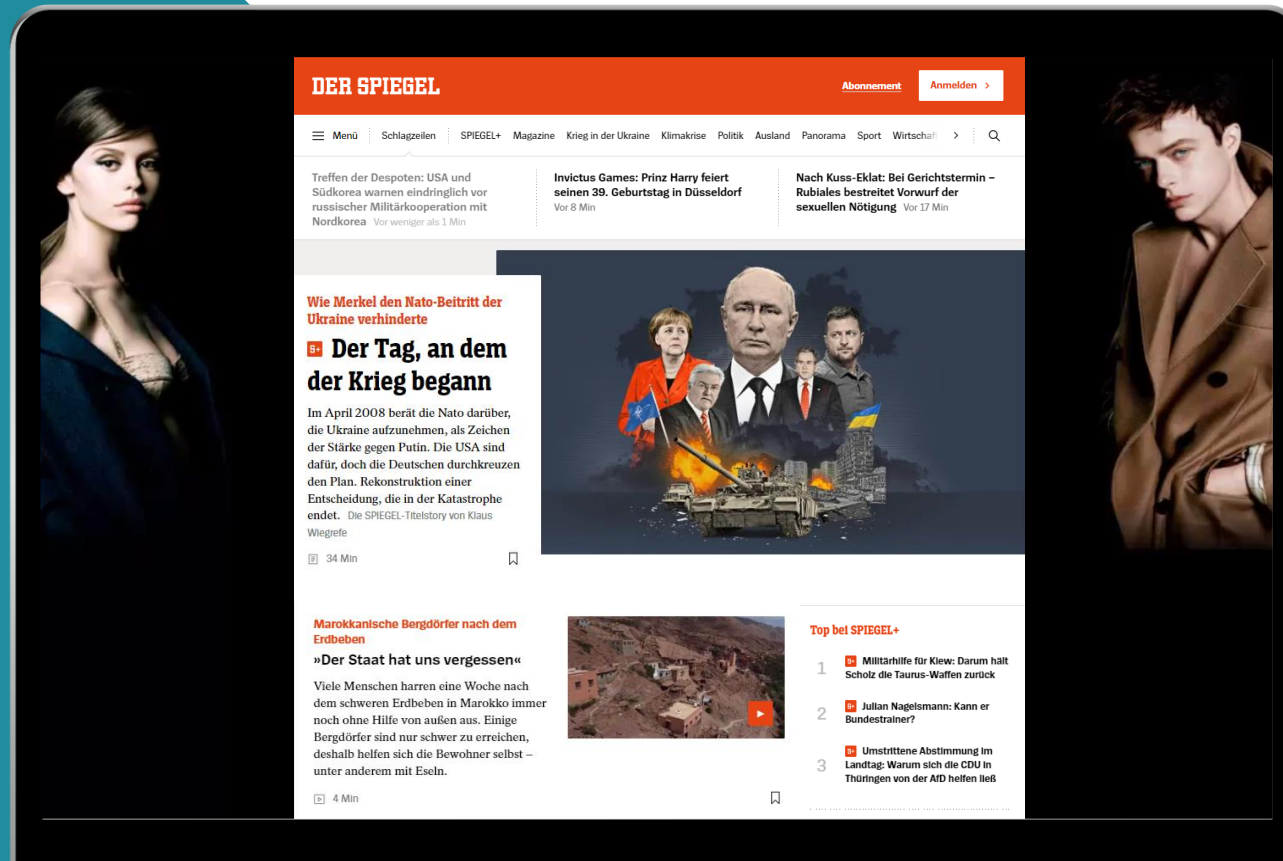
LEAD AWARDS



- SPIEGEL editor-in-chief Dirk Kurbjuweit is a renowned journalist and successful novelist. His reportages have been awarded the Egon-Erwin-Kisch Preis (part of today's Stern Prize), the Roman-Herzog-Media Preis and the Deutscher Reporter:innenpreis, among others
- 2000-2005 DER SPIEGEL (then Spiegel Online) was named "News Online Magazine of the Year" five years in a row at the prestigious Lead Awards
- Spiegel editors are often awarded for investigative research and reports, e.g. at the Henri-Nannen-Preis (today the Stern Prize), including for "Best Investigation" in connection with the Football World Cup 2006
- In 2022, Spiegel wins a total of 12 journalism prizes, including the Hans-Joachim-Friedrichs-Preis, the Otto-Brenner-Preis and the Deutscher Reporter:innenpreis. The Egon-Erwin-Kisch-Preis for the best reportage goes to the "Hanau-Protokolle", an interview series with survivors of a severe racist attack in 2020

EVERGREEN ... DER SPIEGEL HOMEPAGE

Further information available



Use the radiance of the Der Spiegel media brand to leverage its positive image and trust for your brand message in a visually powerful way!

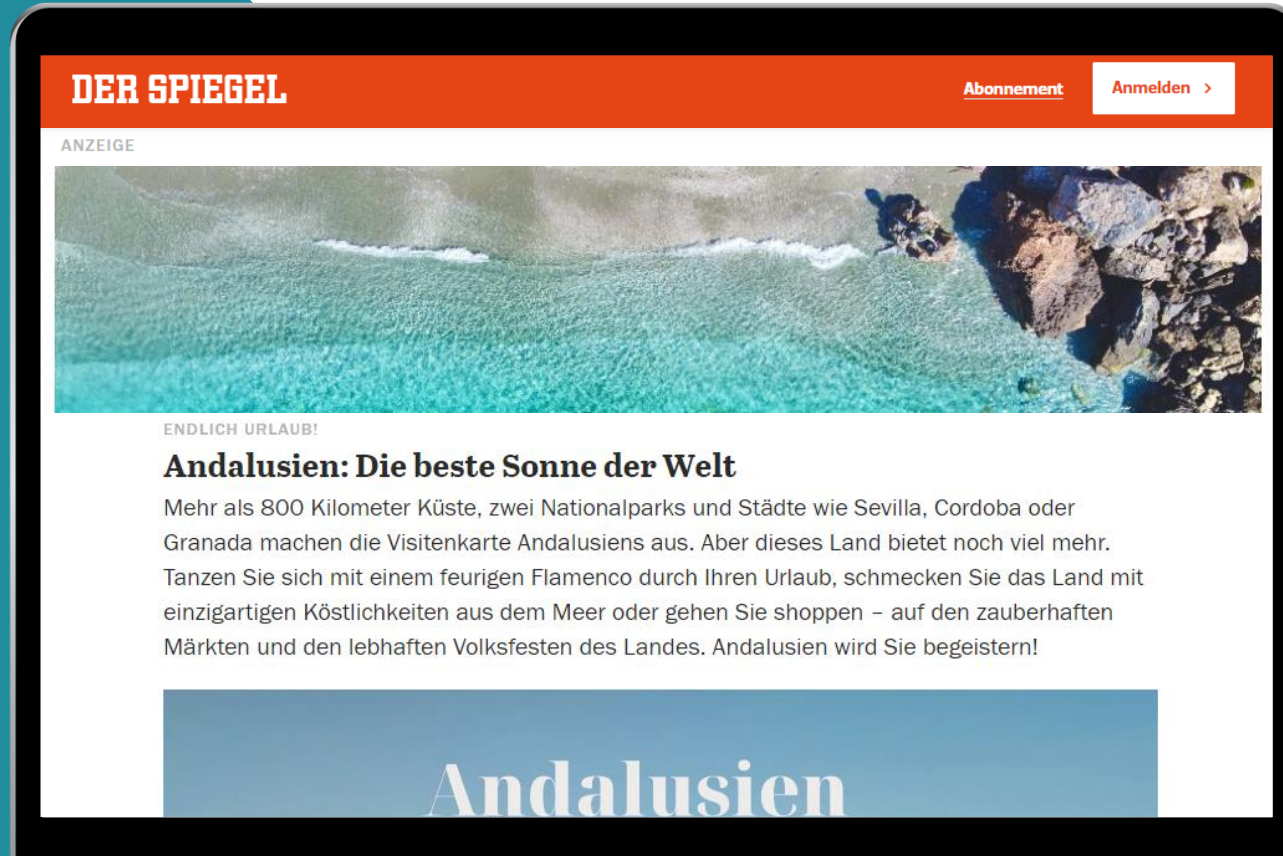
Our branding formats offer you exactly the right solution for staging your brand.

SOMETHING SPECIAL...SPIEGEL BRAND STORY

Tell a story that inspires

Further information available

Content Solutions

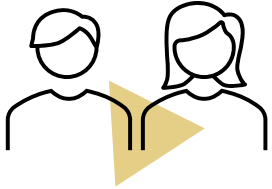


Present your brand in the editorial environment and position yourself as an expert in your field.

Der Spiegel is the stage for your story, which you tell in a visually impressive way to an attentive and targeted user community.

INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

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