



IQ DIGITAL PODCAST

iq digital

WE ARE VALUE MEDIA

With us, responsibility becomes impact

People need orientation - independent and true information is the basis for social, professional and personal development.

iq digital is Germany's premium marketer for leading media that stand for quality and trust. By informing the public, exposing grievances and critically illuminating power relations, they shape social discourse in Germany.

In these quality environments, users and target groups with a special mindset and valuable affinities are reached. The environment for effective communication - because values work!



FROM VALUE MEDIA TO VALUE AUDIO

Quality media from which users and advertisers benefit equally - also in the podcast sector!

Podcast advertising is close to the listener and has a **strong brand-activating effect**. At the same time, media environments perceived as qualitative can generate up to **20% more advertising impact**.

Our media brands not only give our podcasts reach, but above all **relevance and trust** - this creates a strong basis for advertisers.



Adslots are placed in the appropriate position by the journalists

The focus remains on the content:
Only one spot per AdSlot



WE KNOW HOW TO PODCAST!

HIGHEST-REACH PORTFOLIO

iq digital offers more than **95**
PODCASTS
and dominates with
25 %
of reach in the
AGMA Top 20



GREATEST VARIETY OF TOPICS

iq digital offers
13 topics

INDIVIDUAL BOOKING OPTIONS

Fixed position placement: Episode or Roadblock
Volume booking: Channel, network or contextual targeting

PROFESSIONAL PRODUCTION

Consulting and production
individual tailored to your campaign goals

COMPREHENSIVE REPORTING

IAB certified

Exact key figures of the audio impressions user structure of the listeners

AGENDA

01	Portfolio
02	Advertising Effect
03	Placement & Advertising Media
04	Individual Booking Options
05	Reporting & Production
06	Podcast Channel
07	Podcast Brand
08	Podcast Episode

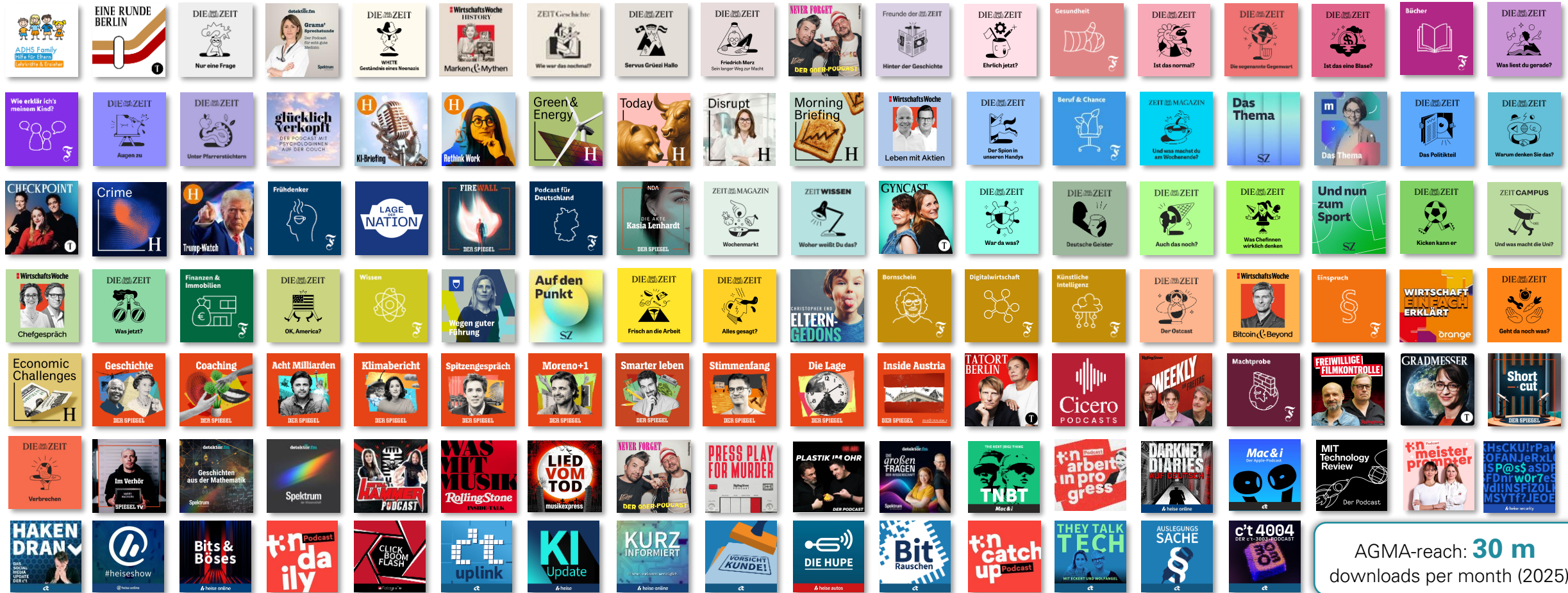


01

OUR PORTFOLIO

OUR PORTFOLIO

Strong brands - Exciting topics - High relevance



AGMA-reach: **30 m**
downloads per month (2025)



OUR CHAMPIONS

Our podcast shows in the agma in TOP 20



01



5.5 m.
downloads

04



3.8 m.
downloads

17



1.7 m.
downloads

18



1.7 m.
downloads

02

ADVERTISING EFFECT

PODCAST ADVERTISING WORKS

With the iq digital quality portfolio, you can reach an exclusive target group in a trustworthy environment.

Podcast advertising has a brand-activating effect on **66%** of listeners

74 % of listeners accept adverts in podcasts

Highly educated:
63 % have a high school diploma



53 % have a university or university of applied sciences degree

High-income & affluent:



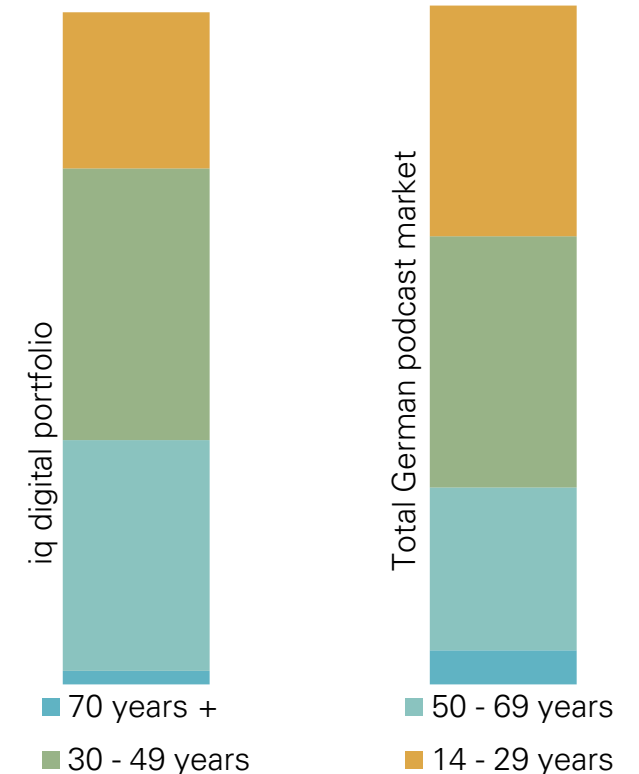
69 % with a HHNE above € 3,500
29 % have an HHNE over € 5,000

Curious listeners:



For **82%**, the primary reason for using podcasts, apart from entertainment, is to gain information and knowledge.

Age distribution



THE OPTIMAL ADVERTISING SOLUTION

Acceptance and credibility - We rely on Presenter Reads



- ◆ Clear separation of journalistic content and advertising message for an authentic and trustworthy environment
- ◆ maximum flexibility and diverse use of your native audio ads



74 % find presenter Read ads reputable



71 % perceive Presenter Read Ads as credible



84 % find the sender of Presenter Read Ads easily recognisable

03

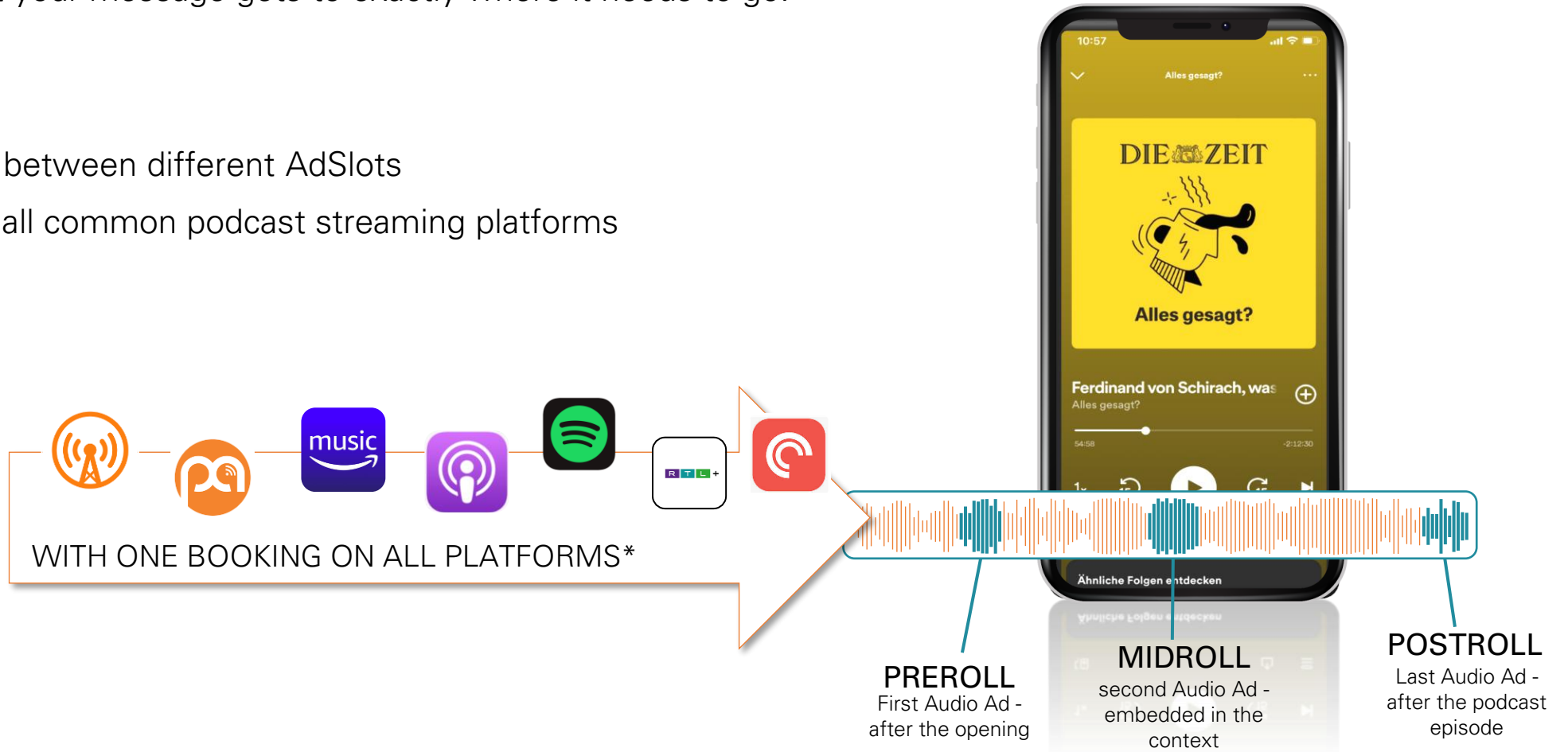
PLACEMENT & ADVERTISING MEDIA

OUR DISTRIBUTION LOGIC

To make sure that your message gets to exactly where it needs to go.

- ◆ Flexible choice between different AdSlots
- ◆ Distribution on all common podcast streaming platforms

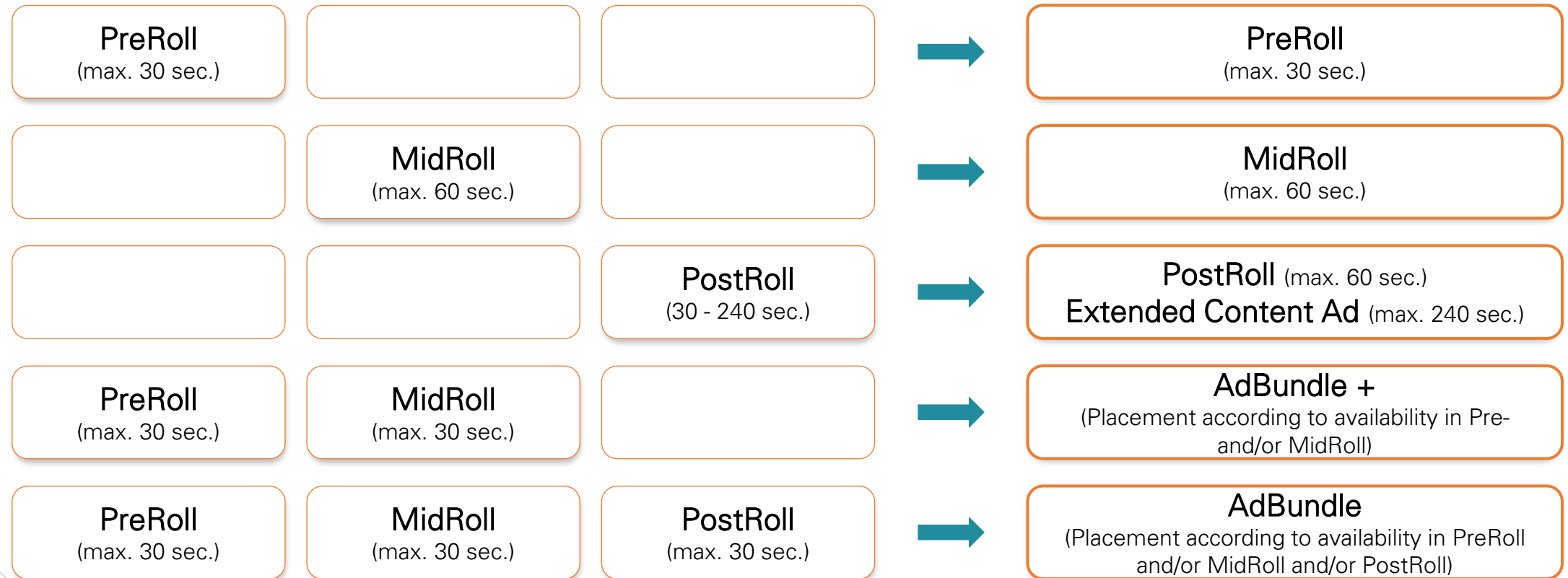
iq digital



*Sample selection of the most frequently used podcast streaming platforms

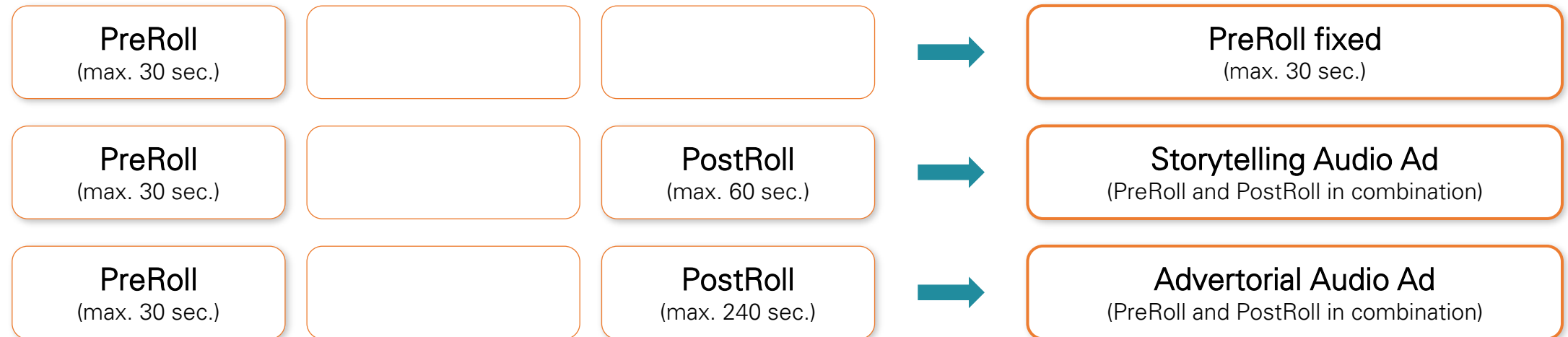
YOUR PLACEMENT OPTIONS

Native Audio Ad as volume booking



YOUR PLACEMENT OPTIONS

Native Audio Ad as fixed placement



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. 60 sec.) or PostRoll (max. 60 sec.)



Click on the audio button to listen 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. 60 sec.) or PostRoll (max. 60 sec.)



Click on the audio button to listen 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. 60 sec.) or PostRoll (max. 60 sec.)



Click on the audio button to listen to the audio sample

NATIVE EXTENDED CONTENT AUDIO AD

A big stage for your story

- ◆ Individual Content Deep Dive
- ◆ Your advertising message as a short interview, audio sample or extended native audio ad
- ◆ Bookable as PostRoll (max. 240 sec.)
- ◆ Introduced with "An advert follows..."



Click on the audio button to listen to the audio sample



NATIVE STORYTELLING/ ADVERTORIAL AD

Telling stories from beginning to end

- ◆ Tell your story over the entire duration of the podcast
- ◆ Opener in PreRoll (max. 30 sec.) and second spot in PostRoll (max. 240 sec.)
- ◆ Advertorial Ad PostRoll is introduced with "An advertising post follows..."



Click on the audio button to listen to the audio sample



AI NATIVE AUDIO AD

Short lead times and simple realisation for maximum flexibility.

- ◆ Professional spot text by our editorial team, including 2 text samples
- ◆ Creation of the native audio spot (30 seconds), using AI, according to our technical specifications
- ◆ Delivery of 2 spot versions, incl. 2 correction loops
- ◆ Finished audio spot in just 10 days



Click on the audio button to listen to the audio sample



AUDIBLE ON ALL CHANNELS

Use your spots from other audio campaigns for podcast campaigns in the iq digital portfolio.

**From
2026**

- ◆ Deliver your own radio spot
- ◆ Use of music, jingles and background noises possible*
- ◆ Bookable as PreRoll, MidRoll or PostRoll (max. 20 sec.) in every podcast product



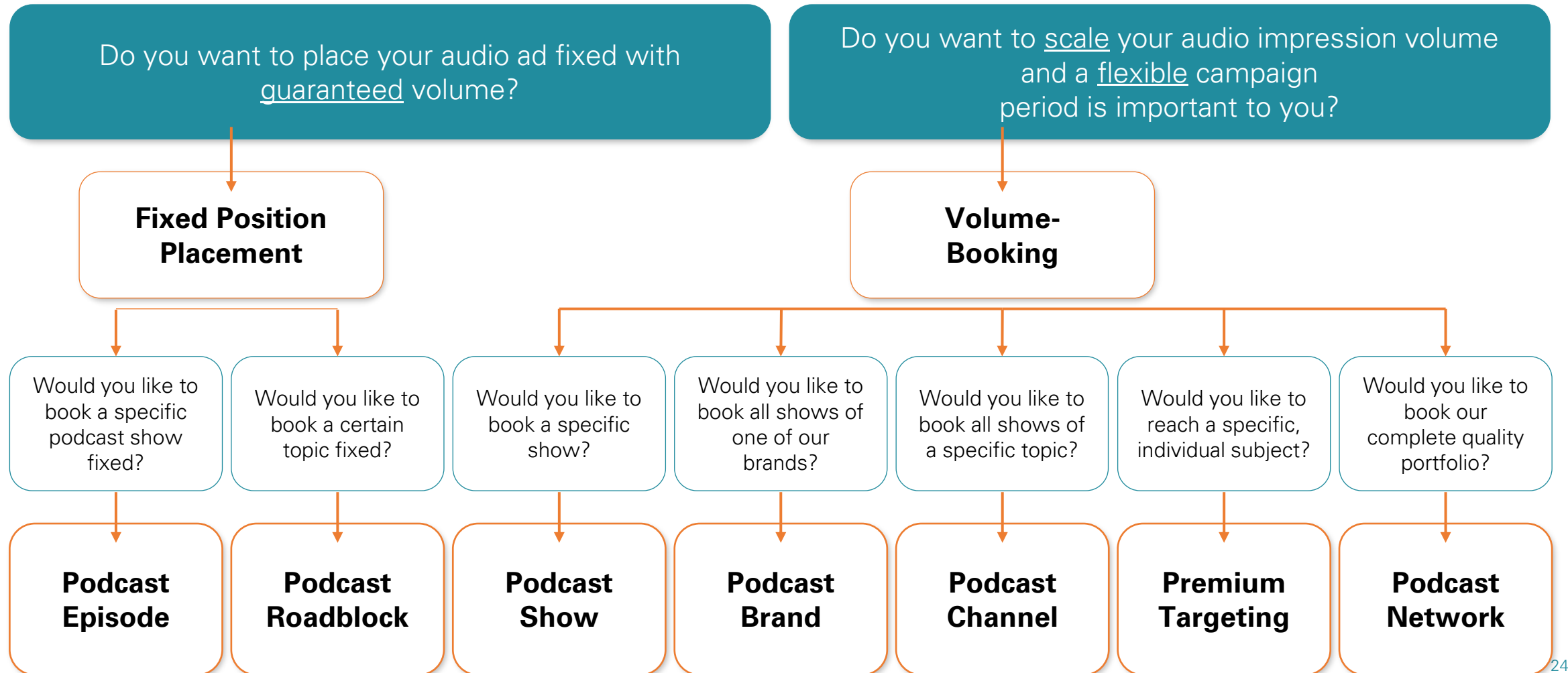
Note on music subject to GEMA: You are welcome to provide your own music tracks or jingles for spots. Please note, however, that in this case you are responsible for reporting to the collecting societies.

04

INDIVIDUAL BOOKING OPTIONS

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



PODCAST CPM PRICE LIST

Everything at a glance

Price category		Audio Ad (up to 20 sec.)			Native Audio Ad (up to 30 sec.)			Native Audio Ad (up to 60 sec.)		Native Audio Ad (up to 240 sec.)
		PreRoll, MidRoll	AdBundle Plus	AdBundle, PostRoll	PreRoll, MidRoll	AdBundle Plus	AdBundle, PostRoll	MidRoll	PostRoll	PostRoll
PC1	Show / Premium Targeting	90 €	80 €	70 €	110 €	100 €	90 €	130 €	110 €	130 €
PC2	Brand- / Channel Rotation	70 €	60 €	50 €	90 €	80 €	70 €	110 €	90 €	110 €
PC3	Network rotation	50 €	40 €	30 €	70 €	60 €	50 €	90 €	70 €	90 €

Price categories:

PC1: Podcast Show & Premium Targeting in the network = CPM booking of a single show

PC2: Podcast Brand = CPM booking of all podcasts of a brand
Podcast Channel = CPM booking of a topic category

PC3: Podcast network = CPM booking of all podcasts in the iq digital portfolio
AdBundle: Placement either on PreRoll, MidRoll or PostRoll. No guaranteed placement.
AdBundle Plus: Placement either on PreRoll or MidRoll. No guaranteed placement.

PODCAST MENGENRABATTE

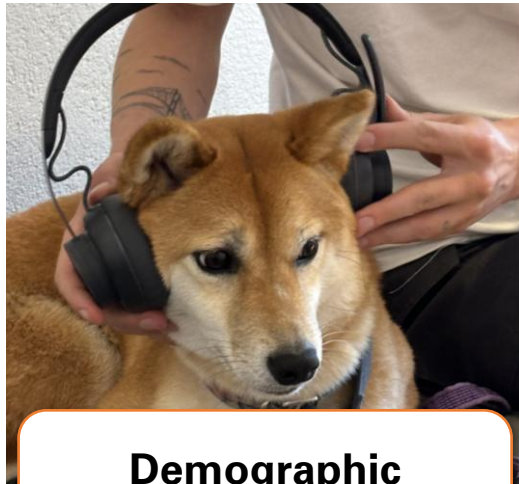
More reach at attractive CPMs in the right environment

Placement	Ad Impressions	Runtime	Price advantage
Podcast Show Rotation (Quality Media) (PC1) Podcast Channel Rotation (PC2) Podcast Network Rotation (PC3)	from 250.000	1 - 6 weeks	20 % (CPM corresponding price category)
	from 500.000		30 % (CPM corresponding price category)
	from 1.000.000		40 % (CPM corresponding price category)
	from 2.000.000		50 % (CPM corresponding price category)

YOUR INDIVIDUAL TARGETING

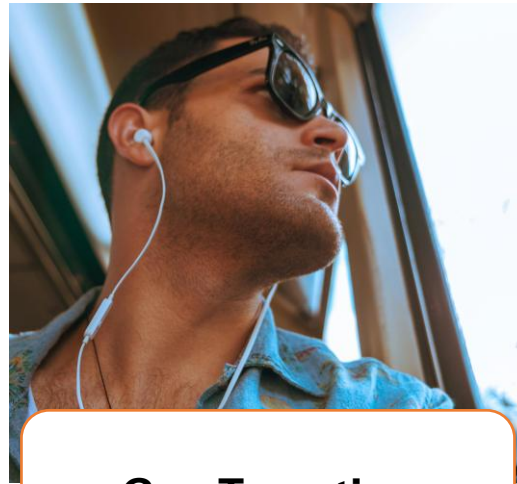
What we can do

Who is your target group?



Demographic Targeting

Where is your target group?



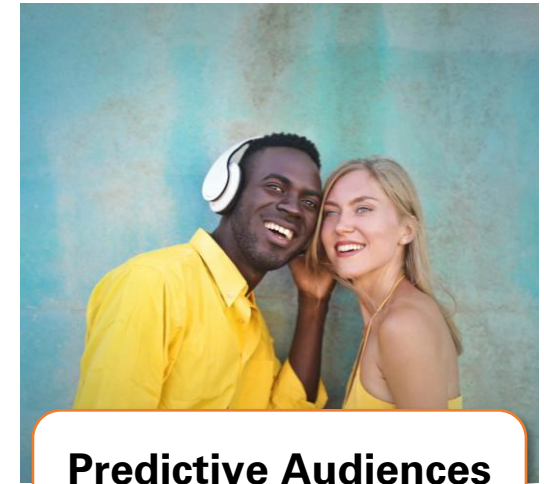
Geo-Targeting

What content does your target audience engage with?



Contextual Targeting

What topics is your target group interested in?



Predictive Audiences Targeting

TARGETING FUNCTIONALITY

We offer customised targeting solutions for the ideal target group fit

DEMOGRAPHIC TARGETING

- ◆ Data aggregation through our AdServer
- ◆ Combination of 1st and 3rd party data
- ◆ Additional data enrichment through SONAR for targeted payout



CONTEXTUAL TARGETING

- ◆ Transcribing the episodes using speech-to-text technology
- ◆ Screening of content according to context (keywords and subject areas) and corresponding tagging in the AdServer
- ◆ Payout in the selected segment



PREDICTIVE AUDIENCE TARGETING

- ◆ First industry-wide cookie-free targeting function
- ◆ Cooperation between our AdServer and Comscore (source for target group data)
- ◆ Playing out the interest clusters formed in correspondingly affine podcast environments



BASIC TARGETING

Reach your target group

Demographic targeting



18-24
years

21-24
years

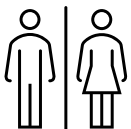
25-34
years

35-44
years

45-54
years

55-64
years

65+
years



Male

Female

Geo-targeting



Land

State

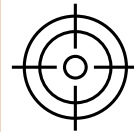
Frequency
Capping

CONTEXTUAL TARGETING

Reach your target group in the right environment



Targeting segments



Automobile	Business decision-makers	E-Mobility	Energy & Resources	Food & Drink
Finance	HealthCare	Education	IT	Fashion & Luxus
Sustainability	Journey	Sport	Science & Technology	Economy
Music	Event	Logistics & Transport	Film & Cinema	

*Targeting to the whole of Germany is - if desired - included with every booking

PREDICTIVE AUDIENCE TARGETING

Reach your target group in their favourite environment



Targeting segments



Interested in
new cars

Investor &
Shareholders

Health &
Fitness Fans

Food Lovers

Streaming
Junkies

Electronic
Fans

DIY
enthusiast

Beauty
Queen/King

Gamer

Household
income

Life phases

Consumer
behaviour

*Targeting to the whole of Germany is - if desired - included with every booking

** Individual segments possible on request, depending on availability

ROADBLOCK RELOADED

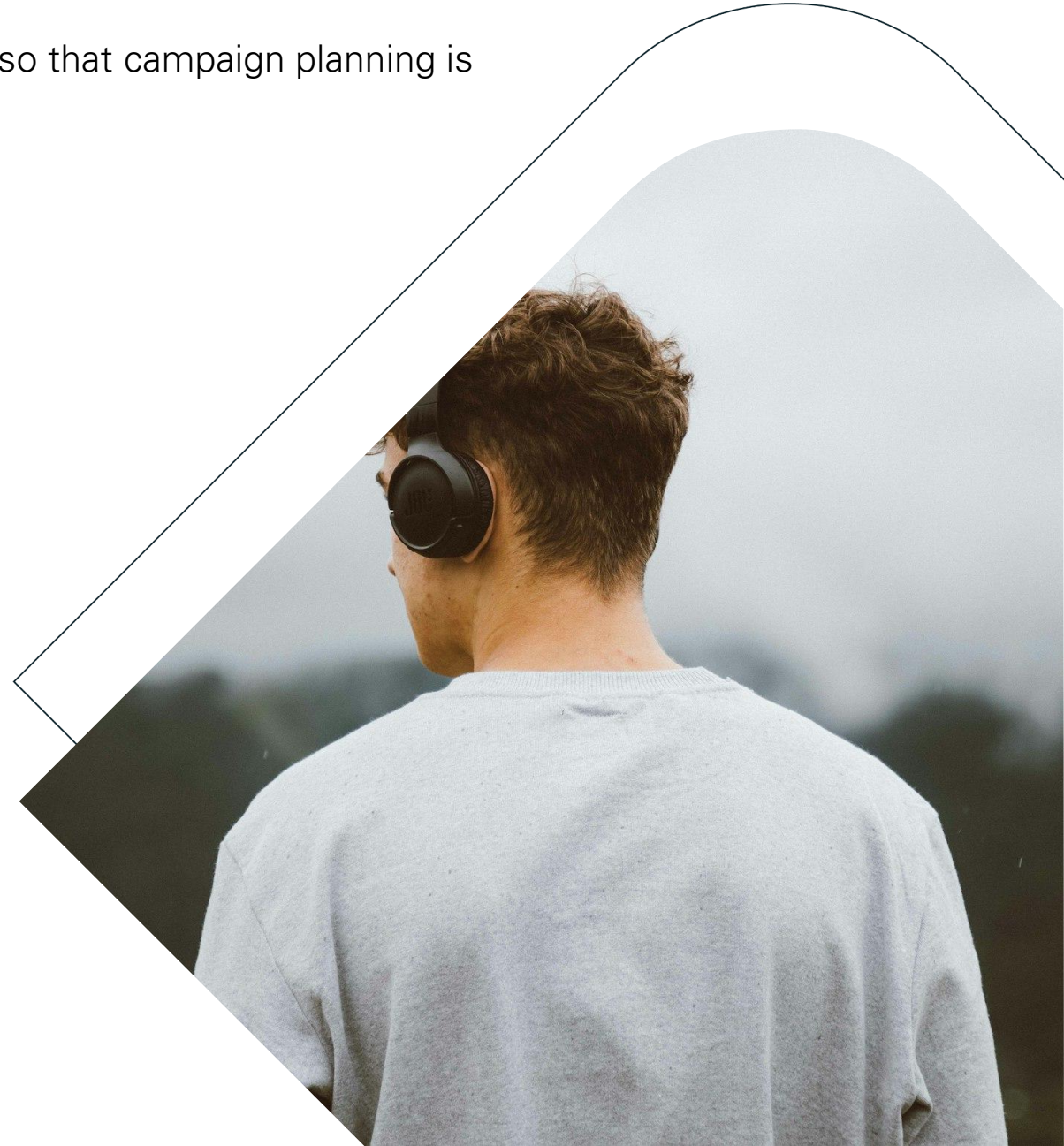
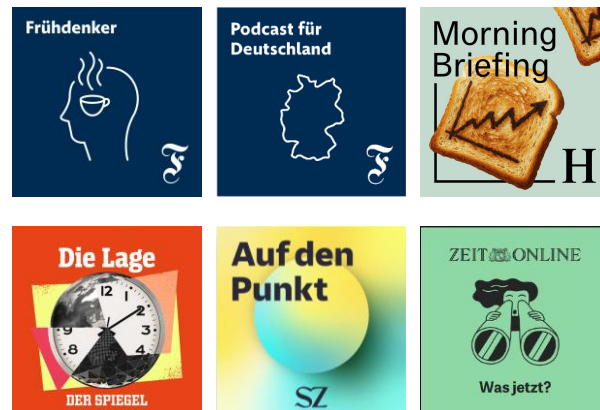
Simplified structures and a fixed roadblock for maximum reach - so that campaign planning is efficient and flexible.

- ◆ Generate maximum reach and attention in just one day with the Quality Media Roadblock:
 - ◆ Frühdenker
 - ◆ Podcast für Deutschland
 - ◆ Morning Briefing
 - ◆ Die Lage – Unsere wichtigsten Themen des Tages
 - ◆ Auf den Punkt
 - ◆ Was jetzt?

400,000 guaranteed audio impressions per booking

Native Pre Roll Audio Ad:
€34,000

Native Storytelling Audio Ad:
€42.500



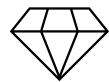
05

REPORTING & PRODUCTION

HIGHEST MEASUREMENT STANDARDS FOR YOUR CAMPAIGN

Standardised performance values for transparent campaigns and reporting

- ◆ Comprehensive standard for podcast-specific performance indicators
- ◆ Standardised definition of reach measurement (downloads) across different marketers
- ◆ Reliable measurement and reporting of audio impressions within your campaign



Transparent measurements and reliable data

**IAB 2.1
STANDARD**

CLICK HERE TO
DOWNLOAD



iab.europe

INNOVATION MADE OF TRANSPARENCY

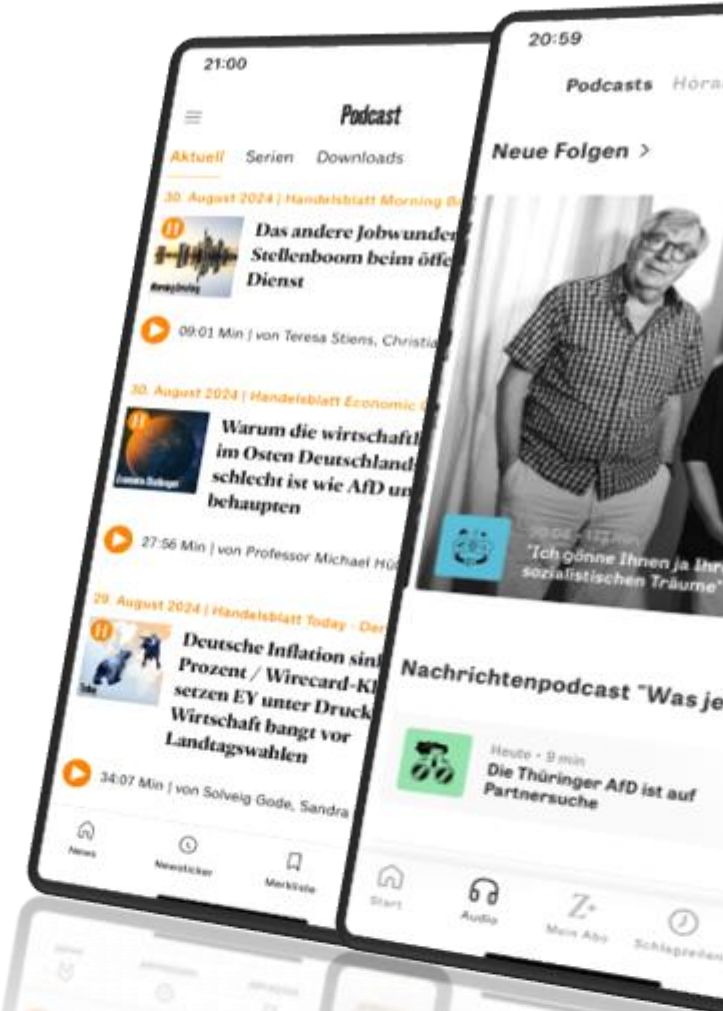
Use of tracking pixels by advertisers so that we can keep getting better together

- ◆ Collection of listener data during the campaign and valuable insights for follow-up campaigns
- ◆ Tracking of selected data points.

AUDIO IMPRESSIONS +
EPISODE INFORMATION

GEO-TRACKING AT
CITY LEVEL

DEVICETYPE



* Exclusive use of tracking pixels from IAB TCF-certified tracking service providers | Only tracking service providers on the iqd vendor list | Review and approval of the tracking URL by iq digital

PODCAST REPORTING

We want to offer you the best possible insights. That's why you receive a weekly update every Monday after the start of the campaign, as well as detailed reporting at the end of the campaign.

BASIC

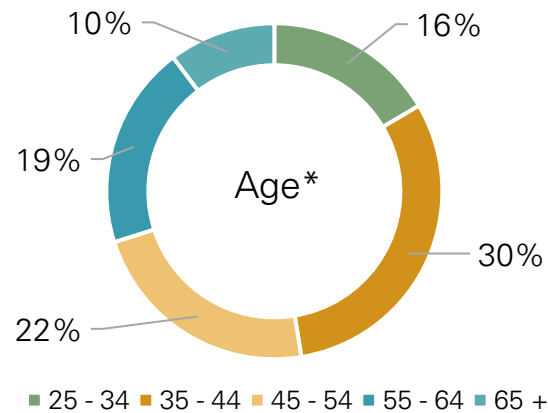
AUDIO IMPRESSIONS
(on a daily basis)



PLUS
(from 25,000 €)

AUDIO IMPRESSIONS

UNIQUE USER



Additionally bookable for 1,000€ net

[WATCH EXAMPLE HERE](#)



**TAILORMADE/
DASHBOARD**
(from 50,000 €)

AUDIO IMPRESSIONS
UNIQUE USER

- Age Break
- Gender Break
- Plattform Break
- Device Break
- Geo Break:
Top 10 cities

Additionally bookable for 2,500€ net

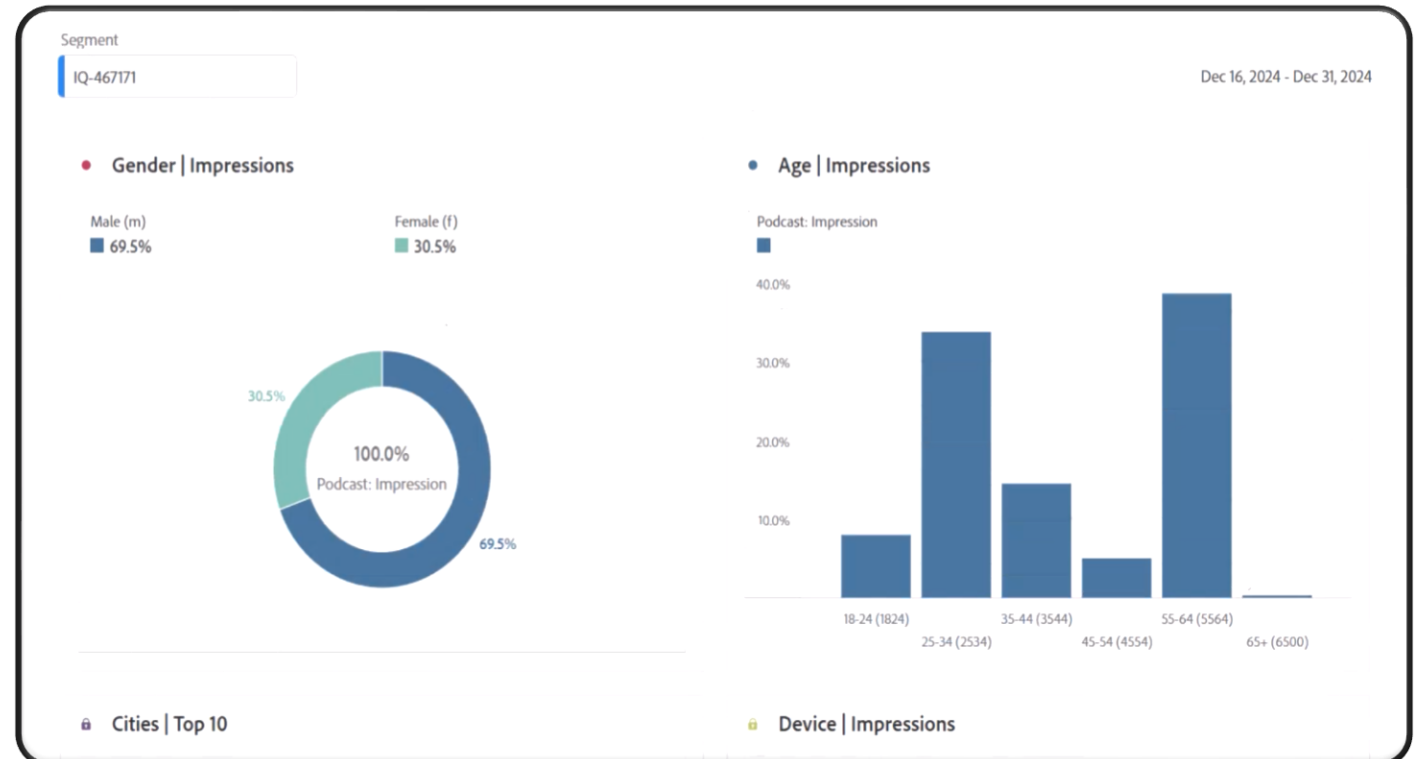
[WATCH EXAMPLE HERE](#)

*Reporting mock-up

PODCAST REPORTING DASHBOARD

All data at a single glance. Almost in real time.

- ◆ Dynamic visualization of key insights from your podcast campaign
- ◆ Added customer value through data aggregation and analysis
- ◆ Sustainable insights and added value for follow-up campaigns



PODCAST BRAND LIFT STUDY

We make your brand's uplift measurable.

The questionnaire takes the following parameters into account:

Campaign assessment

Campaign perception

Brand awareness

Brand image incl. brand sympathy

Activation questions

Placement of the advert

Recognition spot by integrating the audio file into the questionnaire

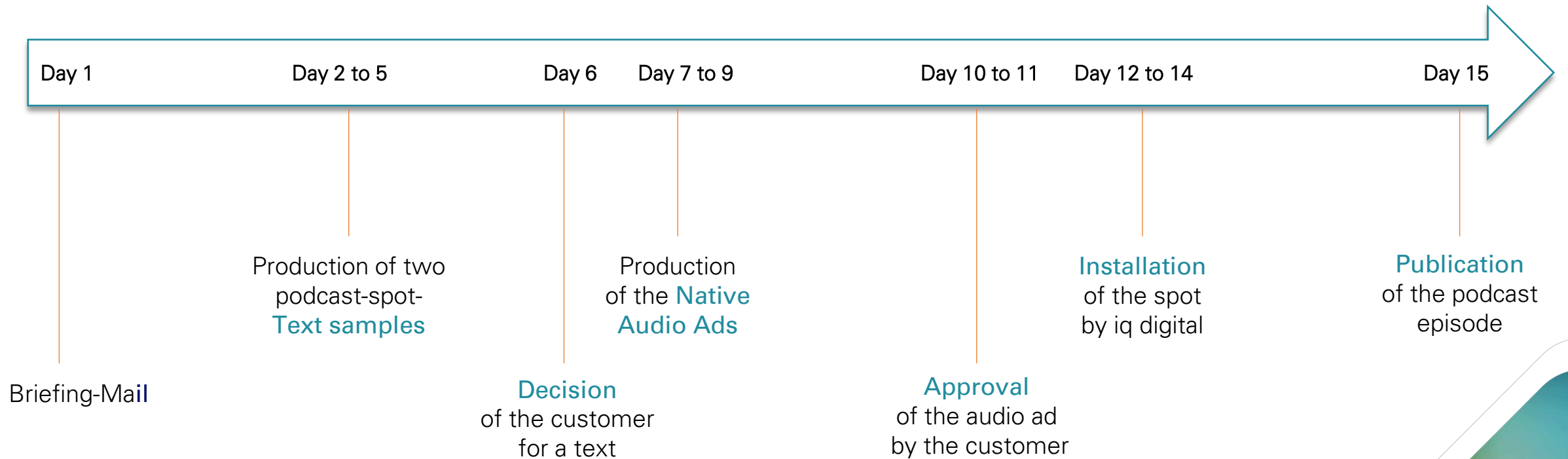
Socio-demographics (gender, age, occupation, level of education, HHNE)

Survey conducted via an online panel (n=400)



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

INDIVIDUAL SPEAKER SELECTION

We give your messages the right voice.

Speaker list for native audio ads

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

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



SPEAKER FILE



Speaker file for native dialogue ads

To produce native dialogue ads, the speakers have to record in the same studio. This is how we achieve the best sound results.

We therefore recommend a combination of two speakers from the same studio.



SPEAKER FILE



Speaker file for AI Native Audio ads

Discover our selection of AI voices and find the one that perfectly matches your message.

We will be happy to support you and show you which voice profiles harmonise best with your campaign. Just get in touch with us.



SPEAKER FILE



PRODUCTION

Pricing

SEE TECHNICAL
SPECIFICATIONS HERE



Single Native Audio Ads

Native Audio Ad 1.000€
(Pre*-, Mid- and PostRoll | max. 60 sec.)

Native 3D Audio Ad 1.500€
(Pre*-, Mid- and PostRoll | max. 60 sec.)

Native Dialogue Audio Ad 1.500€
(Pre*-, Mid- and PostRoll | max. 60 sec.)

Native AI-Audio Ad** 350€
(Pre-, Mid- and PostRoll | max. 30 sec.)

Native Extended Content Ad 3.000€
PostRoll | max. 240 sec.)

Native Audio Ads in combination

Native Storytelling Audio Ad 1.700€
(Combination Pre- and PostRoll | max. 30 + 60 sec.)

Native 3D Storytelling Audio Ad 2.500€
(Combination Pre- and PostRoll | max. 30 + 60 sec.)

Native Dialogue Storytelling Audio Ad 2.500€
(Combination Pre- and PostRoll | max. 30 + 60 sec.)

Native Advertorial Ad 3.500€
(Combination Pre- and PostRoll | max. 30 + 240 sec.)

Each additional Native Audio Ad per booking +700€, each additional Native 3D or Dialogue Audio Ad per booking +1.000€, each additional Native AI-Audio Ad 200€..

*Native Audio Ad PreRoll max. 30 sec.

**PC Campaign-related **Only valid for versioning (adjustment of individual variables such as geographical information, prices, etc.); in the case of a complete spot redesign, the initial production price applies

SHOW NOTES INTEGRATION

With our shownotes your campaign goes even further.

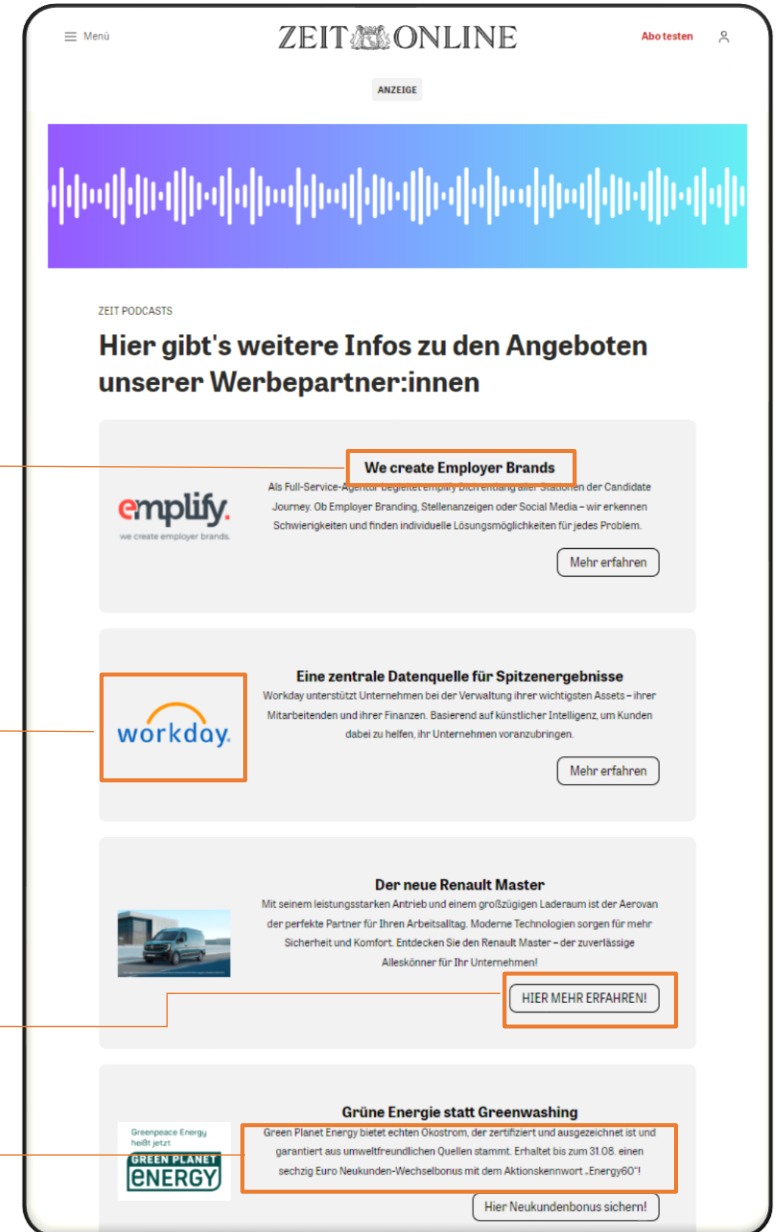
- ◆ Provide further information for interested listeners
- ◆ Click-out to the customer website
- ◆ Increased visibility

TITLE/ HEADLINE

GRAPHIC

TARGET-URL

TEXT
MAX. 250 CHARACTERS
(spaces included)



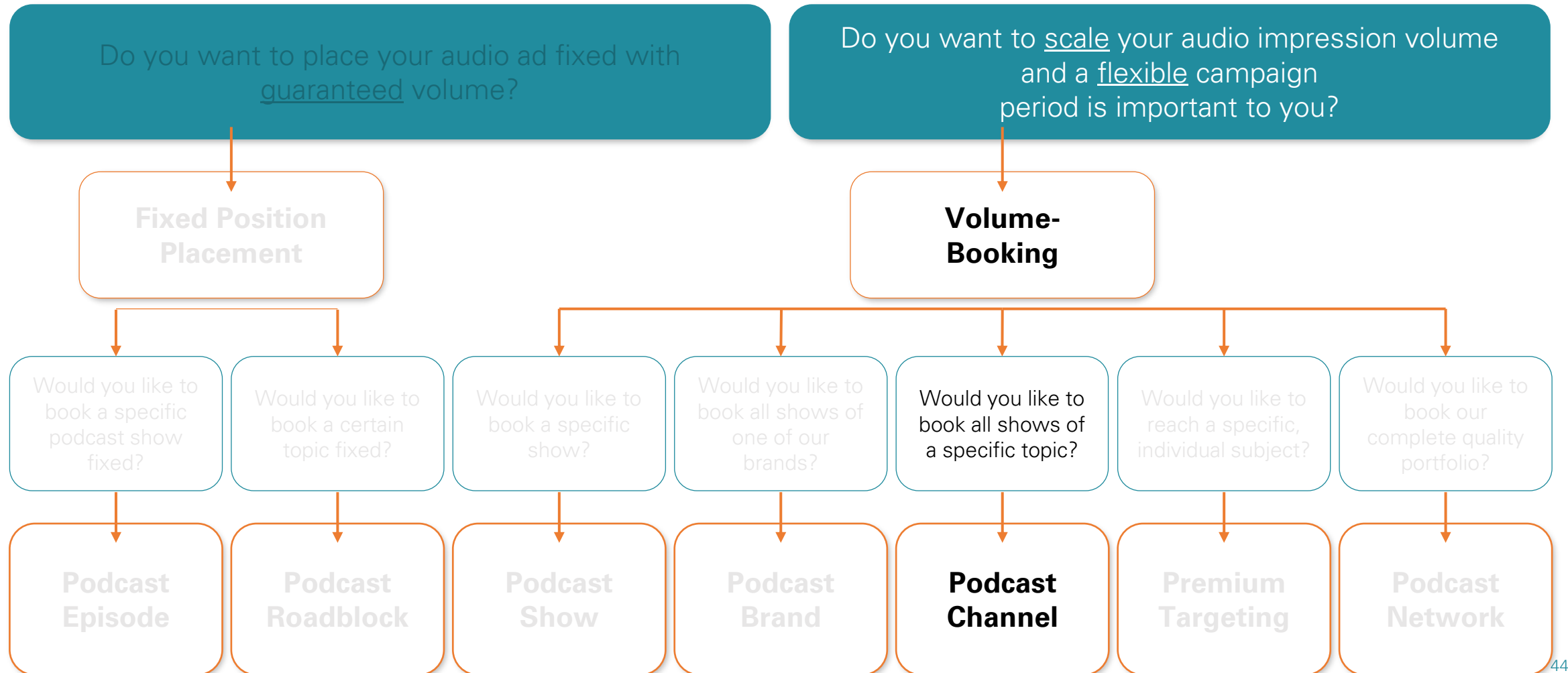


PODCAST CHANNEL

iq digital


YOUR BOOKING OPTIONS


Exactly the right offer according to your wishes





PODCAST CHANNEL


The most exciting podcast shows bundled for you by topic


WORK & CAREER 


CRIME 

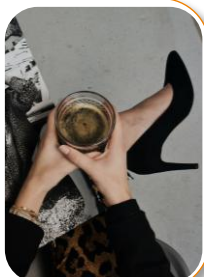
DIGITALI-ZATION 


FAMILY & PARENTING 


HEALTH 


SUSTAINABI LITY 


QUALITY MEDIA 

LIFESTYLE & CULTURE 

POLITICS 

ECONOMY & FINANCE 

KNOW-LEDGE 

CUSTOM 

PODCAST CHANNEL "WORK & CAREER"

Place yourself in 7 podcast shows with just one booking



AGMA reach:
210,024
Downloads per
month (2025)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

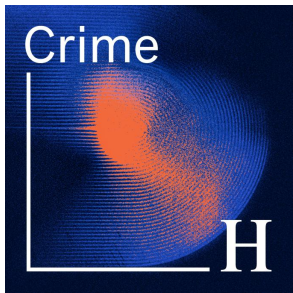
Native
PostRoll
Audio Ad



*Payout only within archive reach

PODCAST CHANNEL "CRIME"

Place yourself in 10 podcast shows with just one booking

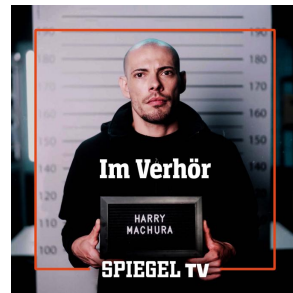


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AGMA reach:

2,664,452

Downloads per month (2025)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

Handelsblatt

heise

DER SPIEGEL

WirtschaftsWoche

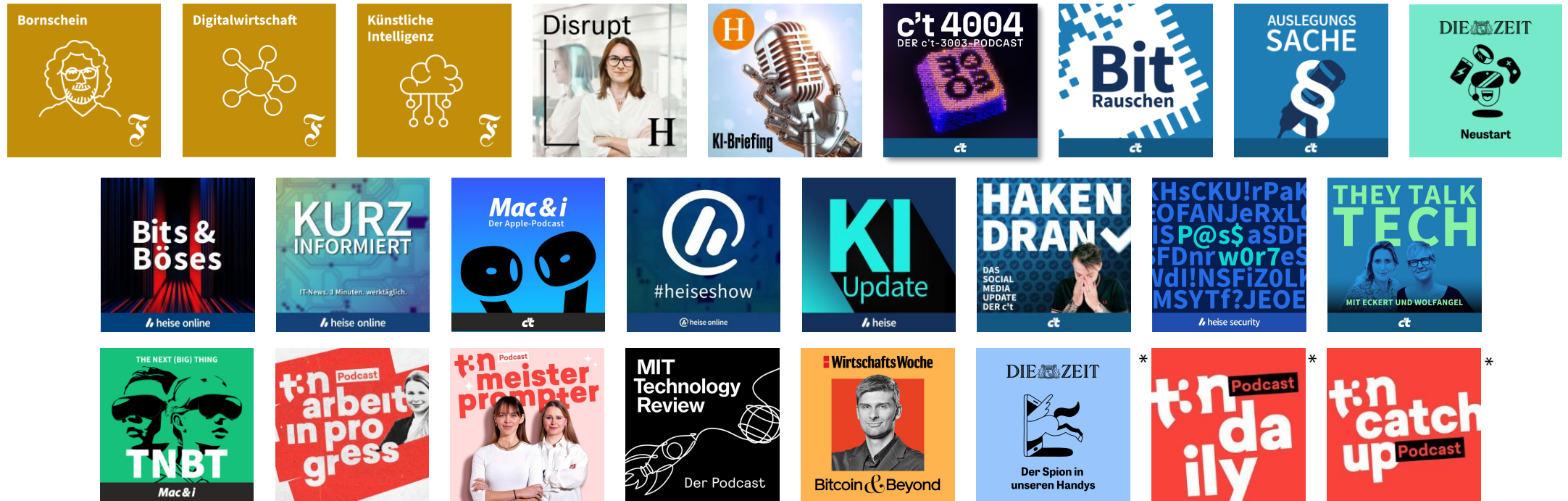
DIE ZEIT

TAGESSPIEGEL

*Payout only within archive reach

PODCAST CHANNEL "DIGITALISATION"

Place yourself in 25 podcast shows with just one booking



AGMA reach:
2,404,367
 Downloads per
 month (2025)

Native
PreRoll
 Audio Ad

Native
MidRoll
 Audio Ad

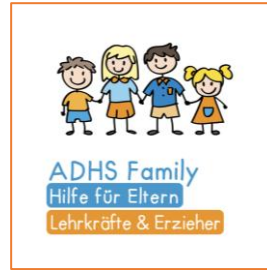
Native
PostRoll
 Audio Ad



*Distribution only within archive range

PODCAST CHANNEL "FAMILY AND PARENTING"

Place yourself in 5 podcast shows with just one booking



+



*

+



+



194,229

Downloads per month (2025)

Native **PreRoll** Audio Ad

Native **MidRoll** Audio Ad

Native **PostRoll** Audio Ad

Frankfurter Allgemeine

TAGESSPIEGEL

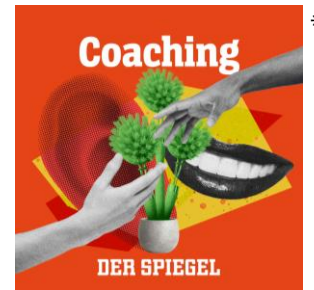
DIE ZEIT

PODCAST CHANNEL "HEALTH"

Place yourself in 9 podcast shows with just one booking



+



+



+



+



+



+



+



AGMA reach:
705,594
Downloads per
month (2025)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

Frankfurter Allgemeine

DER SPIEGEL

Spektrum.de

DIE ZEIT

TAGESSPIEGEL

*Playout only within archive reach

PODCAST CHANNEL "LIFESTYLE & CULTURE"

Place yourself in 17 podcast shows with just one booking



AGMA reach:
4,142,896
 Downloads per
 Monat (2025)

Native
PreRoll
 Audio Ad

Native
MidRoll
 Audio Ad

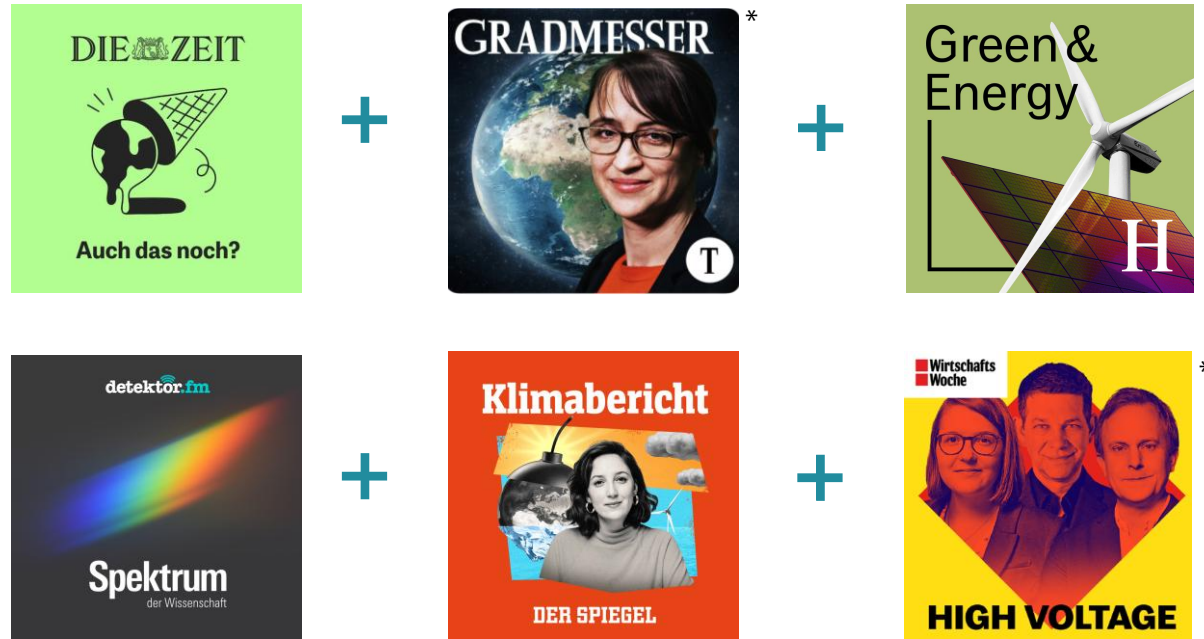
Native
PostRoll
 Audio Ad



* Payout only within archive reach

PODCAST CHANNEL "SUSTAINABILITY"

Place yourself in 6 podcast shows with just one booking



AGMA reach:
175,853
 Downloads per
 month (2025)

Native
PreRoll
 Audio Ad

Native
MidRoll
 Audio Ad

Native
PostRoll
 Audio Ad



*Payout only within archive reach

PODCAST CHANNEL „QUALITY MEDIA“

Place yourself in 8 podcast shows with just one booking



AGMA reach:
15,455,382
Downloads per
month (2025)

Native
PreRoll
Audio Ad

Native
PostRoll
Audio Ad

Frankfurter Allgemeine

Handelsblatt

DER SPIEGEL

Süddeutsche Zeitung

DIE ZEIT

TAGESSPIEGEL

*Playout only within archive reach

PODCAST CHANNEL "POLITICS"

Place yourself in 22 podcast shows with just one booking



AGMA reach:
3,296,694
 Downloads per
 month (2025)

Native
PreRoll
 Audio Ad

Native
MidRoll
 Audio Ad

Native
PostRoll
 Audio Ad

PODCAST CHANNEL "ECONOMY & FINANCE"

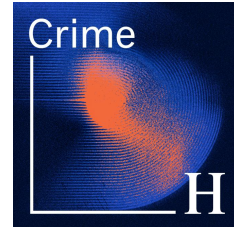
Place yourself in 13 podcast shows with just one booking



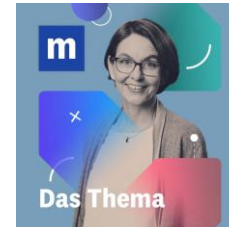
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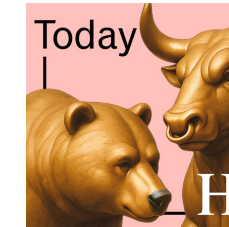


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AGMA reach:

4,898,502

Downloads per month (2025)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST CHANNEL "KNOWLEDGE"

Place yourself in 20 podcast shows with just one booking



AGMA reach:
1,021,310
 Downloads per month
 (2025)

Native
PreRoll
 Audio Ad

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MidRoll
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Native
PostRoll
 Audio Ad

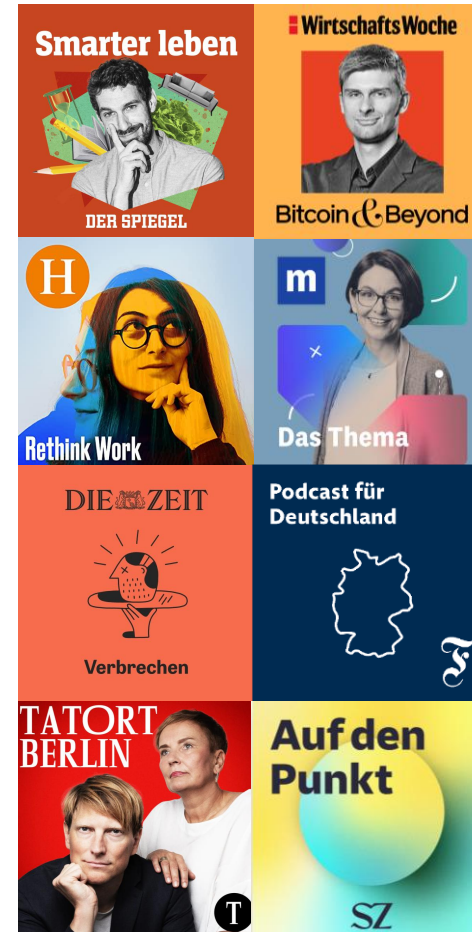
*Playout only within archive reach

CUSTOM CHANNEL

A podcast channel tailored to your wishes

The existing channels don't fit perfectly? - No problem!
With our custom channel, you can put together an individualised channel

- ◆ Maximum scalability and flexibility
- ◆ Additional podcast shows can be integrated into the ongoing campaign at any time
- ◆ Reporting at show level
- ◆ Recommendation: at least 10 podcasts for a flexible reach
- ◆ From € 50,000



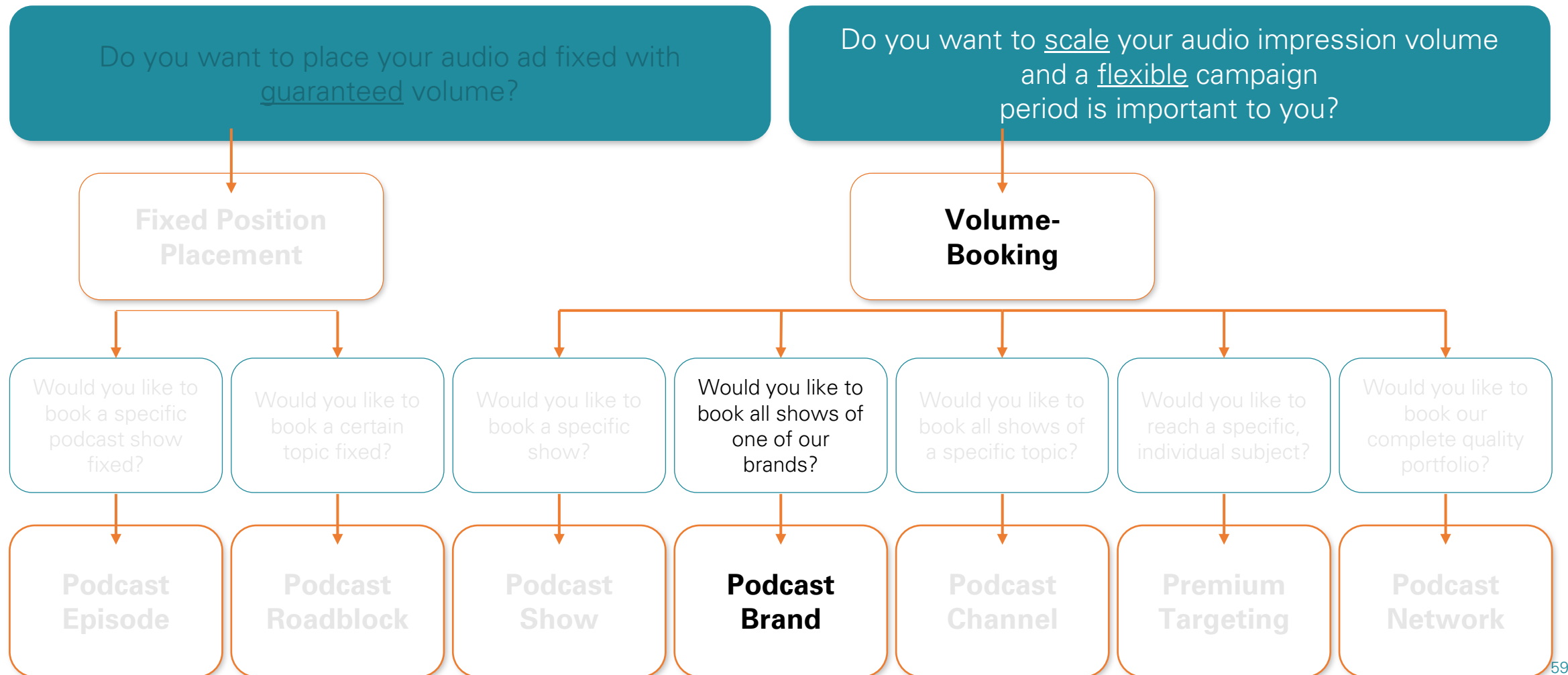
PODCAST BRANDS

iq digital



YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



PODCAST BRAND

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



Frankfurter Allgemeine

Handelsblatt

 heise

 heise medien



DER SPIEGEL

Süddeutsche Zeitung

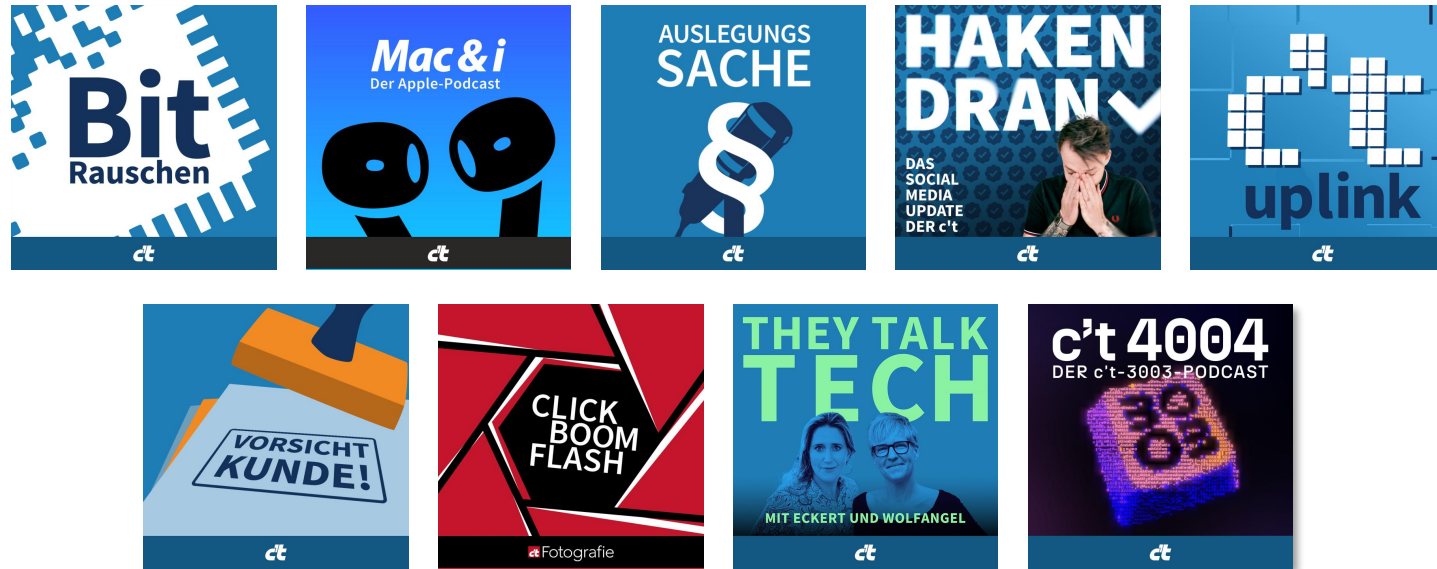


 Wirtschafts
Woche

DIE  ZEIT

PODCAST BRAND C'T

Place yourself in 9 podcast shows with just one booking



AGMA-reach:
238,000
Downloads per month
(2025)

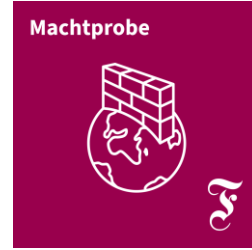
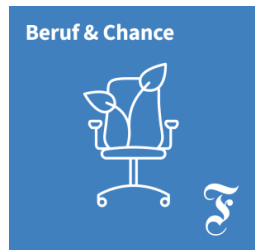
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Audio Ad

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PODCAST BRAND F.A.Z

Place yourself in 14 podcast shows with just one booking



AGMA-reach:
1.4 million
Downloads per month
(2025)

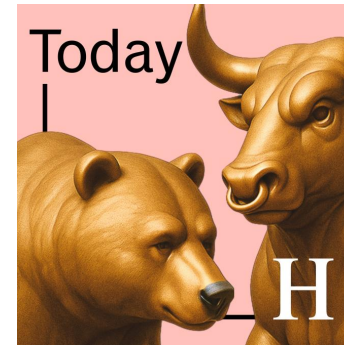
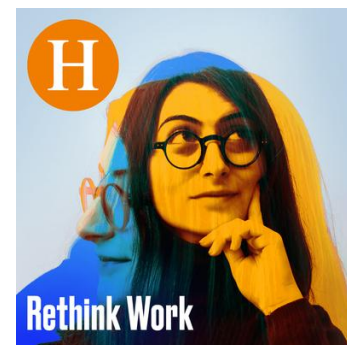
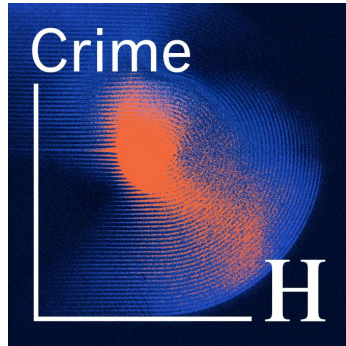
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PODCAST BRAND HANDELSBLATT

Place yourself in 9 podcast shows with just one booking



AGMA-reach:
4.8 million
Downloads per month
(2025)

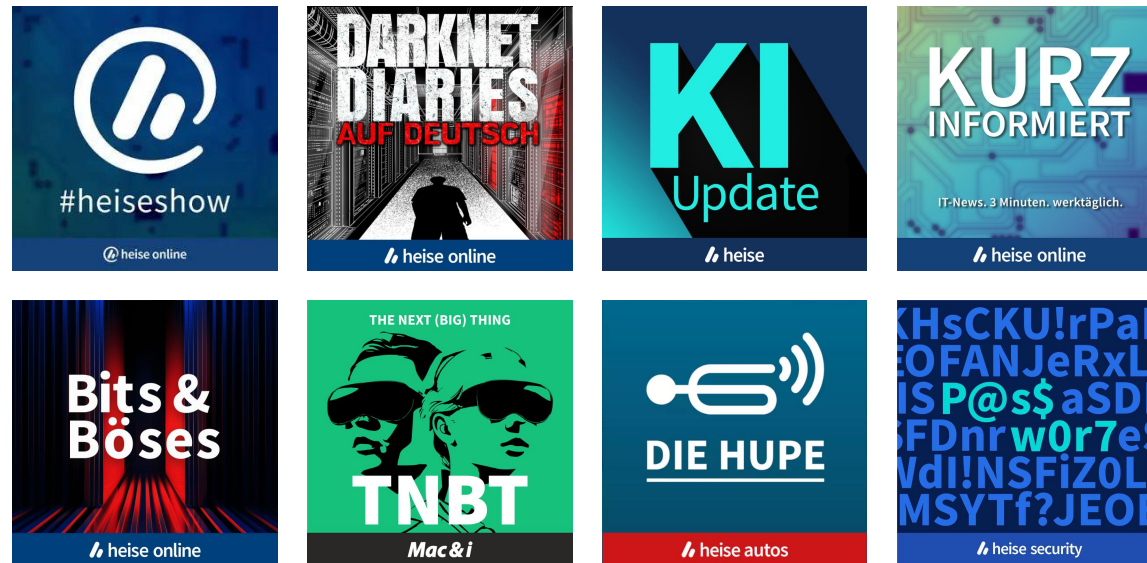
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PostRoll
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PODCAST BRAND HEISE

Place yourself in 8 podcast shows with just one booking



AGMA-reach:
2.1 million
Downloads per month
(2025)

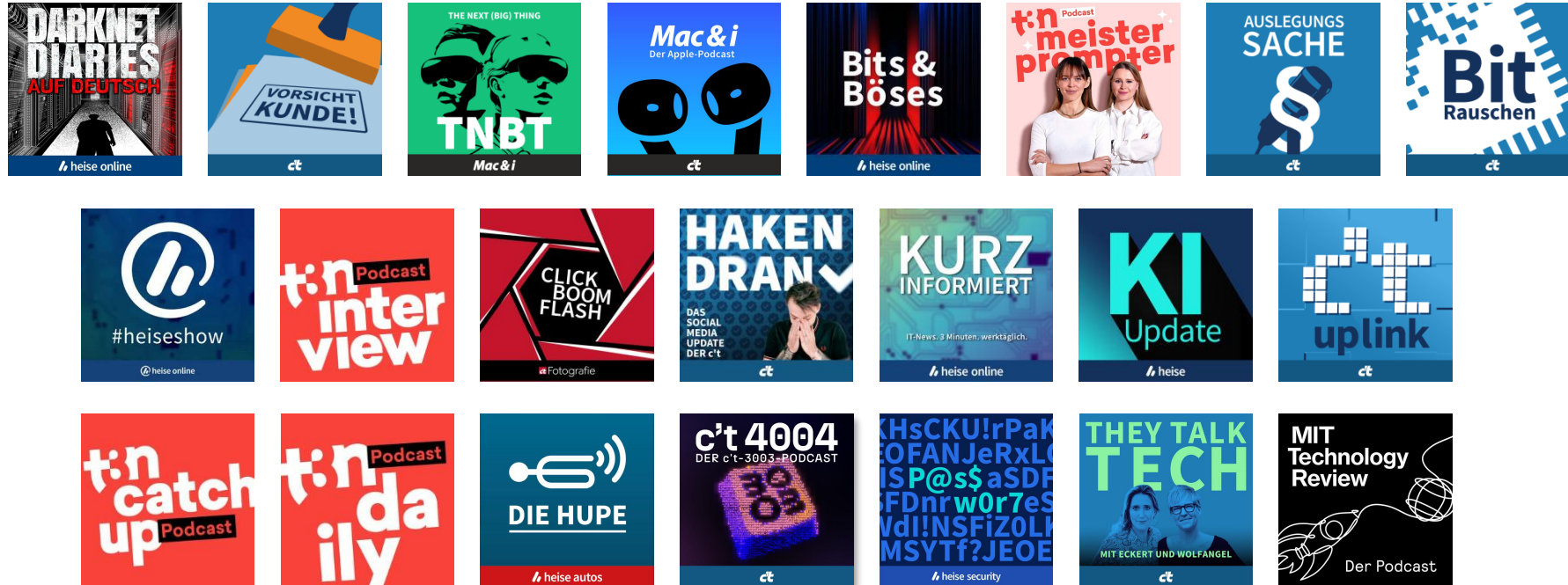
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Audio Ad

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MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST BRAND HEISE GROUP

Place yourself in 22 podcast shows with just one booking



AGMA-reach:

2.3 million

Downloads per month
(2025)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

Native

PostRoll

Audio Ad

PODCAST BRAND MUSIKEXPRESS

Place yourself in 2 podcast shows with just one booking



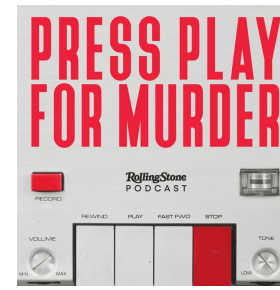
Native
PreRoll
Audio Ad

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PostRoll
Audio Ad

PODCAST BRAND ROLLING STONE

Place yourself in 4 podcast shows with just one booking



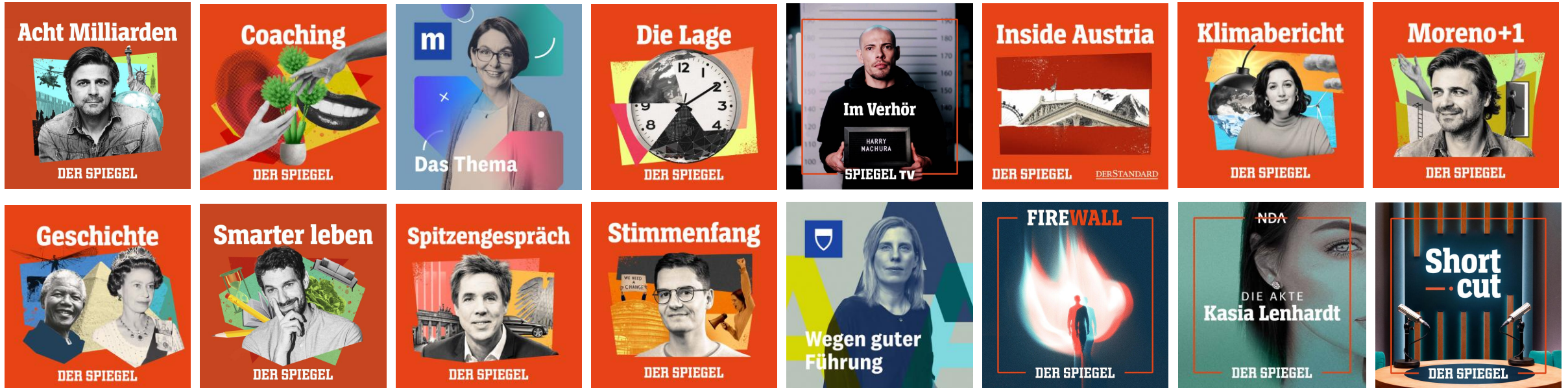
Native
PreRoll
Audio Ad

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MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST BRAND DER SPIEGEL

Place yourself in 16 podcast shows with just one booking



AGMA-reach:

3.4 million

Downloads per month
(2025)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

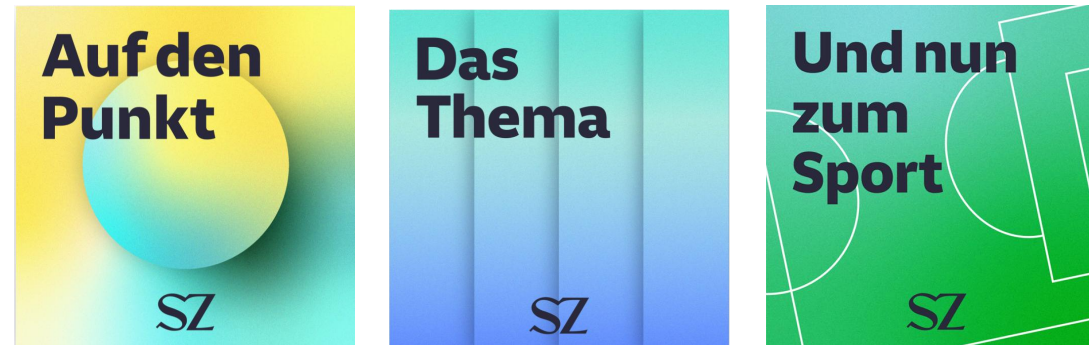
Native

PostRoll

Audio Ad

PODCAST BRAND SÜDDEUTSCHE

Place yourself in 3 podcast shows with just one booking



AGMA-reach:
2.3 million
Downloads per month
(2025)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST BRAND T3N

Place yourself in 5 podcast shows with just one booking



Reach:
62,000
Downloads per month
(2025)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad



PODCAST BRAND WIRTSCHAFTSWOCHE

Place yourself in 5 podcast shows with just one booking



AGMA-reach:
141,899
Downloads per month
(2025)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST BRAND DIE ZEIT

Place yourself in 33 podcast shows with just one booking



AGMA-reach:

20.7 million

Downloads per month
(2025)

Native

PreRoll

Audio Ad

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MidRoll

Audio Ad

Native

PostRoll

Audio Ad



PODCAST EPISODE

iq digital

ADHS FAMILY

Help for parents, teachers & educators

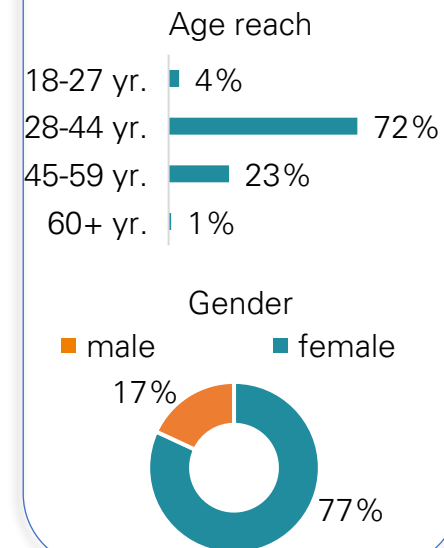


ADHS Family
 Hilfe für Eltern
 Lehrkräfte & Erzieher

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.

Target Group



Placement Options

Volume booking

Ad Slots

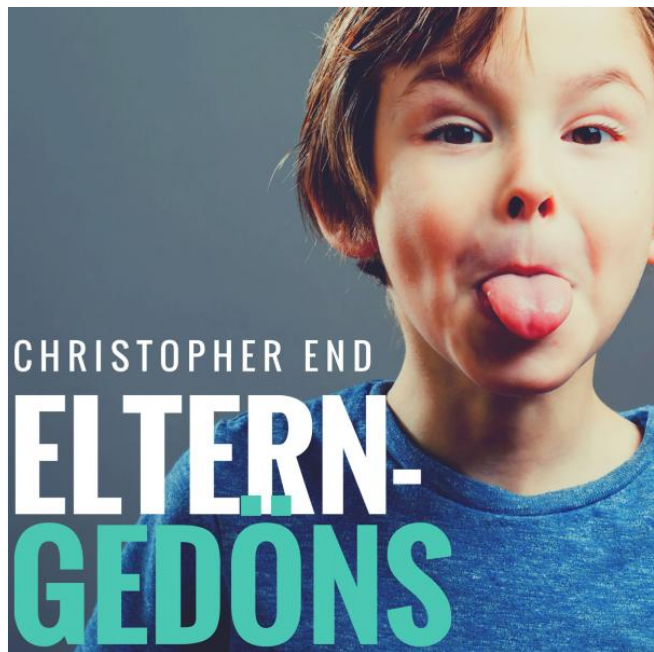
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

bi-weekly
 20 minutes

ELTERN-GEDÖNS

Life with children: Interviews & tips on mindful parenting (Parent-led)



Conscious parenting, relationship-orientated, needs-orientated and mindfulness-based.

Eltern-Gedöns is a weekly interview podcast that has been published since 2018. Every week there is an interview with experts in psychology, education or mindful living with children.

The question is always: How can life with children be successful?

The podcast is aimed at parents who want to consciously organise life with their children.

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

weekly
45 minutes

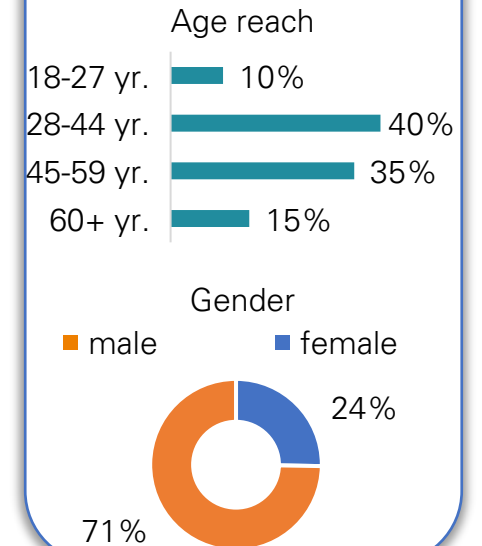
CICERO PODCASTS

Cicero – Magazine for political culture



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.

Target Group



Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

weekly
55 minutes

CT 4004

The podcast directly from the tech-editorial team

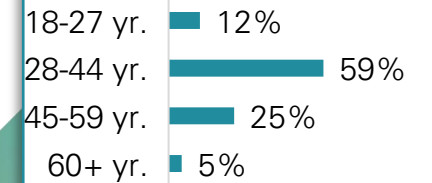


c't-3003 host Jan-Keno Janssen talks technology with his friend Christian Lutz-Weicken. At worst, the result is a weekly tech review, at best: it's magic.

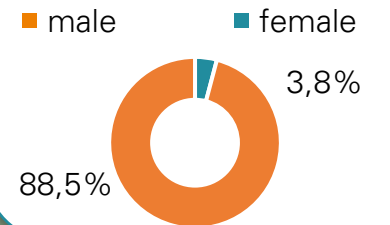
Every Thursday, the two of them also spill the beans on scalding hot trade secrets from the tech journalist bubble.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

weekly
60 minutes

C'T AUSLEGUNGSSACHE

The legal GDPR podcast (Matter of interpretation)



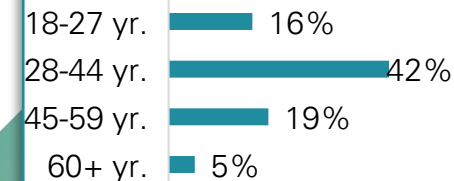
Every fortnight, c't editor Holger Bleich discusses the latest developments in data protection with Joerg Heidrich.

Joerg Heidrich is the in-house lawyer responsible for this topic at the c't mothership Heise Medien and deals with the European General Data Protection Regulation (GDPR) on a daily basis.

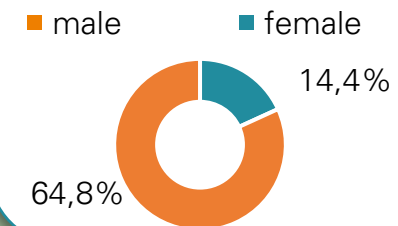
Changing guests complete the round.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

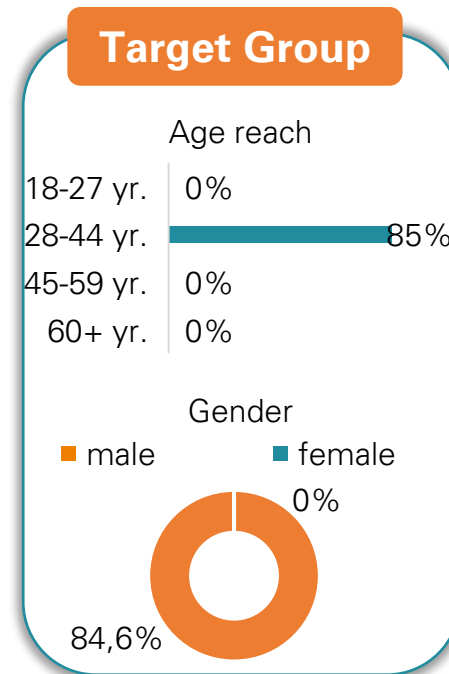
fortnightly
60 minutes

BITS & BÖSES

Der Tech-True Crime Podcast (Bits & Evil)



In the style of a radio report, Bits & Böses tells of real cyber attacks that anyone could fall victim to.



Placement option
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration
Weekly
20 minutes

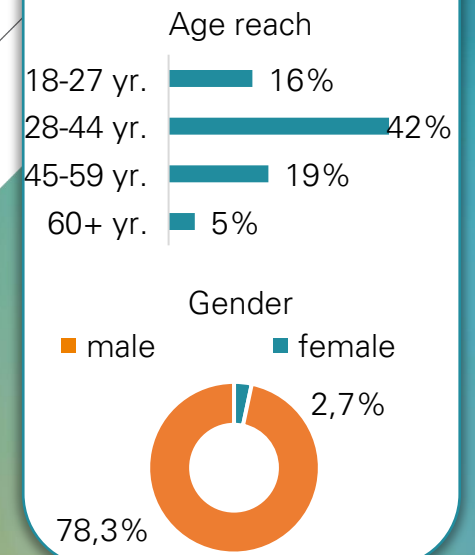
C'T BIT-RAUSCHEN

The deep-dive podcast into the IT industry (Bit-Noise)



The c't column "Bit Rauschen" reports on chips and the IT industry in general - including speculation. The audio podcast picks up on the most exciting topics every second Wednesday.

Target Group



Placement option
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration
fortnightly
30-45 minutes

C'T CLICK, BOOM, FLASH

The podcast for photographers



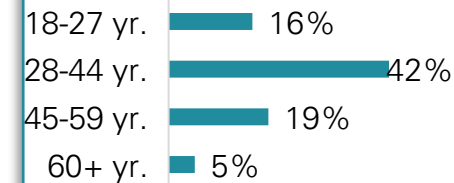
Is there a world for photographers beyond passport photos and kindergarten folders?

In the podcast, people from over fifty areas of photography tell Judy Hohmann about their small challenges and big adventures in everyday photography.

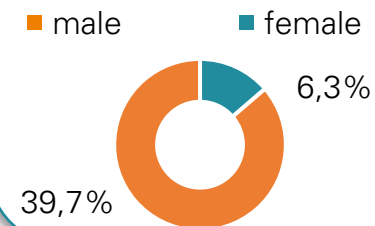
New every second Sunday.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

fortnightly
40 minutes

C'T HAKEN DRAN

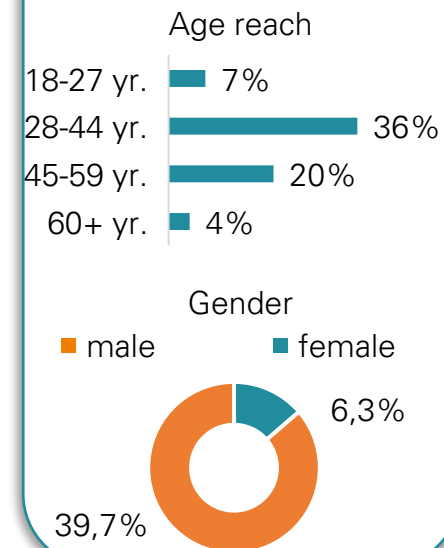
The podcast on current social media developments (Tick it off)



The social media update from c't. Three times a week, as long as it needs to be, changing counterparts and old acquaintances.

Starting out as a daily look at the trials and tribulations of Elon Musk's takeover of Twitter, we now look at the world of social networks three times a week.

Target Group



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

3 times a week
30 minutes

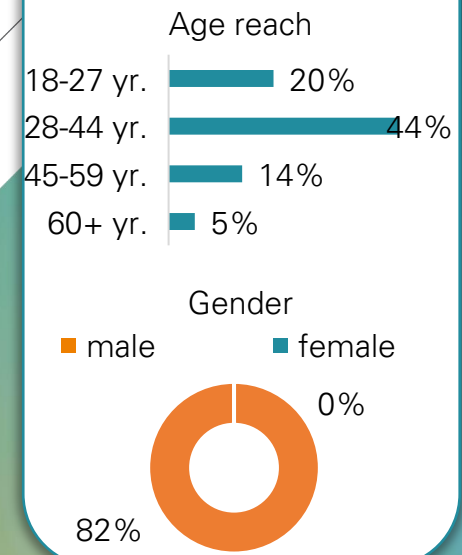
MAC & I

The podcast about the latest Apple products



Editors from Mac & i discuss Apple products, operating systems and all the trimmings, present test results and give tips.

Target Group



Placement option
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Duration
fortnightly
30 minutes

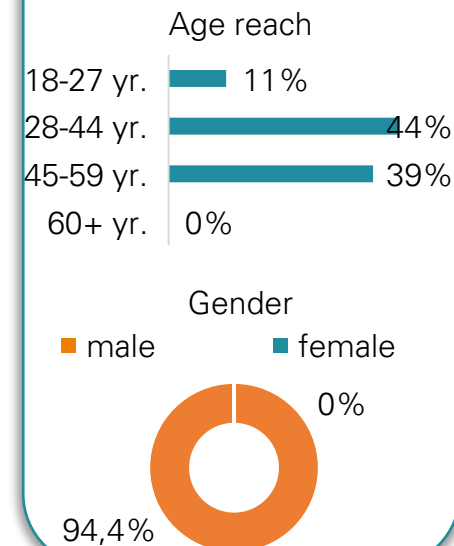
THE NEXT (BIG) THING

The podcast on the latest developments in the Apple Group



The Mac & i editorial team has been following Apple's entry into the world of extended reality from the very beginning: We are now shedding light on the latest developments surrounding Apple's new platform, including its impact on the IT industry and society.

Target Group



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

fortnightly
30 minutes

C'T THEY TALK TECH

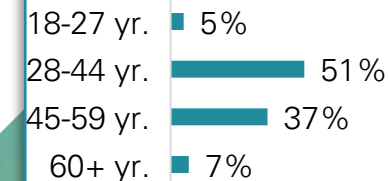
The Tech Talk Podcast



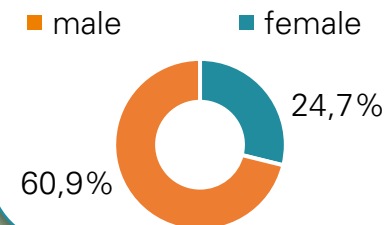
Every second Wednesday, tech journalists Svea Eckert and Eva Wolfangel talk to inspiring guests about current tech topics and innovations - with a focus on female perspectives.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

fortnightly
60 minutes

C'T UPLINK

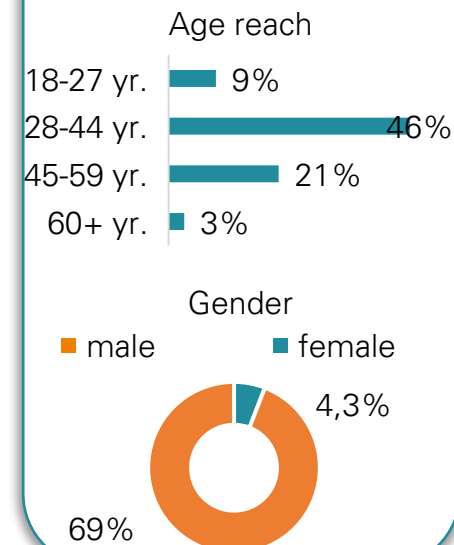
The podcast for the current issue



In the Saturday podcast from Nerdistan, c't editors discuss their topics from the current issue.

They discuss the results of current device and software tests, argue about new developments in the digital world and provide a nerdy look behind the scenes.

Target Group



agma reach

163,334 Downloads
2025

Placement option

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
60 minutes

C'T VORSICHT KUNDE

The podcast for consumers (Caution customer)

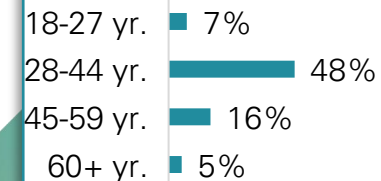


In the podcast "Vorsicht Kunde!", c't editor Ulrike Kuhlmann sheds light on conflicts that consumers have to fight out with companies.

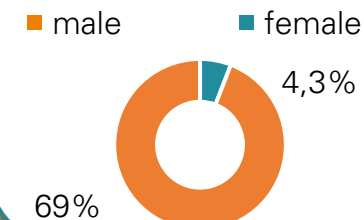
She is supported by her colleague Urs Mansmann and lawyer Niklas Mühleis. The three of them discuss the legal aspects and explain what you are entitled to in such and similar cases.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

fortnightly
30 minutes

ACHT MILLIARDEN

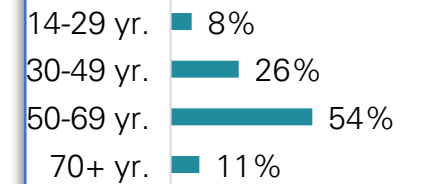
Der SPIEGEL foreign podcast



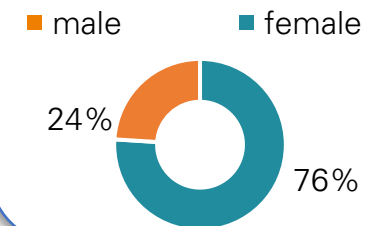
How do global challenges affect politics and society? This is about the big issues that are making headlines around the world. Every week, Olaf Heuser talks to SPIEGEL correspondents about news and stories from politics and society in the foreign podcast. The new foreign podcast for a political and economic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

Target Group

Age reach



Gender



agma-Reach

778,288 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
30 minutes

COACHING

Ideas, motivation and strategies for a better life



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 & Ø-duration

7 minutes

* No new podcast episodes appear | Playout only within archive reach

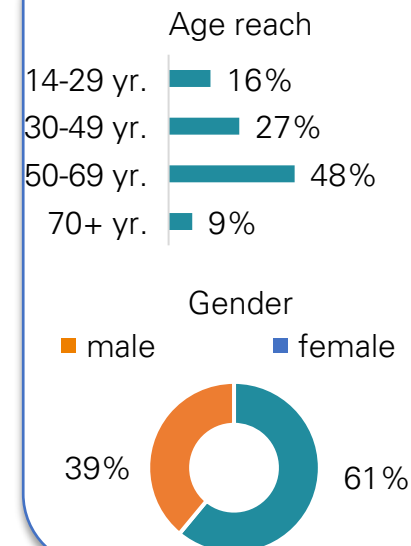
DIE LAGE

Our most important topics of the day



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



agma-Reach

1,553,846 Downloads
2025

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Ø-duration

daily
5 minutes

GESCHICHTE

In order to understand ur present we have to look at the past (*history*)

Knowledge

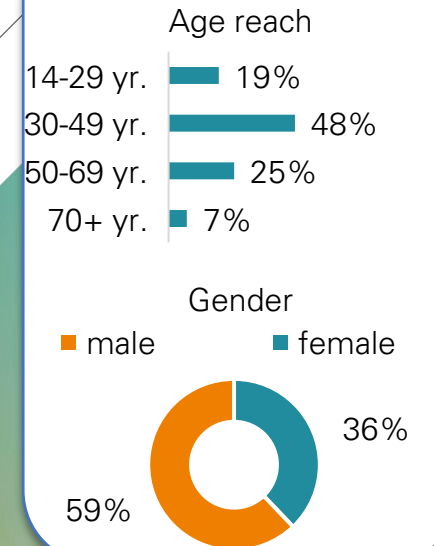


Know history, understand the present: With this podcast, SPIEGEL dives deep into the past, provides background knowledge on current developments and exciting insights into earlier times.

Researchers explain major connections, authors tell stories from history, reporters talk about their research.

The conversations are sometimes personal, sometimes political, always analytical and entertaining. Their topics range from antiquity through the Middle Ages to the present day.

ZIELGRUPPE



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

Archive reach

* No new podcast episodes appear | Playout only within archive reach

IM VERHÖR

SPIEGEL's crime podcast (*in interrogation*)

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.

Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

Season format
45 minutes

* No new podcast episodes appear | Playout only within archive reach

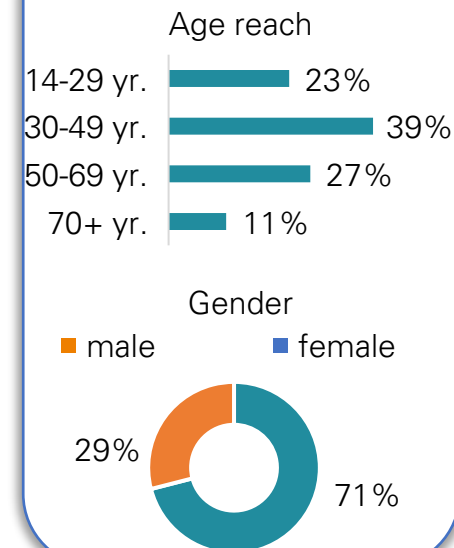
INSIDE AUSTRIA

The political Austria podcast



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.

Target Group



agma-Reach

241,981 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
30 minutes

KLIMABERICHT

The climate podcast of the SPIEGEL

Nachhaltigkeit



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.

Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

30 minutes

* No new podcast episodes appear | Playout only within archive reach

MORENO +1

The SPIEGEL interview podcast

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.

Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

weekly
40 minutes

* No new podcast episodes appear | Playout only within archive reach

NDA: DIE AKTE KASIA LENHARDT

The SPIEGEL investigative podcast



NDA is a podcast about stories that shouldn't be told. In season one, SPIEGEL reporter Nora Gantenbrink and investigative journalist Maike Backhaus investigate the case of Kasia Lehnhardt.

Kasia Lehnhardt dies at the age of 25 in Berlin. She became famous through 'Germany's Next Topmodel' and her relationship with footballer Jérôme Boateng. Shortly before her death, Kasia Lehnhardt signs an NDA. The non-disclosure agreement prohibits her from speaking publicly about her relationship with Jérôme Boateng.

Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

Season format
34 minutes

* No new podcast episodes appear | Playout only within archive reach

SHORTCUT

»SPIEGEL Shortcut« – Understand more, more quickly



We explain an important topic to you every day - briefly and clearly. Lara Schulschenk and Maximilian Sepp invite colleagues from SPIEGEL and ask them the questions that really interest them. We look behind the headlines and want to understand: How is this connected and what can we do?

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

monday - friday
18 minutes

SMARTER LEBEN

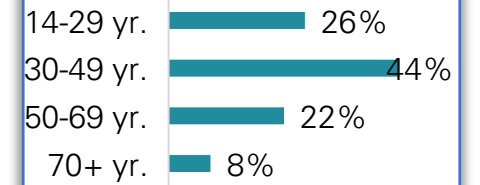
The SPIEGEL ideas podcast



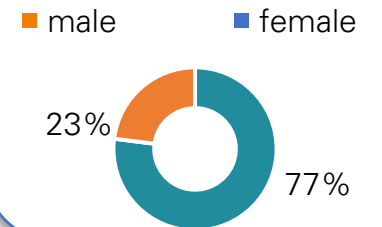
Lenne Kaffka talks about ideas for a better life and how we can implement them in everyday life. From sleep to a sugar-free diet to the ABC of wine - this podcast is for anyone who wants to take a more conscious approach to their everyday life. New every Saturday.

Target Group

Age reach



Gender



agma-Reach

485,767 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
20 minutes

SPITZENGESPRÄCH

The SPIEGEL Politics Talk

Politics



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

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
40 minutes

STIMMENFANG

DER SPIEGEL (Vote catching)

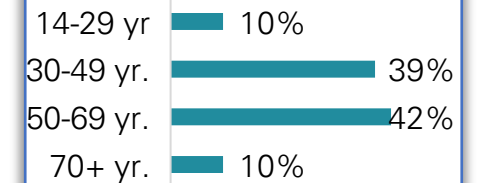


Political analyses, interviews with politicians and listeners' stories - every week, SPIEGEL ONLINE goes out to catch voices.

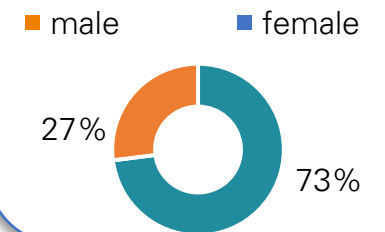
"Stimmenfang" aims to provide answers to questions - "How is Germany doing?", "How does politics work and where does it need to improve?"

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel and back catalogue*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

weekly
25 minutes

Source: ma podcast

*Podcast does not produce new episodes

FIREWALL

The investigative podcast



When systems fail, everyone wants to know: How was that possible?

At Firewall, we tell the true story of an attack in every episode. For example, the story of how Russian intelligence services turned a German agent into a mole. Why China is instrumentalizing the AfD. Why Wirecard fraudster Jan Marsalek escaped the German authorities. And how scam farms exploit Tinder users.

Together with SPIEGEL reporters, host Sandra Sperber searches for vulnerabilities in systems every thursday and finds those who exploit them.

Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

Season format
26 minutes

* No new podcast episodes appear | Playout only within archive reach

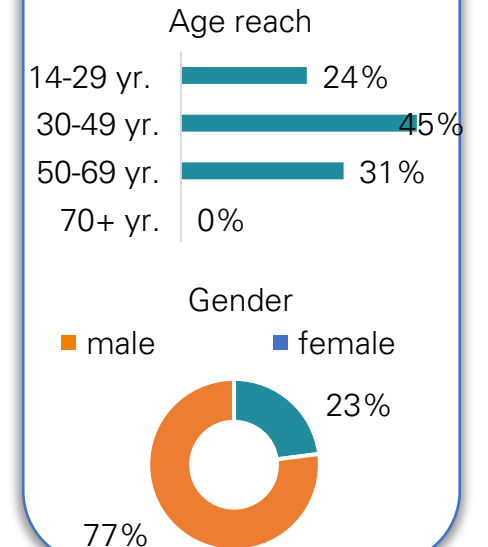
WEGEN GUTER FÜHRUNG

The honest leadership podcast



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



agma-Reach
54,961 Downloads
2025

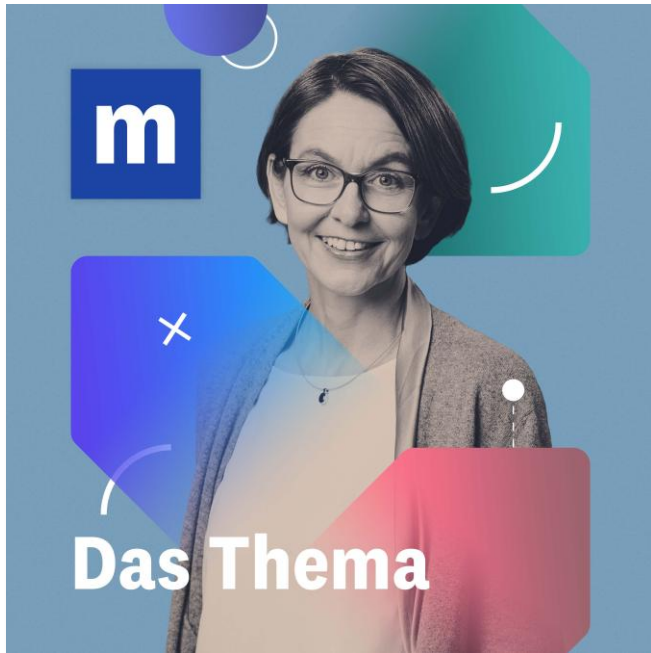
Placement Options
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration
bi-weekly
35 minutes

DAS THEMA

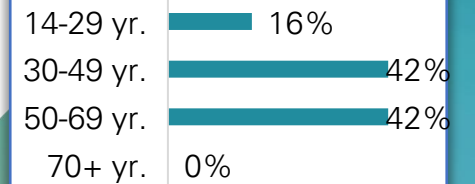
The podcast about relevant economic topics (*the topic*)



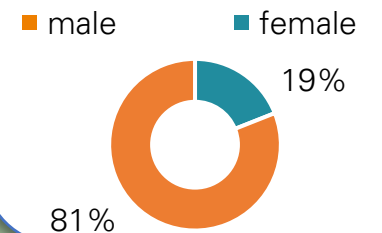
Which business models will be successful in the future? Which trends will shape the economy - and which people? For 50 years, manager magazin has been providing first-hand business information. **Once a week**, this podcast uses current events to analyze and discuss what will be really important and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

Target Group

Age reach



Gender



agma-Reach

97,435 Downloads
09/2024

Placement Options

Volume booking

Ad Slots

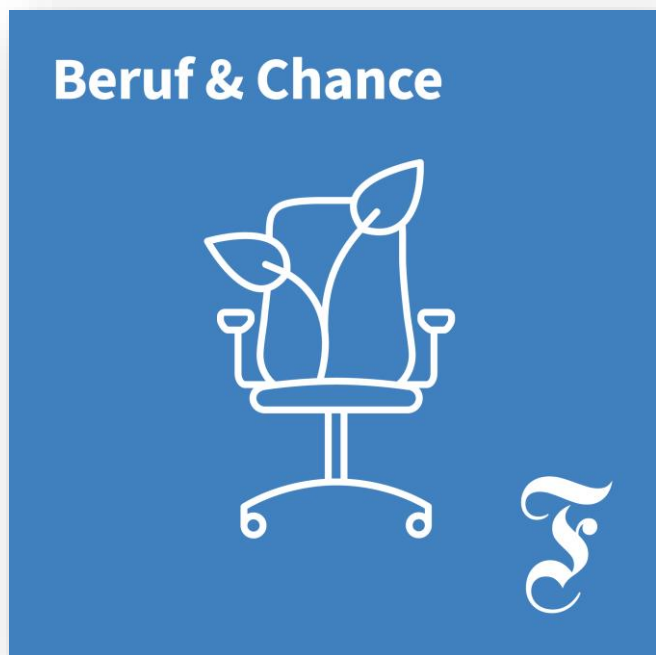
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

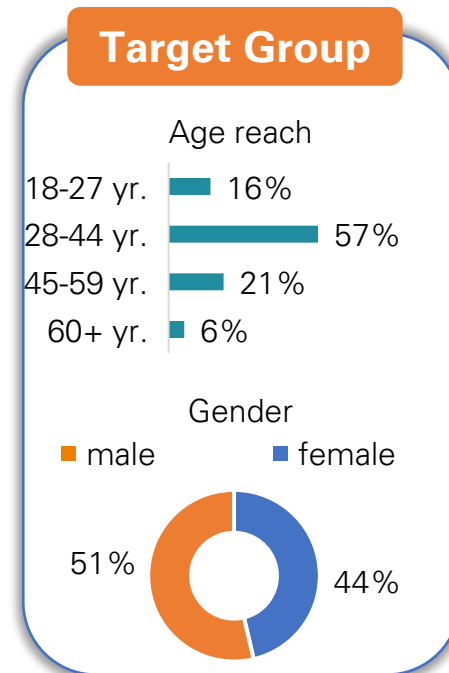
weekly
25 minutes

BERUF & CHANCE

The F.A.Z. Career Guide



Every Monday, the "Beruf & Chance" podcast delves deep into the world of professions, career paths and personal success stories and offers a valuable guide for people who want to realize their professional potential. In each episode, experienced journalists from Frankfurter Allgemeine conduct insightful interviews with industry experts, successful entrepreneurs and influential executives.



Placement Options
Only bookable in the channel*

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration
45 minutes

* No new podcast episodes appear | Playout only within archive reach

BORNSCHEIN

Cultivated dispute on digital topics



Strategy and digital expert Christoph Bornschein takes on the role of moderator and asks the invited experts about (mostly) digital topics. His own expertise means that the discussion does not remain superficial, but goes into depth and discusses topics in greater depth. This can certainly lead to a cultivated dispute. This friction generates insight and (hopefully) new ideas on the part of the audience. The tone is charming, but direct and to the point. Thinking is required.

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

monthly
30-50 minutes

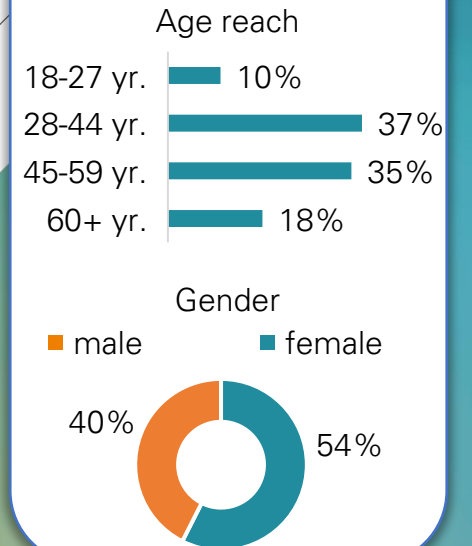
BÜCHER

The latest from the world of literature (*Books*)



Experienced experts, including literary critics and journalists from the FAZ, sink into the pages of remarkable books every Sunday, providing valuable insights and sharing their perspectives. They explore the themes, characters and writing styles that make these books special, providing a deep understanding and appreciation of the literary works discussed.

Target Group



agma-Reach
34,077 Downloads
2025

Placement Options
Only bookable in the
channel*

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Duration
weekly
65 minutes

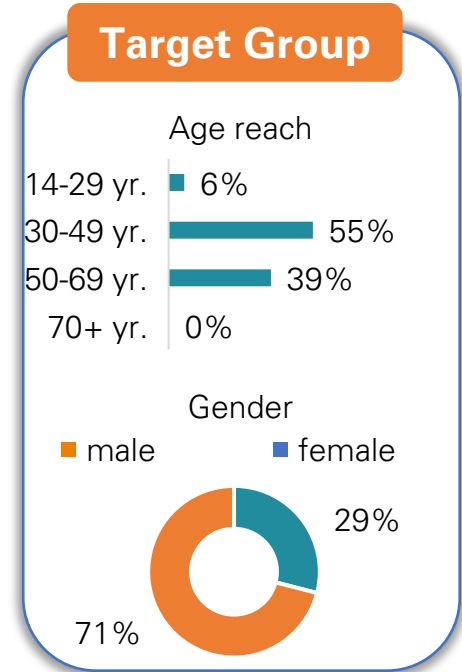
DIGITALWIRTSCHAFT

The F.A.Z. knowledge hub on the digital economy (*digital economy*)



D:economy is an exciting discussion about the **digital future**. The podcast is part of a successful cross-media platform of the F.A.Z. with its own app, topic page and editorial supplement. **Every Friday**, the podcast provides insights into the **latest developments** in the fields of AI, the digital economy, Industry 4.0 and technology in 30-40 minutes. They are also placed in the context of society as a whole.

The podcast is aimed at people who are interested in digitalization and technology and is mainly listened to by professionals. It also reaches podcast listeners who listen to podcasts several times a day and devote their undivided attention to them.



agma-Reach
66,449 Downloads
2025

Placement Options
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

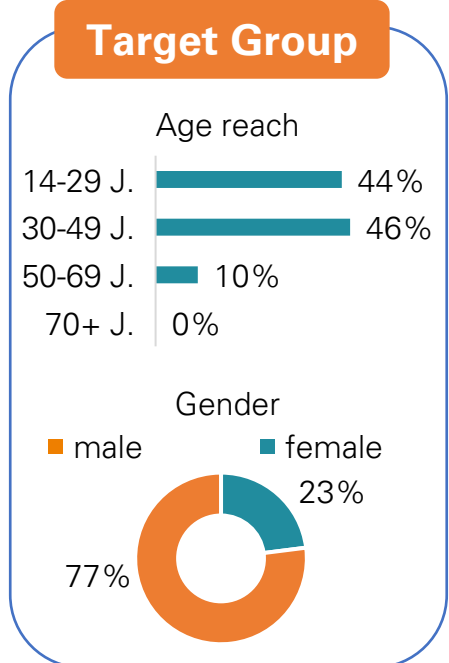
Rhythm & Ø-duration
weekly
40 minutes

EINSPRUCH

The podcast on justice and legal policy



From discussing landmark court cases to examining legal challenges arising from new technologies and social issues, "Einspruch" offers a comprehensive and refreshing look at the world of law every Wednesday. Whether you're a legal professional looking to keep up to date or a private individual with a passion for legal issues: This podcast offers an intellectually stimulating and informative listening experience.



agma-Reach
77.876 Downloads
2025

Placement Options
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration
weekly
70 minutes

Source: ma podcast

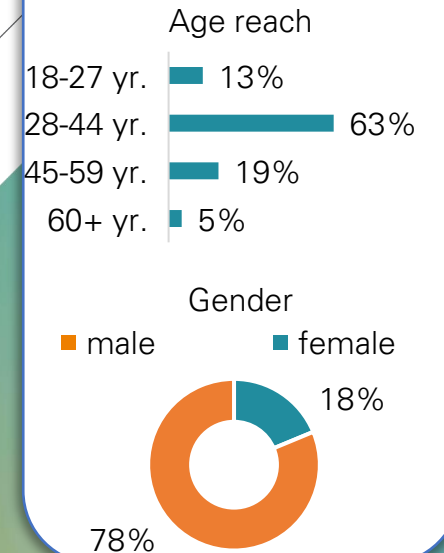
FINANZEN & IMMOBILIEN

All about investing



Money is rarely talked about! The "Finance & Real Estate" podcast aims to change that by having the hosts talk every Tuesday about a wide reach of topics relating to personal finance, investment strategies and the ever-changing real estate market. The podcast offers a wealth of information aimed at both experienced investors and people who want to make informed financial decisions.

Target Group



agma-Reach
109,826 Downloads
2025

Placement Options
Only bookable in the
channel*

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration
weekly
30 minutes

FRÜHDENKER

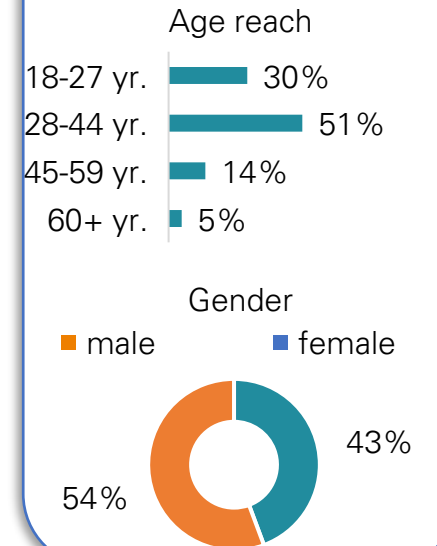
Listening to the essentials every morning (*early thinkers*)

Quality
Media



"F.A.Z. Frühdenker" can be made a fixed part of the daily morning ritual, and not only in conjunction with a newsletter of the same name, which is sent to more than 160,000 readers and has established itself as a successful digital product of the F.A.Z.. Starting at 6 a.m. every trading day, a compact 10-minute report on the relevant topics of the day and the previous night is broadcast to a large audience of currently more than one million listeners. The podcast is aimed at all listeners interested in news, which applies to around half of all podcast listeners

Target Group



agma-Reach

928,853 Downloads
2025

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Ø-duration

monday to friday
9 minutes

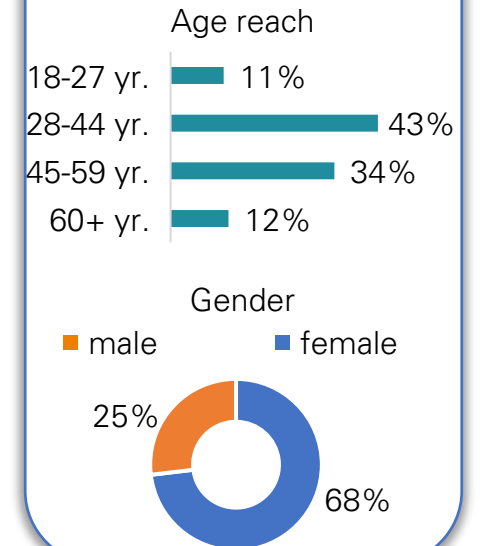
GESUNDHEIT

The F.A.Z. podcast on health and wellbeing



Listeners can look forward to in-depth discussions on common health problems, new research findings and advances in medical science in this podcast. Every other Friday, the hosts offer structured explanations of complex medical concepts, dispel common health myths and provide reliable information to help listeners navigate the complex world of health. Around 20 thousand interested people have already subscribed to the newsletter of the same name.

Target Group



agma-Reach

28,598 Downloads
2025

Placement Options

Only bookable in the
channel*

Ad Slots

Pre-, Mid- &
Post-Roll

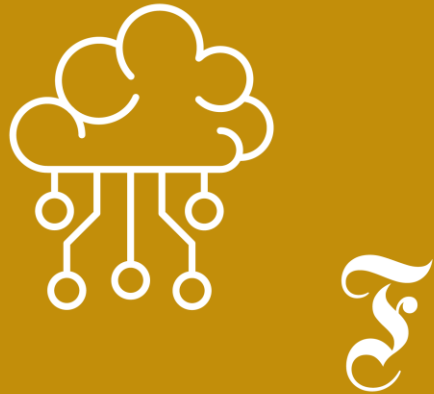
Rhythm & Duration

bi-weekly
35 minutes

KÜNSTLICHE INTELLIGENZ

The F.A.Z. podcast about AI applications and new business areas

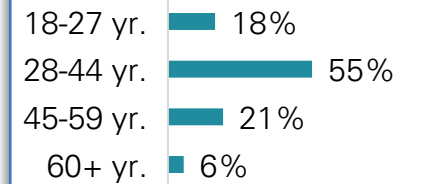
Künstliche Intelligenz



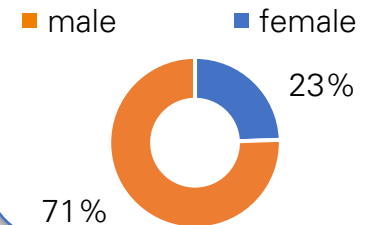
Cutting-edge technologies, ground-breaking innovations and the potential impact as artificial intelligence (AI) becomes increasingly integrated into our lives are just some of the topics that AI experts Peter Buxmann and Holger Schmidt discuss once a month in this podcast. The podcast also looks at the latest developments, trends and ethical considerations around AI and offers valuable insights and perspectives from other experts.

Target Group

Age reach



Gender



Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Ø-duration

monthly
35 minutes

MACHTPROBE

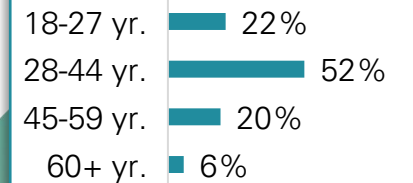
The F.A.Z. foreign podcast (*Showdown*)



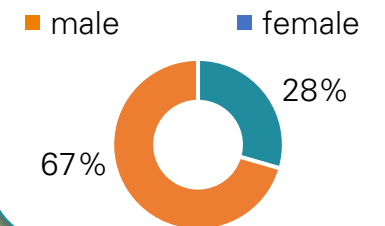
"Machtprobe" offers to all of those interested in foreign affairs, observers of international politics and globetrotters in-depth discussions and conversations on international politics, business and society with top experts, analysts and decision-makers every second Saturday. Accompanied by interviews with F.A.Z. foreign correspondents and interesting guests, the podcast sharpens listeners' understanding of international politics and its geopolitical contexts.

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel*

Ad Slots

Pre- & Post-Roll

Rhythm & Ø-duration

55 minutes

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

PODCAST FÜR DEUTSCHLAND

The F.A.Z.-News-Podcast (*Germany's Podcast*)

Quality
Media

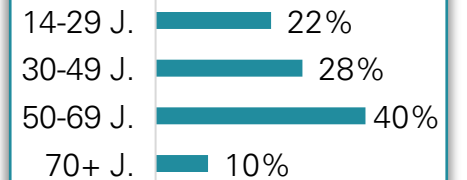


The 'Podcast for Germany' reaches nearly one million listeners every month, making it one of the most popular news podcasts in Germany.

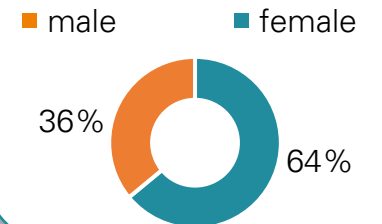
The in-depth news podcast from F.A.Z. **at 5 pm every day** with exclusive interviews and experts on current topics from politics, business, society and science offers in-depth and controversial discussions with F.A.Z. editors. It primarily **reaches highly educated professionals** who are also loyal podcast listeners, most of whom listen to podcasts several times a day and give them their undivided attention.

Target Group

Age reach



Gender



agma-Reach

1,131,993 Downloads
2025

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

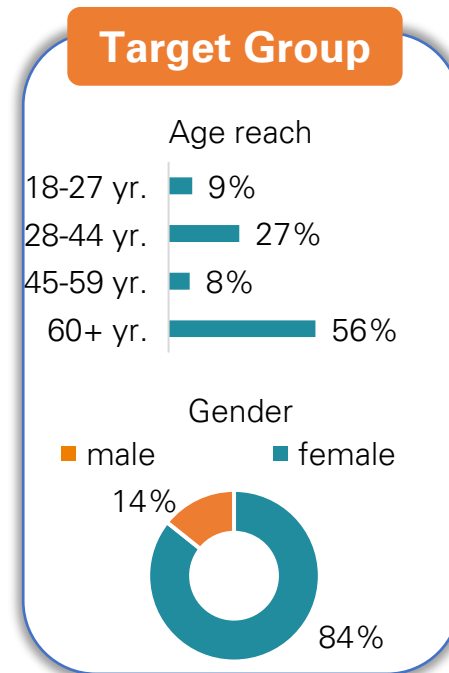
monday to friday
25 minutes

WIE ERKLÄR ICH'S MEINEM KIND?

Parents and children get answers to numerous questions here (*How do I tell my child?*)



Exploring the world through the eyes of children: Every two weeks on Fridays, a wide variety of questions are answered using entertaining content that arouses curiosity and encourages learning. Using child-friendly language, the program deals with a wide reach of topics such as economics, space exploration, nature, historical events, inventions and much more, so that not only children can learn a lot.



Placement Options
Volume booking

Ad Slots
Pre- & Post-Roll

Rhythm & Ø-duration
bi-weekly
55 minutes

KNOWLEDGE

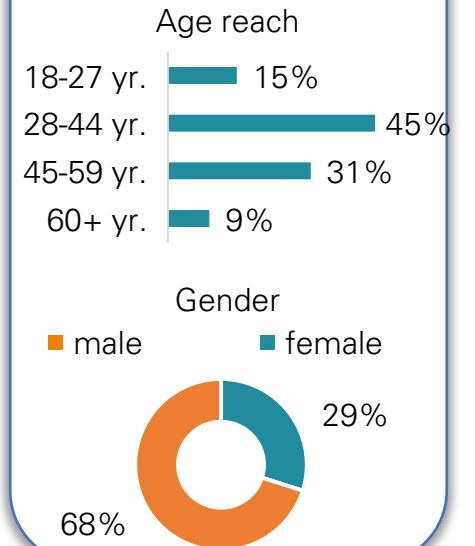
The F.A.Z. update from the world of science (*knowledge*)



Science can be so exciting: Following the same named newsletter with around 9 thousand readers, this podcast offers a new treasure trove of knowledge - insightful discussions, interviews with experts and **in-depth analyses** form a wide reach of fascinating topics.

The topics reach from medicine and nutrition to space, life and climate and social issues. Every second Thursday, listeners are taken into the depths of human knowledge and gain a deeper understanding of the world around them.

Target Group



agma-Reach

22,949 Downloads
2025

Placement Options

Volume booking

Ad Slots

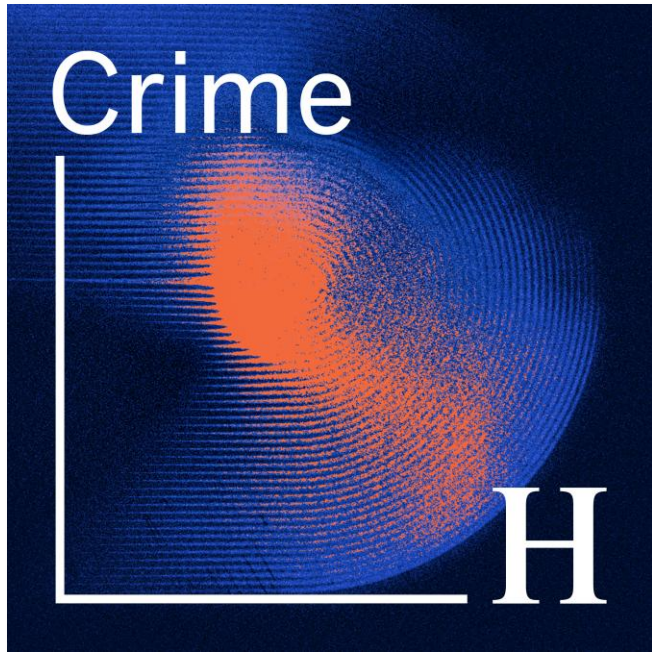
Pre-, Mid- &
Post-Roll

Rhythm & Duration

bi-weekly
35 minutes

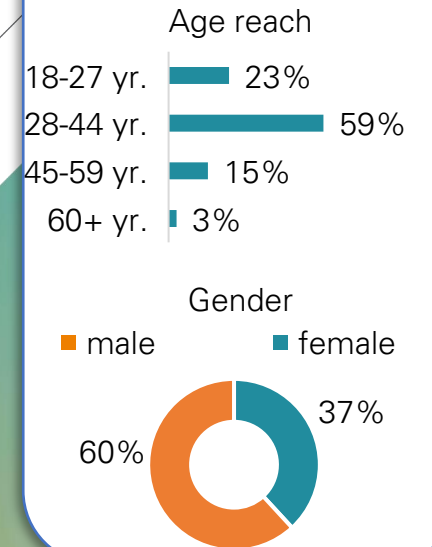
CRIME

The most spectacular white-collar crimes



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 Investigative team into the dark and absurd side of the German business world.

Target Group



agma-Reach

199,069 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
45 minutes

DISRUPT

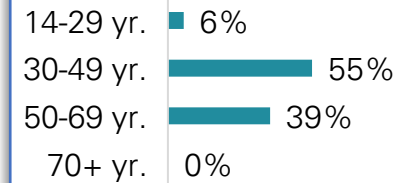
The Handelsblatt podcast about groundbreaking innovations



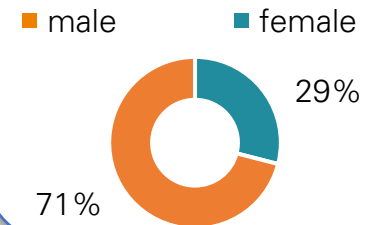
At Handelsblatt Disrupt, technology reporter Larissa Holzki discusses technologies that are changing the economy – and asks leading minds how they are shaping change. New every Friday.

Target Group

Age reach



Gender



agma-Reach

141,535 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
50 minutes

ECONOMIC CHALLENGES

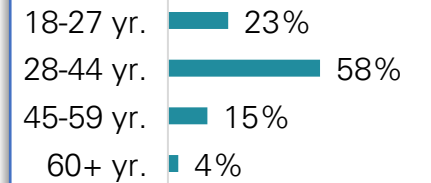
The Handelsblatt podcast on global economic policy



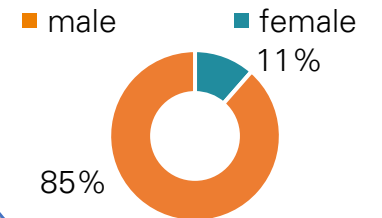
With a keen eye on the ever-changing economy, this podcast offers expert perspectives, in-depth discussions and practical insights **every Friday** to help listeners navigate the complex world of business. Key topics such as market fluctuations, political changes, technological upheavals and societal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

Target Group

Age reach



Gender



agma-Reach

54,738 Downloads
2025

Placement Options

Volume booking

Ad Slots

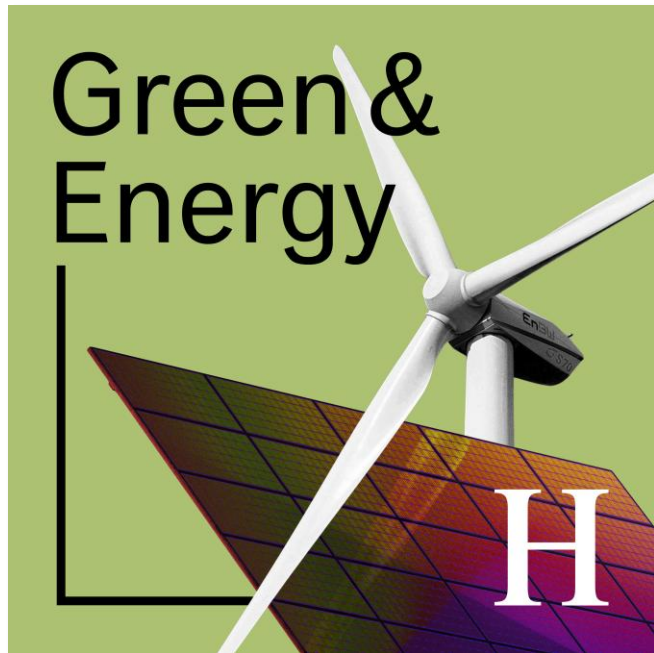
Pre-, Mid- &
Post-Roll

Rhythm & Duration

weekly
30 minutes

GREEN & ENERGY

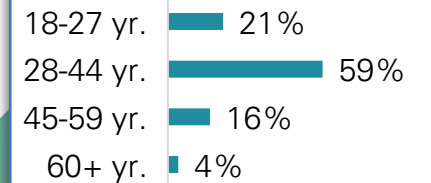
Facts, trends and controversies surrounding sustainability, climate and the energy transition



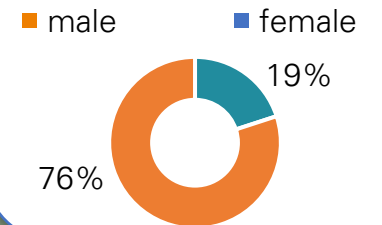
How do scientists envision a society that no longer consumes fossil fuels? The specialist editors get to the bottom of these and other questions **every second Tuesday at 6 am**. Together with experts from business, science and politics, the challenges and opportunities surrounding the topics of sustainability,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

Target Group

Age reach



Gender



agma-Reach

117,389 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

bi-weekly
40 minutes

KI-BRIEFING

The News update about artificial intelligence



With the Handelsblatt AI briefing, you will hear the most important news about artificial intelligence once a week. Find out what the AI scene is talking about, which new innovations are moving the market and how they are changing companies and the world of work.

Every Friday, we bring you up to date in less than ten minutes: here, the Handelsblatt AI team, led by journalist Larissa Holzki and our correspondents from Silicon Valley or Shanghai, report on the most exciting developments in the technology.

Larissa Holzki summarises the most important facts for you briefly and concisely in the AI briefing. However, the news overview is not presented by her herself, but by her AI-cloned voice. Our podcast about AI is also created with AI.

Placement Options

Only bookable in the channel*

Ad Slots

Pre- & Post-Roll

Rhythm & Ø-duration

weekly
10 minutes

MORNING BRIEFING

The classic of news podcasts

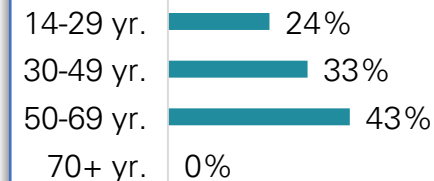


One of the absolute top news podcasts. With over 400 thousand newsletter subscribers, the Morning Briefing is the first address in the morning for a compact news overview.

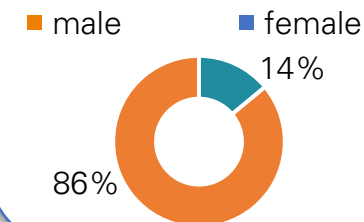
With over one million monthly downloads, it is one of the most popular podcasts in Germany. Personal, opinionated and entertaining, all relevant news from the worlds of business, politics and finance are discussed by Handelsblatt's global 24-hour editorial team **every weekday at 6.00 am**. The Morning Briefing reaches **young professionals** with a **thirst for knowledge**, almost half of whom listen to the podcast several times a day.

Target Group

Age reach



Gender



agma-Reach

3,131,296 Downloads
2025

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Ø-duration

monday to friday
9 minutes

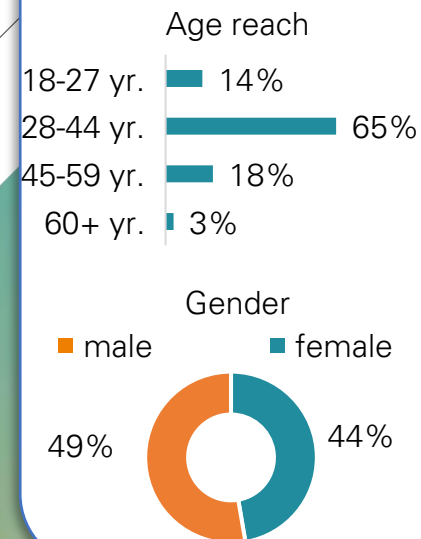
RETHINK WORK

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.

Target Group



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

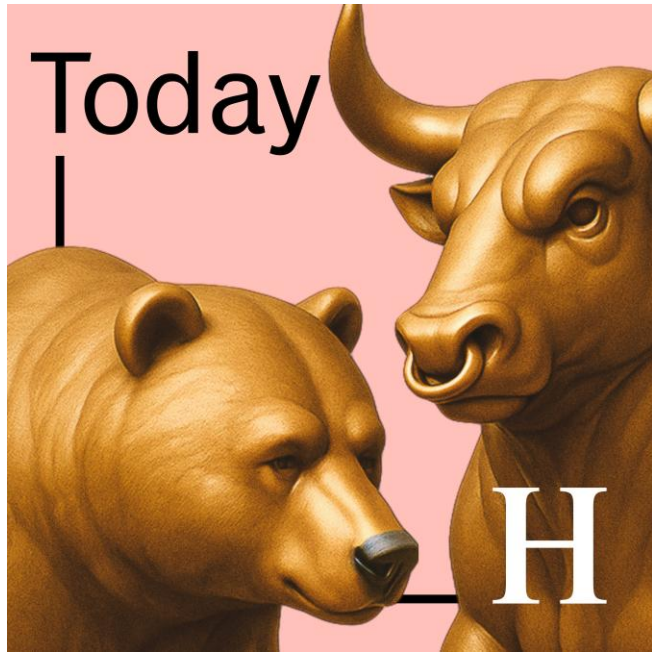
Rhythm & Duration

50 minutes

* No new podcast episodes appear | Playout only within archive reach

TODAY

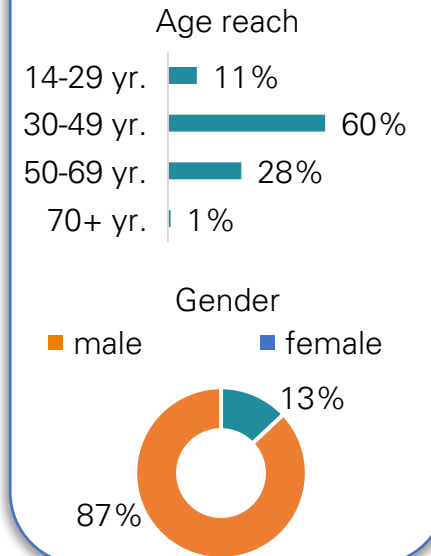
The most important topics from the world of business and finance



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



agma-Reach

1,193,062 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

monday to friday
30 minutes

TRUMP WATCH

The podcast on Donald Trump's second term brings light into the chaos



Whether it's tariffs, pressure on Ukraine, a "riviera" in Gaza or Elon Musk's chainsaw course - this podcast gives you an overview and provides background information, analyses and historical context every Wednesday afternoon.

In each episode, the hosts Nicole Bastian and Christian Lammert analyse the key topics of the 47th US President's term in office.

They discuss Trump's decrees and his international negotiations, economic decisions and their consequences for the global markets in pairs and with alternating guests. The hosts always place Trump's policies in the context of US history.

Immerse yourself in the analysis of a president who polarises the world.

Placement option

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
31 minutes

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 & Ø-duration

-
15 minutes

* No new podcast episodes appear | Playout only within archive reach

#HEISE SHOW

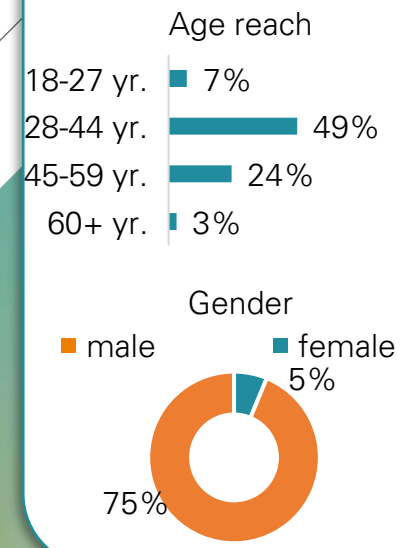
The weekly news update on the latest tech topics



Every Thursday at 5 pm, Anna Kalinowsky, Malte Kirchner and Volker Zota from heise online talk live about the week's tech topics.

You can listen to the #heiseshow as a podcast.

Target Group



agma reach
90,008 downloads
2025

Placement option
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Duration
Weekly
60 minutes

DARKNET DIARIES

Der Darknet True Crime Podcast

Crime

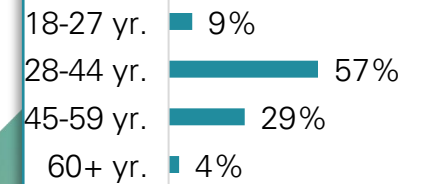


The internationally renowned true crime podcast now in German:

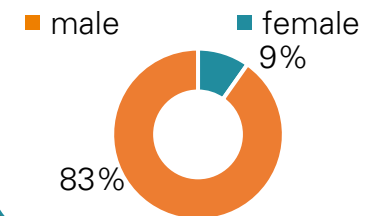
In-depth, technically sophisticated stories from the world of hacking and cybercrime.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

fortnightly
60 minutes

DIE HUPE

The mobility podcast (The horn)



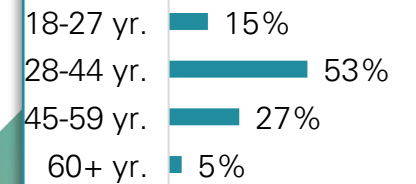
The mobility podcast: Whether with two or four wheels, autonomous or electric.

Heise-Carss author Clemens Gleich and agile coach Sebastian Bauer discuss topics related to cars and motorbikes that are currently on their minds.

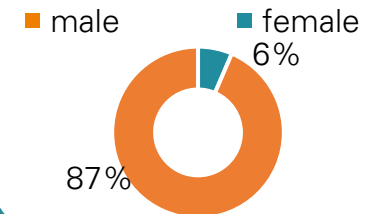
Sometimes serious, sometimes cynical.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

Every 4-5 weeks
60 minutes

KI-UPDATE

The AI podcast from heise (AI-Update)

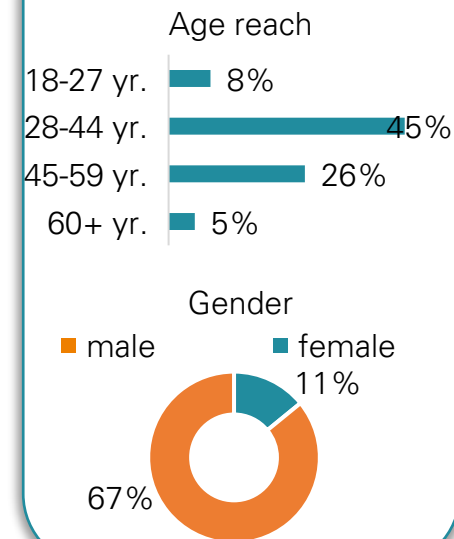


How intelligent is artificial intelligence? What consequences does generative AI have for our work, our leisure time and society?

In Heise's "KI Update" we bring you updates on the most important AI developments together with The Decoder.

On Fridays, we will be exploring the various aspects of the AI revolution with experts.

Target Group



agma reach

218.848 Downloads
2025

Placement option

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Ø-duration

3 times a week
10 minutes

KURZ INFORMIERT

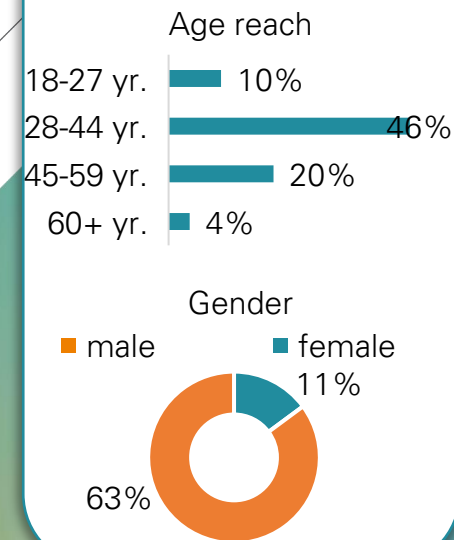
The news podcast from heise (Briefly informed)



The most important news of the day, condensed into 3 minutes, is delivered in our weekday news podcast. If you use voice assistants such as Amazon Alexa or Google Assistant, you can also hear or see the news there.

With Alexa you simply activate the skill or say to Google Assistant: "Play heise Top".

Target Group



agma reach
1.790.642 Downloads
2025

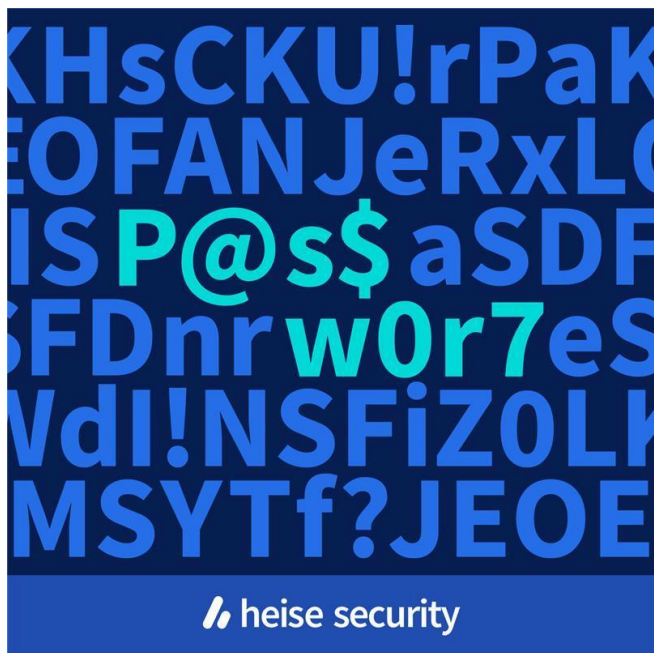
Placement option
Volume booking

Ad Slots
Pre- &
Post-Roll

Rhythm & Ø-duration
every working day
2-3 minutes

PASSWORD

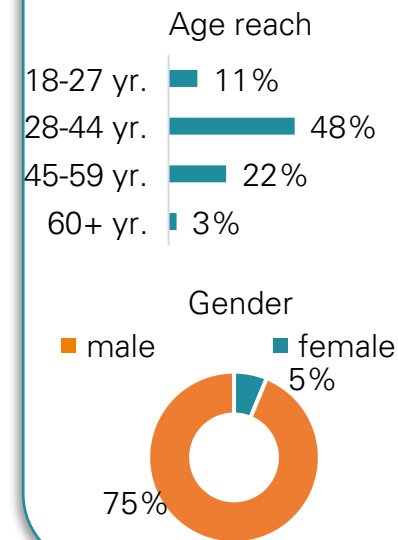
The IT security podcast from heise (password)



Dr Christopher Kunz and Sylvester Tremmel analyse current IT security issues and separate the hype from reality.

They show whether the latest trends are really important for IT security professionals and interested private individuals.

Target Group



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

fortnightly
10-45 minutes

LAGE DER NATION

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

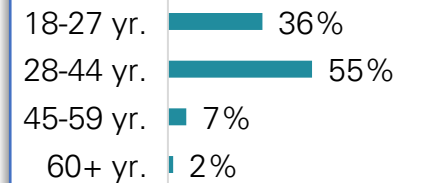


From the recent elections to hospital reform and the digitalisation of administration - the 'State of the Nation' provides an in-depth understanding of the most important political issues.

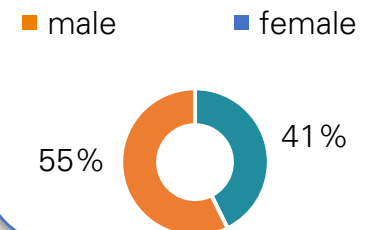
Every week, journalist Philip Banse and lawyer Ulf Buermeyer summarise current political developments at national and international level objectively, in depth and with a clear stance. In their conversation, they shed light on why things are going wrong and, in the spirit of constructive journalism, outline how problems can be solved. Thanks to their legal and journalistic expertise, listeners gain an in-depth understanding of national and international news.

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel

Ad Slots

Pre- &
Mid-Roll

Rhythm & Ø-duration

weekly
70 minutes

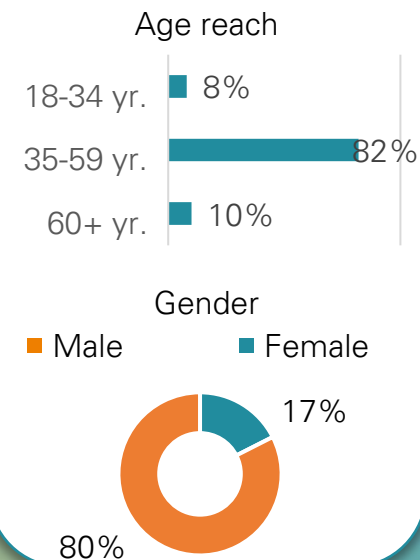
FREIWILLIGE FILMKONTROLLE

The film and series podcast from ROLLING STONE (voluntary film control)



The film and series podcast from ROLLING STONE, Germany's best-known music and culture brand. Every fortnight, editors Sassan Niasseri and Arne Willander talk about new releases and classics from the cinema, TV and streaming world.

Target Group



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

weekly
40 minutes

METAL HAMMER PODCAST

Talk on the METAL HAMMER microphone

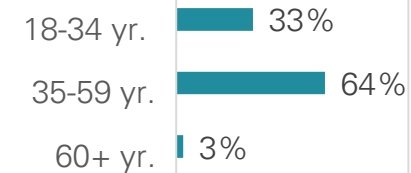


METAL HAMMER, Germany's biggest magazine for hard and heaviest sounds for 40 years, is also available for your ears!

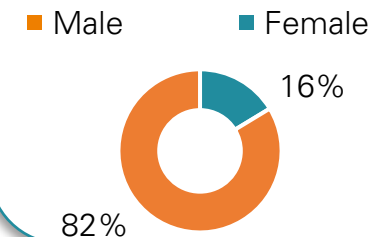
Every fortnight, the editors provide their fans with maximum metal: the latest albums, the hottest news, the heaviest sounds - plus: exciting guests from the scene for a chat on the METAL HAMMER microphone.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

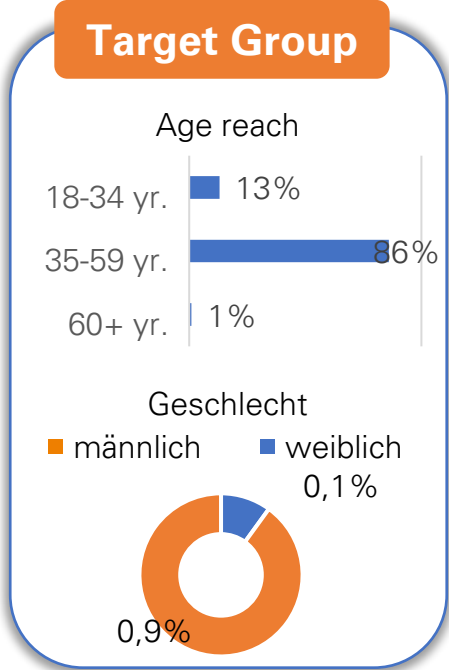
fortnightly
60 minutes

PLASTIK IM OHR

The Pop-Podcast from ROLLING STONE!



'Plastik im Ohr' is the insider tip among German podcasts for everyone who not only consumes pop culture, but lives it. Torsten and Olli – two passionate collectors and pop culture enthusiasts – take their listeners on a journey into a world full of action figures, cult films, iconic series, nostalgic radio plays and thrilling games. With each episode, they provide authentic insights, personal anecdotes and a wealth of expertise – entertaining, honest and with a lot of passion. Interests: retro pop culture, action figures, vinyl records, radio plays, films.



Placement options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration
weekly
60 minutes

NEVER FORGET

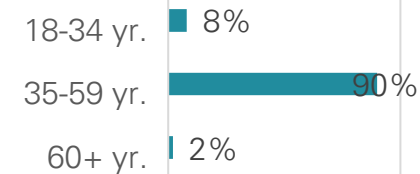
The 90s podcast from MUSIKEXPRESS



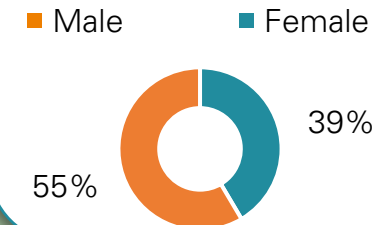
NEVER FORGET is dedicated to various phenomena and observations of the 90s every fortnight. With topics such as comebacks, festivals, soundtracks, the "Simpsons" and music television, Stephan Rehm and Fabian Soethof shed light on the cultural highlights of this iconic decade.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

100 minutes
Achieve reach

ROLLING STONE WEEKLY

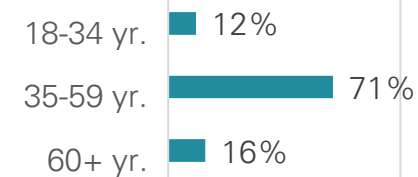
The pop podcast from ROLLING STONE!



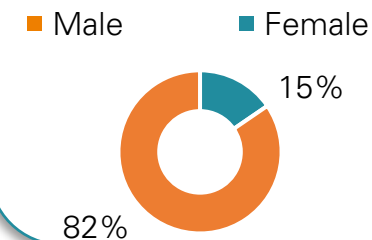
In ROLLING STONE WEEKLY, Jan Jekal, Maik Brüggemeyer and Birgit Fuß comment on the week's music news and review a brand new album.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

weekly
41 minutes

LIED VOM TOD

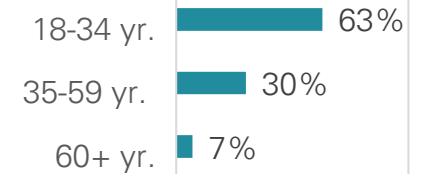
The Pop-Podcast from ROLLING STONE!



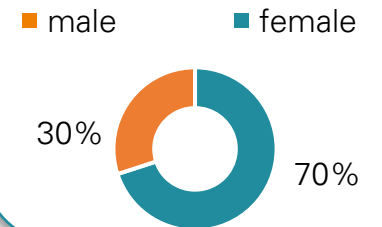
Sex, drugs, rock “n” roll and the consequences. Deadly stories of musicians, told by musicians who try to put themselves in their shoes. Song of Death combines gripping true crime from the music world with insightful interviews with stars from film and music.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

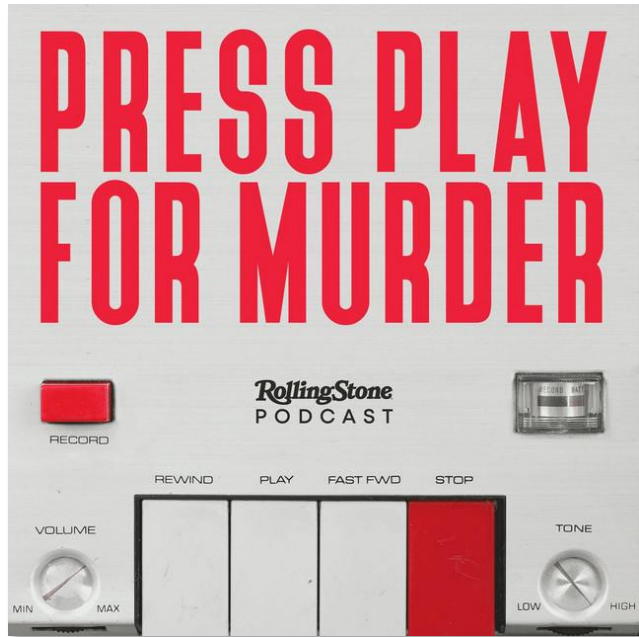
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

30-45 minutes
Achieve reach

PRESS PLAY FOR MURDER

The Pop-Podcast from ROLLING STONE!

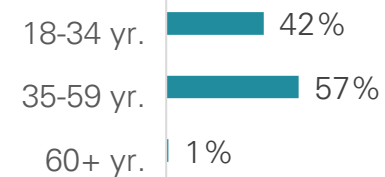


True crime in show business is the subject of Press Play For Murder. This podcast from German Rolling Stone deals with the deaths of celebrities – and the lives they led before that. In the first season, journalist Jakob Baumer tells the story of Tupac Shakur and Christopher ‘The Notorious B.I.G.’ Wallace.

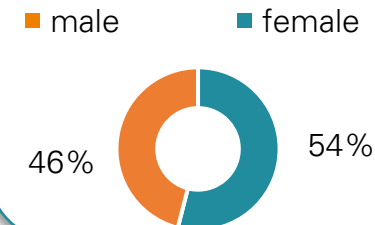
It's a story that's not only exciting for fans of American gangster rap. We recount the two unsolved murders with original footage, music and as if you were there yourself. A new episode every week – subscribe now!

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

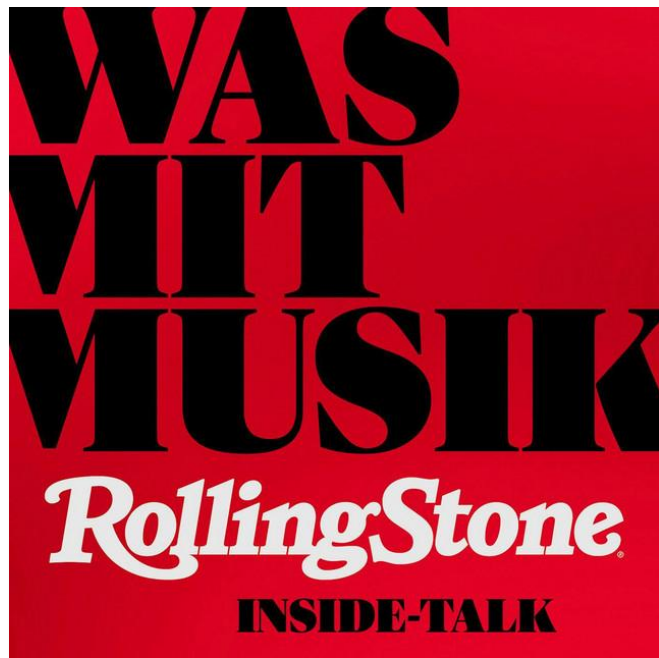
Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

25-35 minutes
Achieve reach

WAS MIT MUSIK

The Pop-Podcast from ROLLING STONE!



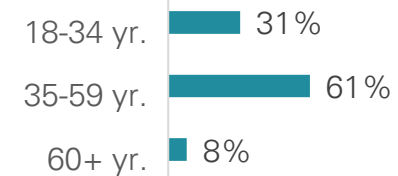
'Was mit Musik' is about people who do 'something with music'. More specifically: about people in the music industry.

In this podcast, social media manager Hella Wittenberg and editor-in-chief Sebastian Zabel talk to decision-makers and enablers, label bosses and event organisers, streaming service providers and music managers about topics that move them and the scene.

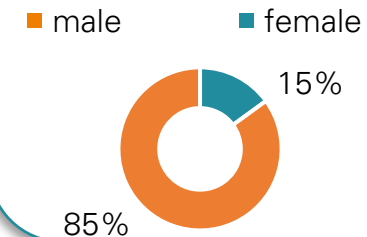
Whether it's vinyl shortages and streaming royalties, tour disasters and surprise successes, diversity and sustainability, backstage stories and favourite records.

Target Group

Age rech



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

40-50 minutes
Achieve reach

GESCHICHTEN AUS DER MATHEMATIK

The maths podcast from Spektrum



Maths with a different spin. This podcast focuses on the people behind mathematics and tells their story. It is about conflicts, debates or fates that have led to important ideas in mathematics. Each episode explains one of these ideas - in a way that everyone can understand.

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

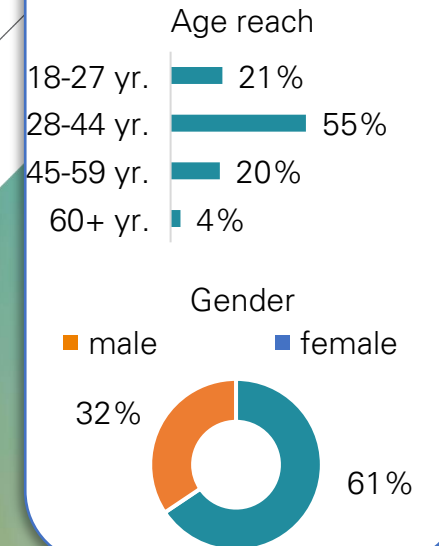
GRAMS' SPRECHSTUNDE

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



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**.

Target Group



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

bi-weekly
40-50 minutes

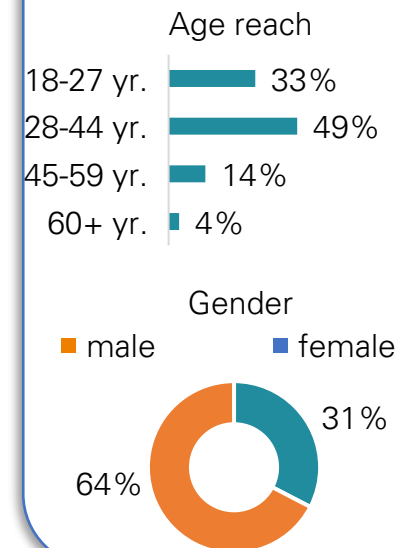
SPEKTRUM DER WISSENSCHAFT

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



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



Placement Options

Only bookable in the Channel

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

bi-weekly
20 minutes

DIE GROßEN FRAGEN DER WISSENSCHAFT

The science podcast from Spektrum



What is time? Where does life come from? How did the universe come into being? The podcast "Die großen Fragen der Wissenschaft" takes you on fascinating journeys to the limits of our knowledge. From quantum physics to neuroscience, from marine research to cosmology: Spektrum editors Katharina Menne and Carsten Könneker get to the bottom of science's greatest mysteries. They ask what researchers know about the world, the laws of nature and life - how they work and what motivates them.

Placement option

Only bookable in the channel

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm

Every first Thursday of the
month

AUF DEN PUNKT

The news podcast of Süddeutsche Zeitung (*to the point*)

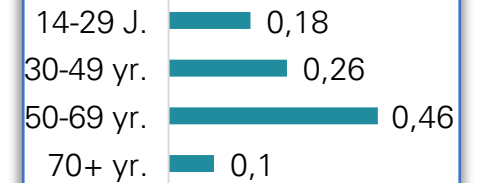


One of the iq digital champions: "Auf den Punkt" consistently achieves more than two million monthly downloads. The most important news of the day is presented here in a compact and up-to-the-minute format. **Monday to Friday around 5 p.m. and Saturdays around 7 a.m.** there are reports, interviews and background reports on politics, society and culture.

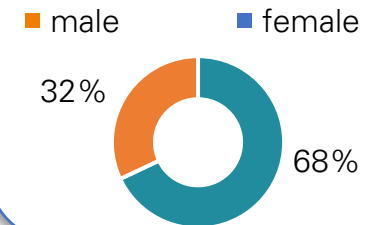
Almost half of the listeners have a very high net household income of more than EUR 5,000, often coupled with a very high level of education. The audience is urban (almost 70% live in large cities with more than 500 thousand inhabitants) and likes to listen to podcasts without doing anything else.

Target Group

Age reach



Gender



agma-Reach

2,051,331 Downloads
2025

Placement Options

Volume booking
Fixed placement

Ad Slots

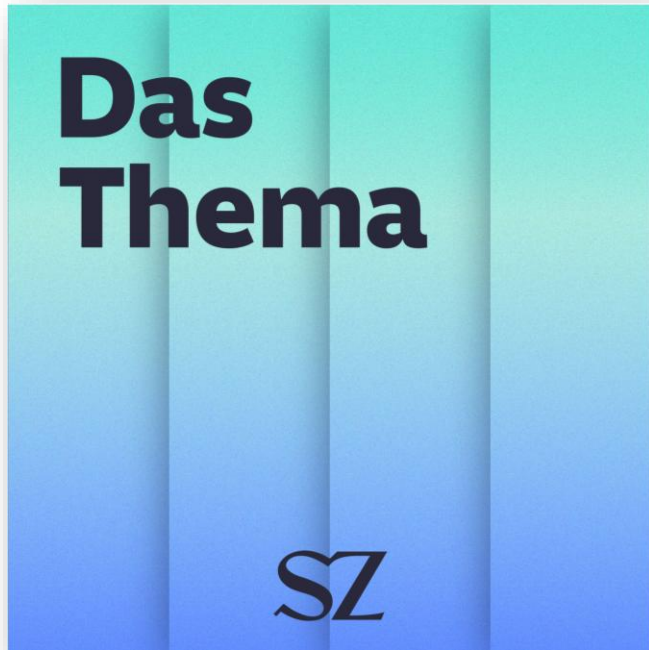
Pre- &
Post-Roll

Rhythm & Ø-duration

daily
15 minutes

DAS THEMA

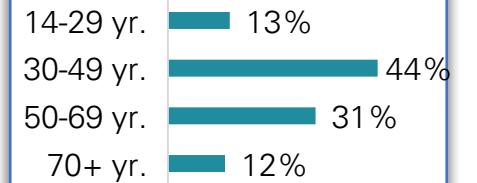
The SZ's research podcast (*the topic*)



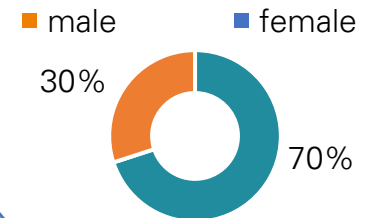
Which topic is particularly topical this week? In each episode of "The Topic", the hosts shed light on current topics, social issues, political developments and cultural phenomena. **Every other Wednesday**, the podcast delves into the complexity of these topics, offering comprehensive insights into national and international issues and providing a global perspective on important topics that affect our world. The best of SZ's stories - to listen to.

Target Group

Age reach



Gender



agma-Reach

152,649 Downloads
2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
35 minutes

AND NOW TO THE SPORT

The SZ football podcast

Sport

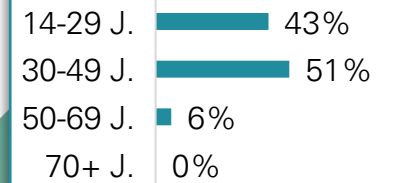


From popular team sports such as football, basketball and ice hockey to individual disciplines such as athletics, tennis and cycling, different sports and their exciting stories are presented every Monday.

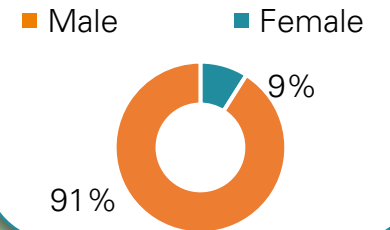
The podcast offers expert insights, post-match analyses and discussions on strategies, performances and results of key sporting moments.

Target Group

Age groups



Gender



Agma-Reach

42,359 Downloads
2025

Placement option

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

Weekly
30 minutes

T3N CATCH UP

The latest developments in the world of digitalisation



Digitalisation is complex. Today this arises, tomorrow that. And very few people know what will be important the day after tomorrow.

We do! In the podcast, we discuss the most important developments of the week and the future with the experts from our editorial team. We provide knowledge and inspiration.

Placement option

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

50 minutes

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

T3N DAILY

The podcast on the IT industry and digital developments in everyday working life



Your podcast about what was important and what will be important in the digital cosmos and the working life of the future.

The perfect accompaniment at the end of the working day and on the way into the evening.

Placement option

Only bookable in the channel*

Ad Slots

Post-Roll

Rhythm & Ø-duration

5-10 minutes

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

T3N ARBEIT IN PROGRESS

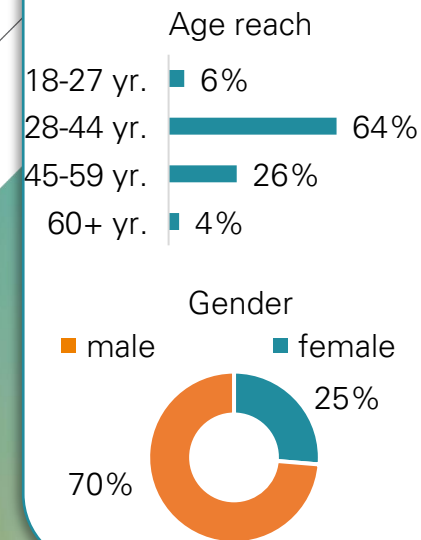
Der T3N Arbeit in progress-Podcast



How do we want to shape the future of work?

On t3n Arbeit in Progress, CEOs, executives, coaches, and people who challenge and improve the way we work have their say. The podcast helps you contribute meaningfully to the world of work and continue to grow—both on a personal and a professional level. The episodes are hosted by Stella-Sophie Wojtczak.

Target Group



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

weekly
30 minutes

T3N MEISTER PROMPTER

The podcast for the ideal AI prompt (Master Prompter)

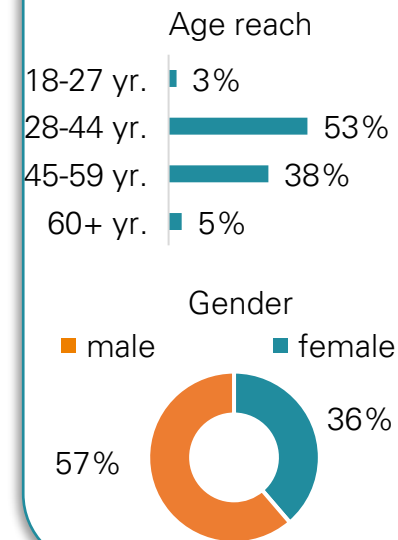


Every Wednesday, prompt expert Susanne Renate Schneider and t3n editor Stella-Sophie Wojtczak present prompts that are relevant to everyday working life.

With their AI plain text, they provide suggestions for prompts that achieve meaningful results. Once a month, they also discuss common prompt errors and explain how to avoid them.

Their instructions are always short, concrete and directly realisable - t3n MeisterPrompter is your AI podcast to help you prompt.

Target Group



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

weekly
15-20 Minuten

T3N MIT TECHNOLOGY REVIEW

Latest news and developments from the Massachusetts Institute of Technology



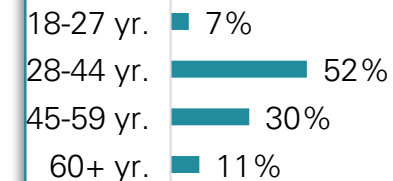
In the "Weekly" on Wednesdays, we provide you with background information on the latest news and categorise it for you.

Hyper or real breakthrough? Our experienced editors will give you a better overview.

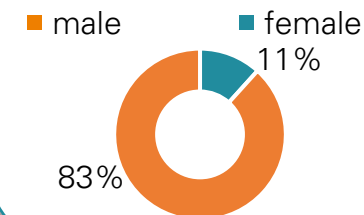
Once a month, we also publish a "Deep Dive" on a specific topic, in which an expert has their say.

Target Group

Age reach



Gender



Placement option

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

weekly
30 minutes

CHECKPOINT

The Berlin-Podcast

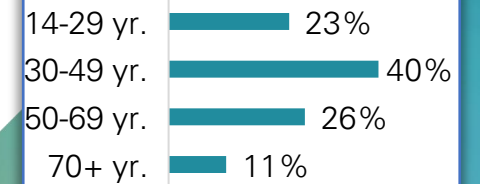
Quality Media



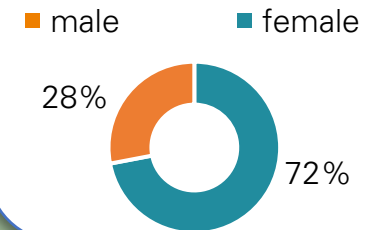
The ultimate podcast for Berlin connoisseurs and those who want to become one provides insights into the heart of the capital. **Every Friday**, deputy Tagesspiegel editor-in-chief Anke Myrrhe and Berlin experts decode a political topic that is currently moving Berlin.

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel*

Ad Slots

Pre- & Post-Roll

Rhythm & Ø-duration

35 minutes

* No new podcast episodes appear | Playout only within archive reach

EINE RUNDE BERLIN

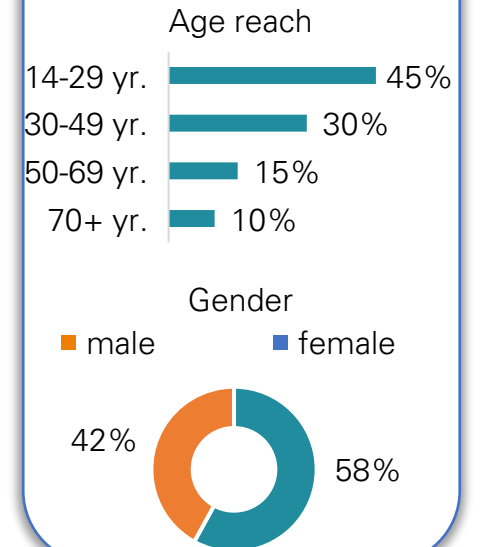
The interview podcast from Berlin (*a round of Berlin*)



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



Placement Options

Volume booking
Channel booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

1 hour

GRADMESSER

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

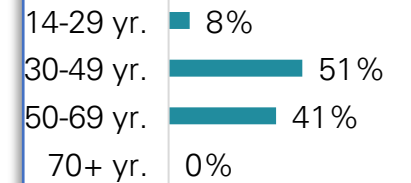


In this podcast, listeners join journalist Ruth Ciesinger **every other Friday** as she explores the most important and pressing climate issues.

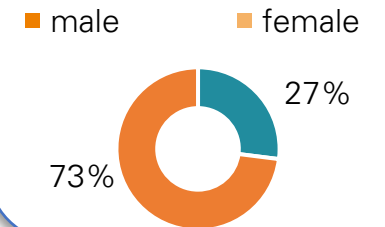
Stimulating discussions with experts who shed light on these critical issues, as well as insightful explanations and context, help listeners understand the complexities of our changing climate and adapt their lives accordingly.

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

35 minutes

* No new podcast episodes appear | Playout only within archive reach

GYNCAST

The Tagesspiegel podcast all about women

Health

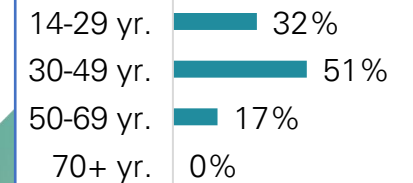


In this podcast, Tagesspiegel editor Esther Kogelboom and ZEITMagazin editor Anna Kemper discuss the areas of sexuality, menstrual cycles and pregnancy in a scientifically sound and cliché-free manner together with head physician Prof. Dr. Mandy Mangler.

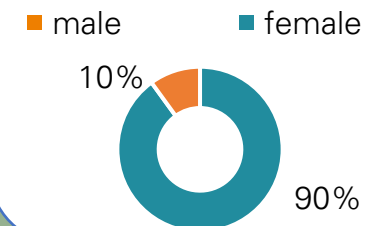
The podcast, which is published on **the second Thursday of the month**, is enjoying a growing listener base.

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

1 hour

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

TATORT BERLIN

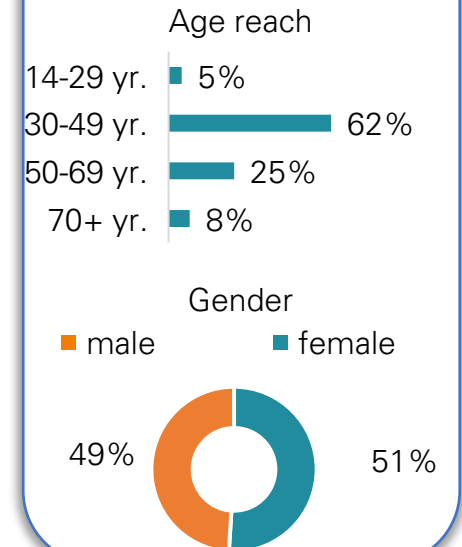
The Tagesspiegel crime-podcast (crime-scene Berlin)



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 Füchsel and Sebastian Leber.

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

Target Group



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

45 minutes

* No new podcast episodes appear | Playout only within archive reach

BITCOIN & BEYOND | DEIN GELD NEU DENKEN

The WirtschaftsWoche Podcast on investing

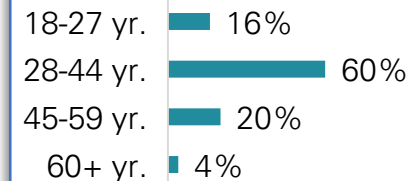


Is Bitcoin breaking new records? Which second and third-tier cryptocurrencies are interesting now? And is crypto more than just hype?

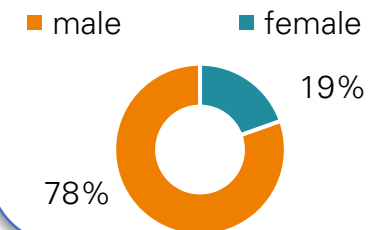
Philipp Frohn is financial editor at WirtschaftsWoche and analyses the ups and downs of the crypto market with experts every week. They explain how investors can get more out of their money with digital currencies. How the financial world is discovering Bitcoin for itself. And discuss which trends are just hot air.

Target Group

Age reach



Gender



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

weekly
30 minutes

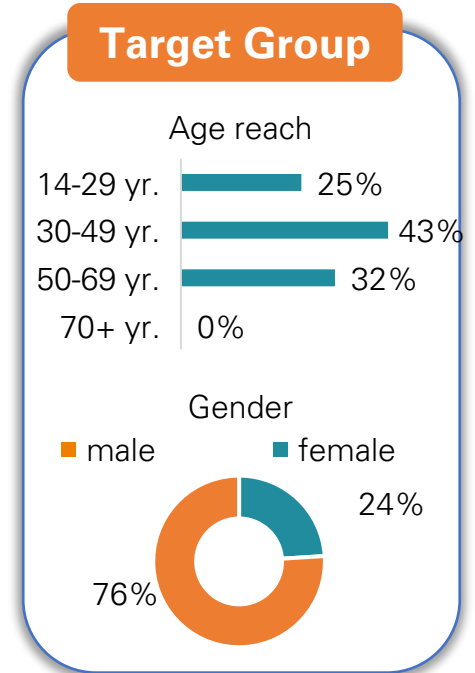
CHEFGESPRÄCH

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



Varinia Bernau (Head of Management & Career) and Konrad Fischer (Head of Company & Technology) alternate with Germany's most important family entrepreneurs, top managers and CEOs to discuss how to successfully manage a company in the current situation - and how they became successful themselves. The guests provide fascinating and entertaining insights into their lives - as inspiration for your career path.

In the executive interview, the listeners are at eye level with the guests. We give them insights into worlds they would otherwise not have access to. What distinguishes this podcast is its approachability, it serves as inspiration for successful CVs or for listeners who want to become one. It is intended to educate and entertain at the same time.



agma-Reach
54,908 Downloads
2025

Placement Options
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration
weekly
50 minutes

Source: ma podcast

HIGH VOLTAGE

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

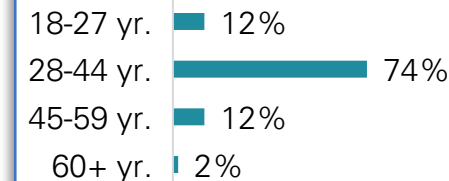


In this podcast, WirtschaftsWoche editors Florian Güßgen, Theresa Rauffmann and Martin Seiwert take turns **every Wednesday** to talk about the mobility of tomorrow.

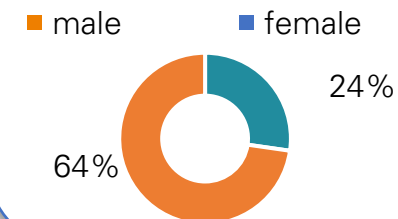
Experts from science, business and politics discuss the radical transformation of energy supply and mobility, as well as the consequences this will have for us humans.

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

23 minutes

* No new podcast episodes appear | Playout only within archive reach

HISTORY

The podcast on the most exciting events in economic history

WirtschaftsWoche HISTORY



Marken & Mythen

Persil, Grundig, Playmobil – many brands have become an integral part of our everyday lives. They've become part of who we are. They shape the economy and conquer the world. That's what we explore in the new season of WiWo History | Brands & Legends.

We talk about ideas that turned into major companies, about founders and their breakthroughs, pioneers and their patents. But also about: disputes, mistakes, bankruptcies, and family dramas.

How do brands manage to survive for decades, weathering crises and wars? How did Leica manage to change photography forever? How did Aspirin become part of pop culture? And what made Rotkäppchen a cult beverage?

We go behind the scenes – every second Saturday in WiWo History | Brands & Legends.

Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

Season format
10 episodes, 45 minutes

* No new podcast episodes appear | Playout only within archive reach

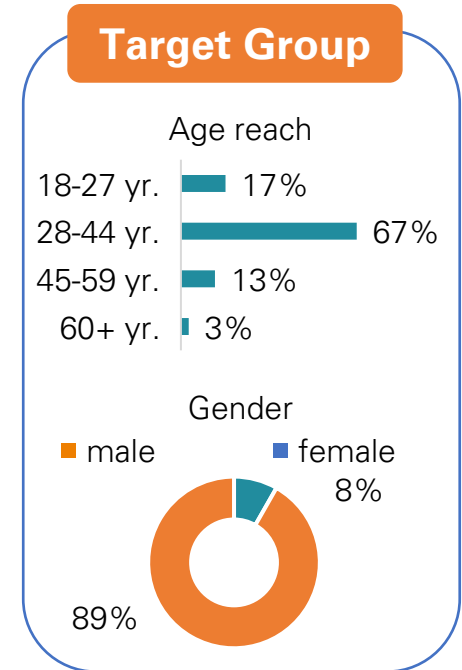
LEBEN MIT AKTIEN

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
86,991 Downloads
2025

Placement Options
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration
weekly
40 minutes

ALLES GESAGT?

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



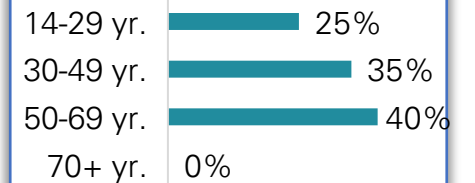
This innovative interview format is now one of the **top players** among the numerous ZEIT podcasts. **About once a month**, editor-in-chief Jochen Wegner and ZEITmagazin editor-in-chief Christoph Amend prepare hundreds of questions and sometimes games for guests from a wide variety of fields.

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.

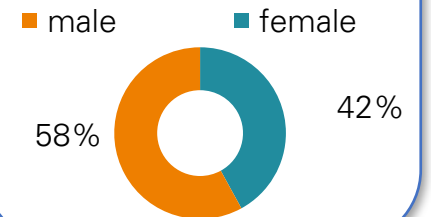
More than half of the growing audience of "Alles gesagt?" are **urban young professionals** with a **high level of education**, and around half are intensive podcast listeners who listen to podcasts several times a day.

Target Group

Age reach



Gender



agma-Reach

2,572,138 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

monthly
6 hour

AUCH DAS NOCH?

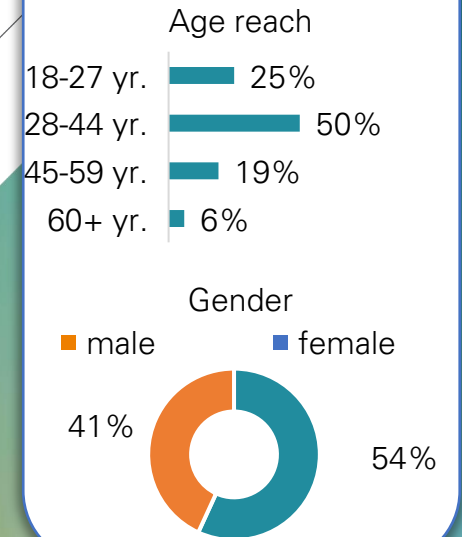
The friendly crisis podcast (*even that?*)



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 reach of current and social issues.

Target Group



agma-Reach
58,464 Downloads
2025

Placement Options
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration
bi-weekly
50 minutes

AUGEN ZU

Der ZEIT art podcast (*eyes closed*)

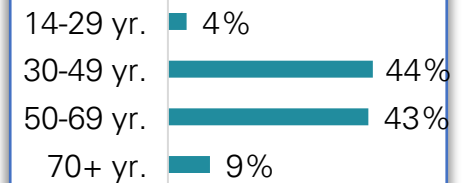


With passion, expertise and humor, ZEIT editor-in-chief and art lover Giovanni di Lorenzo and art expert Florian Illies take their listeners into the wonderful world of art **once a month on Wednesdays**.

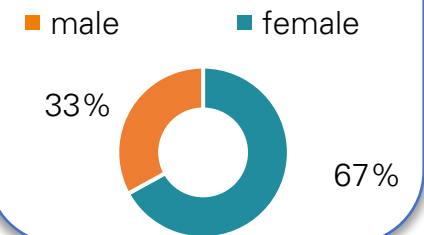
Each episode is dedicated to an artist, their biographical twists and turns, their best works and their strangest views. Surprising telephone jokers offer additional refreshing insights for listeners interested in art.

Target Group

Age reach



Gender



agma-Reach

206,132 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

monthly
45 minutes

DAS POLITICSTEIL

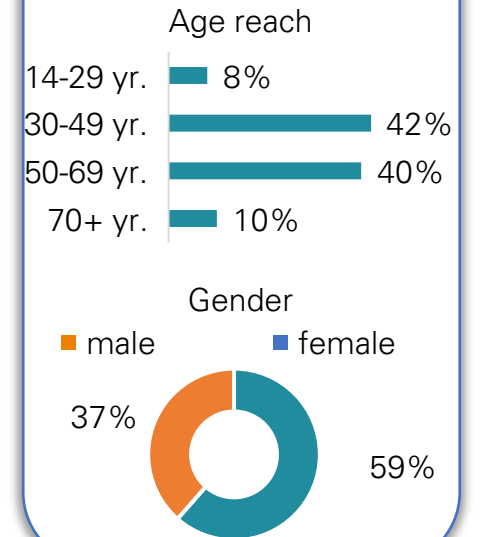
The ZEIT politics podcast (politics section)



Of the many ZEIT podcasts, this one is one of the most successful: "Das Politikeil" is the politics podcast from ZEIT 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 Politikeil" 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



agma-Reach

1,321,282 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
60 minutes

DER OSTCAST

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



ZEIT editors Alice Bota and Michael Thumann write about Eastern Europe for DIE ZEIT 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

56,728 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

three-weekly
30-60 minutes

DER SPION IN UNSEREN HANDYS

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

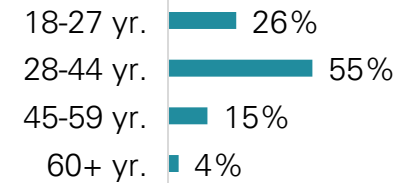


This investigative podcast delves into the world of Pegasus spy software, a digital surveillance tool. With the ability to take full control of smartphones undetected, Pegasus has been used by security agencies to track down criminals.

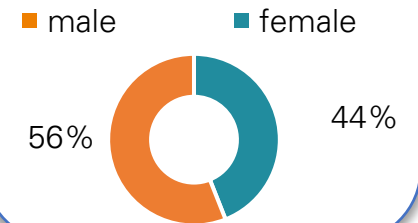
Recent research by a large international collaboration, including ZEIT Verlag, has uncovered misuse of Pegasus and discusses the topic in an exciting way in this podcast.

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

Seasonal format, 6 episodes
30 minutes

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

DEUTSCHE GEISTER

The ZEIT podcast about german history (german ghosts)



How close can we get to the past? And how close does it get to us?

The family of Jewish Holocaust survivor Robert Schmusch and the grandson of an SS officer, Willy Schmidt, are trying to find out what really happened over 80 years ago. Schmidt was the boss of the forced labourer Schmusch in the Warsaw ghetto.

And: Schmidt is said to have saved the life of Robert Schmusch and 100 other Jews. You can hear the whole story here - in eight episodes.

Placement option

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

Season format, 8 episodes
31 minutes

DIE SOGENANANTE GEGENWART

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

Lifestyle & Culture

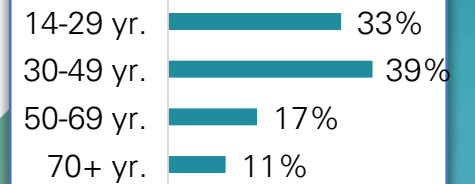


The feature editors of DIE ZEIT accompany listeners through the present **every second Monday**, tracking down cultural trends and movements and their impact on society and contemporary life.

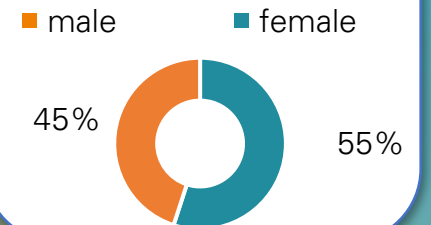
Film reviews, discussions about sociological phenomena and analyses of human traditions and lifestyles are often on the agenda.

Target Group

Age reach



Gender



agma-Reach

184,112 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

bi-weekly
65 minutes

EHRlich JETZT?

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

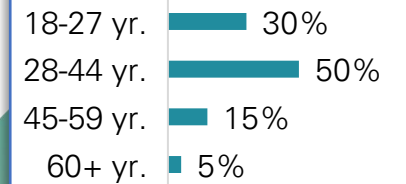


Yasmine M'Barek, who was named one of the "Top 30 to 30" journalists by Medium magazine, interviews top politicians **every other Tuesday** about their favorite topics. This is where the questions are asked for which there is no room in talk shows and news programs.

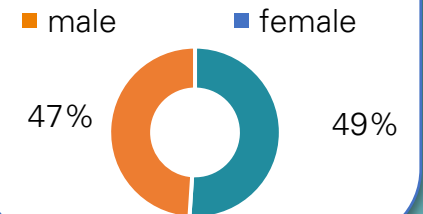
The likeable ZEIT editor takes **50 minutes** for the in-depth interview on a very personal level and is close to young listeners.

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

bi-weekly
50 minutes

* No new podcast episodes appear | Playout only within archive reach

ENGLISH, PLEASE!

The ZEIT english podcast



The English podcast from the language magazine Spotlight. **Every second Sunday**, editor-in-chief Inez Sharp and the Spotlight team invite you to brush up on your English in an entertaining way.

If you still don't know what terms like "bite the bullet" and "nitty-gritty" mean, word nerd Owen Connors will enlighten you.

The Spotlight team then discusses a wide reach of topics from the English-speaking world. Finally, there's a book tip - sometimes a crime thriller from Ireland, sometimes a social novel from the USA.

With English, please! you can improve your English in just 15 minutes.

Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
15 minutes

FRIEDRICH MERZ: HIS LONG ROAD TO POWER

The ZEIT political documentary podcast



Friedrich Merz polarises and provokes. Now he could become Germany's next chancellor. Who is this man - and what draws him to power?

A six-part documentary podcast from DIE ZEIT.

Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

Archiv Reach

* No new podcast episodes appear | Playout only within archive reach

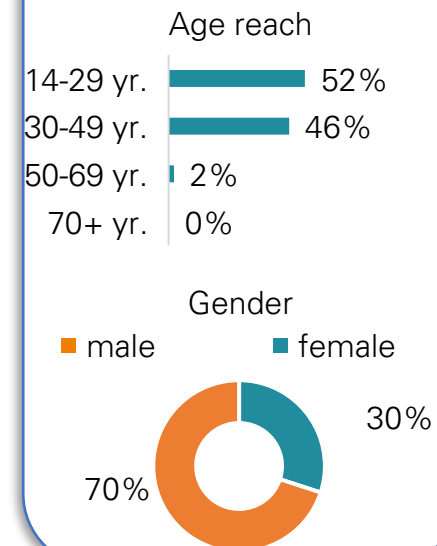
FRISCH AN DIE ARBEIT

The ZEIT Job Podcast (*fresh to work*)



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



agma-Reach

56,604 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
40 minutes

GEHT DA NOCH WAS?

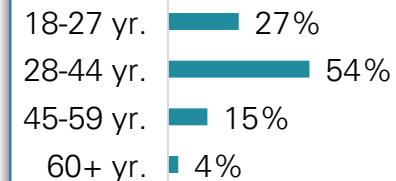
The ZEIT optimization *Podcast (Is there anything left?)*



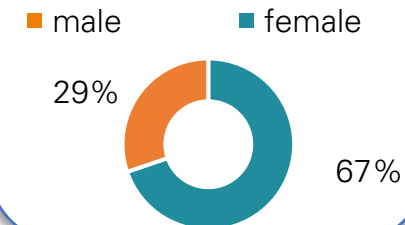
A podcast that makes life easier: **every two weeks on Mondays**, deputy editor-in-chief of ZEIT Sebastian Horn and development editor Rose Tremlett share tips and tricks that make their everyday lives easier and more relaxed. The big and small agonies of everyday life are cleared out of the way with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

Target Group

Age reach



Gender



agma-Reach

69,289 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
30 minutes

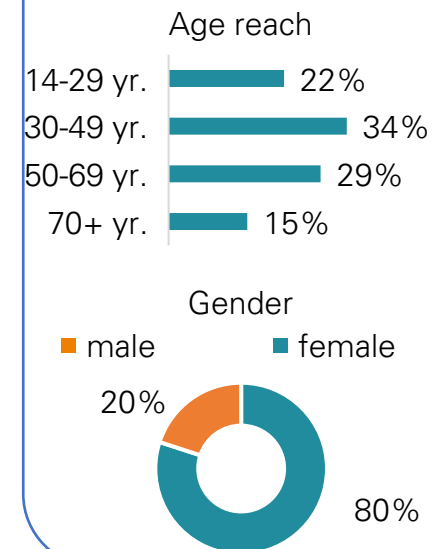
HINTER DER GESCHICHTE

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 & Duration

Archiv Reach
25 minutes

* No new podcast episodes appear | Playout only within archive reach

IST DAS EINE BLASE?

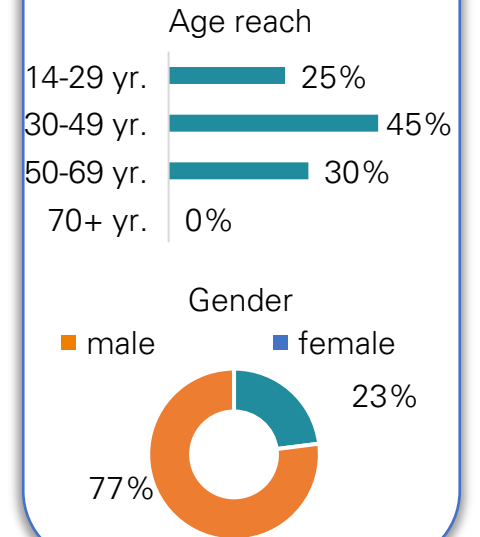
The ZEIT Economics Podcast (*is that a bubble?*)



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.

Target Group



agma-Reach

68,612 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

weekly
1 hour

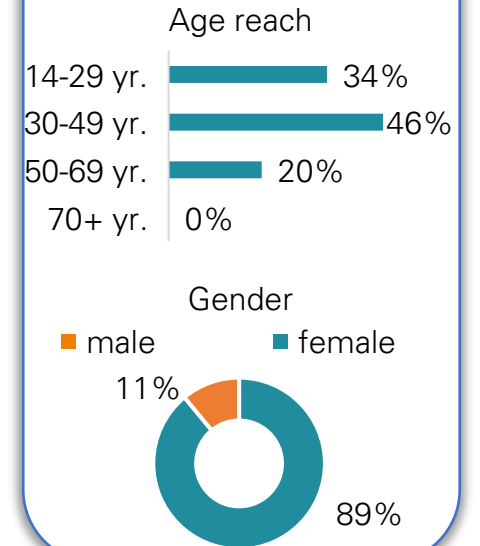
IST DAS NORMAL?

The ZEIT sex podcast (*Is this 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



agma-Reach

164,415 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
1 hour

KICKEN KANN ER

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

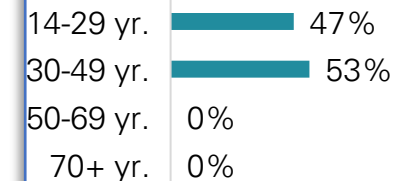


"Kicken kann er" is the soccer podcast that goes beyond match results and conveys a deep understanding of the cultural significance of the sport and the individuality of the players.

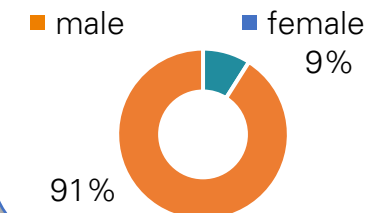
Every second Wednesday, ZEIT sports editors discuss a footballer in all his facets and also let scouts, coaches and advisors have their say.

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Duration

bi-weekly
1 hour

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

NEUSTART

The ZEIT digitalisation podcast (Restart)



We all spend many hours on the internet every day, sometimes without even realising it. Artificial intelligence is becoming ever smarter, social networks ever more corrosive and smartwatches know more about our health than our GP.

But let's be honest: how well do we really understand the digital world? That's what "Neustart", the ZEIT digital podcast, is all about. Every Thursday, hosts Meike Laaff and Henrik Oerding discuss what's happening in the digital world and what this means for the offline world. Together with other experts from the editorial team, they talk about everything from large corporations to small apps. Also, but not only for nerds.

Placement option

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

Weekly
30 minutes

NUR EINE FRAGE

The ZEIT politics podcast (*just a question*)



In it, editor-in-chief Jochen Wegner asks simple but fundamental questions – to the best experts available on each topic.

'Can machines think?' – 'Is democracy the best form of government?' – 'Is poverty hereditary?' 'Is the internet destroying democracy?' – 'Are pensions secure?' – 'Do I really exist?' – 'Does Germany need the atomic bomb?'

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
wednesdays

OK, AMERICA?

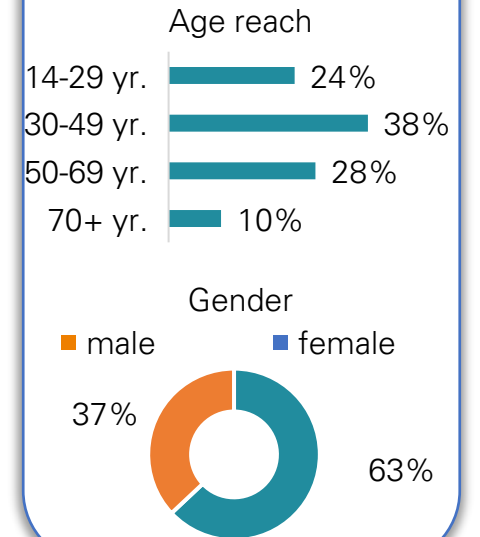
Der ZEIT US-Politics podcast



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.

Target Group



agma-Reach

586,738 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

bi-weekly
1 hour

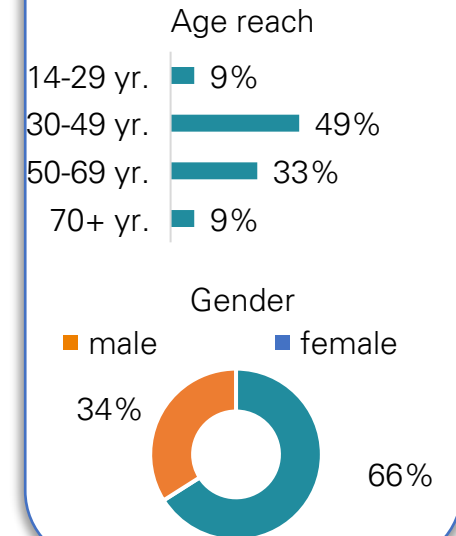
SERVUS. GRÜEZI. HALLO

The transalpine Politikpodcast von ZEIT (transalpine hello)



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



agma-Reach

485,029 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
1 hour

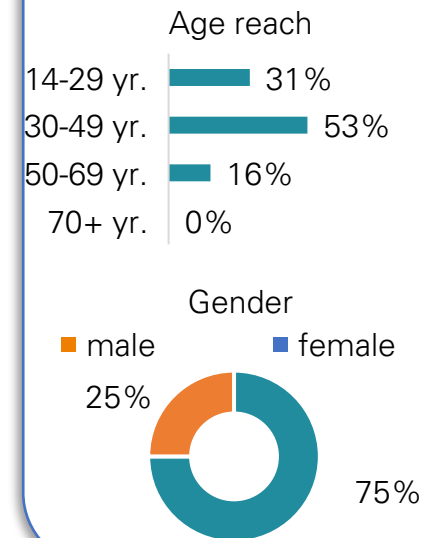
UND WAS MACHST DU AM WOCHENENDE?

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.

Target Group



agma-Reach

204,131 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

weekly
1 hour

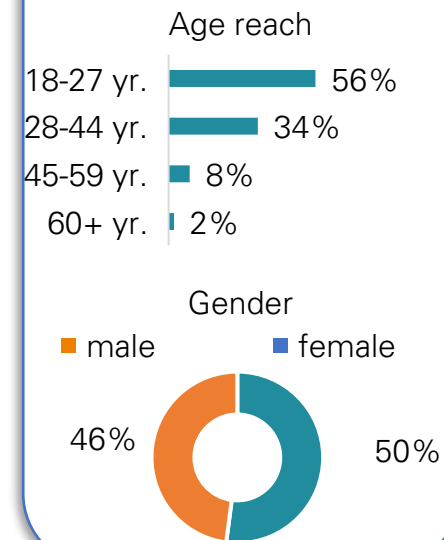
UND WAS MACHT DIE UNI?

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



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.

Target Group



agma-Reach

20,583 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

monthly
50 minutes

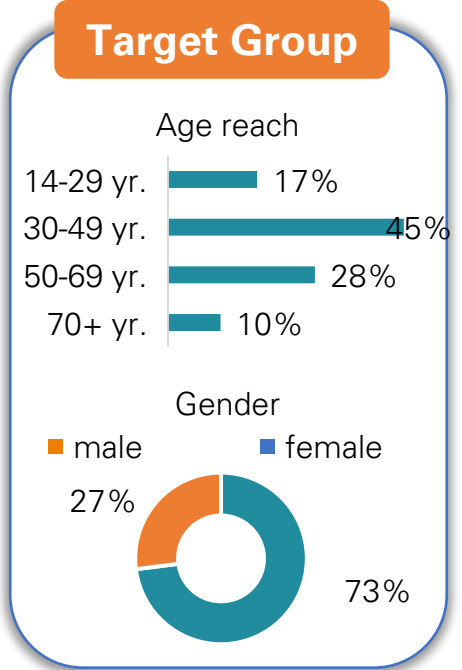
UNTER PFARRERSTÖCHTERN

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



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?



agma-Reach
267,595 Downloads
2025

Placement Options
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration
bi-weekly
35 minutes

Source: ma podcast

VERBRECHEN

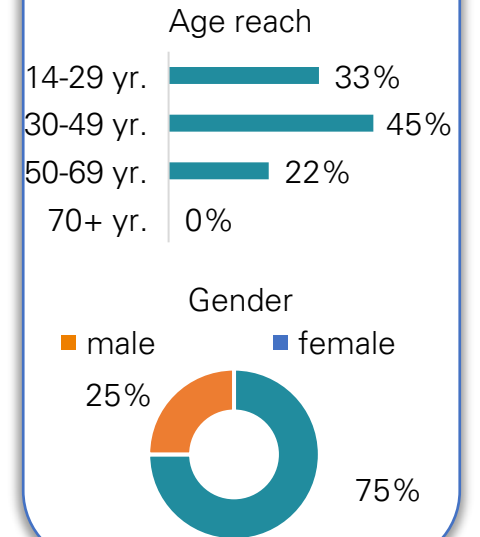
The ZEIT Crime Podcast (*Crimes*)



Germany's first, most successful and widest-reaching true crime podcast: "Verbrechen" reports on extraordinary criminal cases and 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.

Target Group



agma-Reach

2,445,383 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
1 hour

WAR DA WAS?

The Corona Podcast of ZEIT



The pandemic began in Germany five years ago. But do we actually remember what it was like - life in lockdown, the contact restrictions, the summers full of hope?

This is a place of remembrance . We tell the chronicle of Covid-19 in Germany. We talk to the people who shaped this time. And with those who were barely heard back then - but are still suffering today.

Placement option

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

Monthly
50 minutes

WARUM DENKEN SIE DAS?

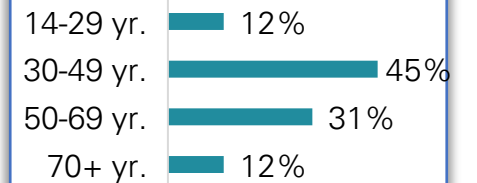
The ZEIT discussion podcast (*Why do you think that?*)



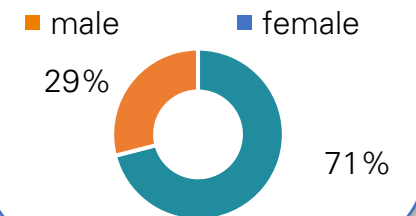
Two people. Two opinions. And an attempt to understand each other. From politics and society to culture and science - "Why do you think that?" deals with a wide reach of topics **once a month**. In a respectful and inquisitive dialog, the hosts and guests try to understand the reasons for the different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

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

monthly
90 minutes

* No new podcast episodes appear | Playout only within archive reach

WAS CHEFINNEN WIRKLICH DENKEN

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

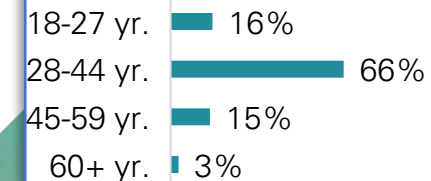


Leonie Seifert, Deputy Editor-in-Chief of ZEIT and Moritz Müller-Wirth, Deputy Editor-in-Chief of ZEIT, provide insights into the everyday working lives of various managers from a wide reach of industries.

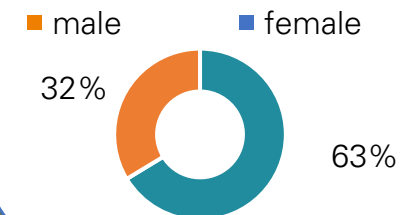
Bosses share their success stories and the odd practical tip, with a focus on leadership, career development and work-life balance.

Target Group

Age reach



Gender



Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

50 minutes

* No new podcast episodes appear | Playout only within archive reach

WAS JETZT?

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



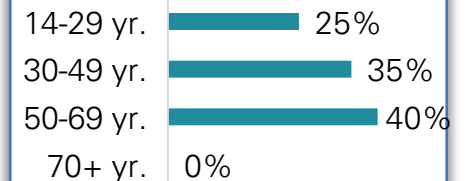
Germany's most successful podcast: The news podcast from ZEIT consistently occupies first place in the agma ranking by providing its listeners with the most important topics of the day in a short and concise manner.

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.

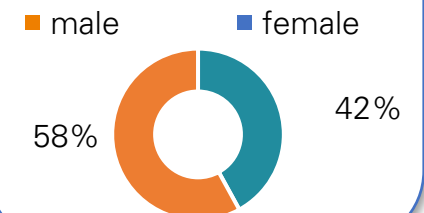
Every weekday and Saturday at 6:00 a.m. and 5:00 p.m., as well as once on Sunday, it reaches a listenership that consists mainly of **working people with high incomes** who live in large cities. Many of them are heavy podcast listeners who listen to podcasts several times a day, often when they are on the move.

Target Group

Age reach



Gender



agma-Reach

6,658,063 Downloads
2025

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Ø-duration

daily
10 minutes

WAS LIEST DU GERADE?

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



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 & Ø-duration

bi-weekly
45-60 minutes

WHITE - GESTÄNDNIS EINES NEONAZIS

ZEIT about insights into the life of a former neo-Nazi



Of course, our reporter had expected stories of violence when he asked Mike about his time as a neo-Nazi. But not to this extent.

Mike tells us that he beat people with baseball bats, kicked heads with boots, stabbed people with knives and riddled houses with automatic rifles. Shocked by the brutality, our reporter asks him: "What's the worst thing you've ever done to another person?"

He says: "I killed someone." Mike has never been convicted of this murder, he has never been caught. But now he's told our reporter about it, into a running tape recorder. He says: "Nobody knows about it but you." You can hear the whole story here - in nine episodes.

Placement option

Only bookable in the channel*

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Ø-duration

Season format, 9 episodes
32 minutes

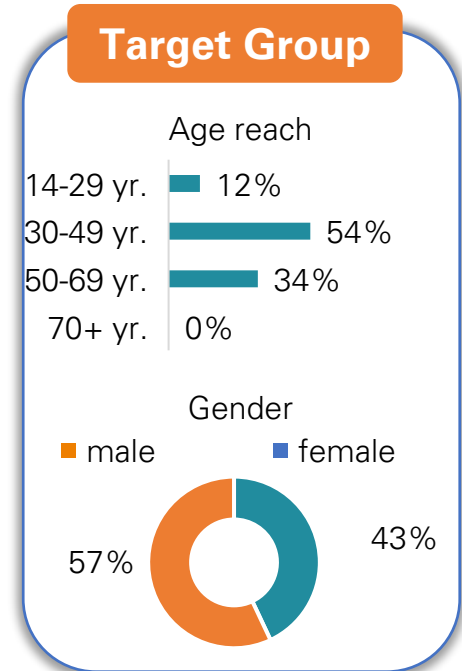
WIE WAR DAS NOCH MAL?

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



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.



Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Duration
monthly
1 hour

WOCHENMARKT

The ZEIT cooking podcast (*weekly market*)



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.

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

monthly
5-10 minutes

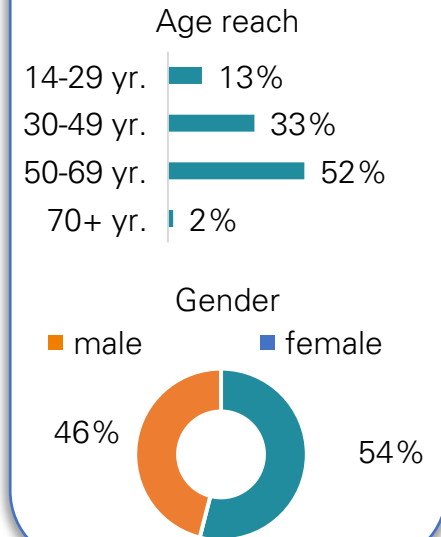
WOHER WEIßT DU DAS

Der ZEIT Knowledge-podcast (*How do you know that?*)



The podcast "How do you know that?" is presented by the popular magazine ZEIT Knowledge 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.

Target Group



agma-Reach

423,853 Downloads
2025

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Ø-duration

bi-weekly
30 minutes