HANDELSBLATT ONLINE MEDIA DATA
All facts, no frills – on all channels
What can you expect?

What Handelsblatt stands for

Target group & key facts

Winner of multiple awards

New features & highlights

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Handelsblatt ... WHAT WE STAND FOR

News, debate, facts

Handelsblatt ...

is the biggest business and financial newspaper published in the German language.

employs around 200 journalists, correspondents and permanent staff around the world, ensuring updated, comprehensive and well-researched reporting.

is the first German business newspaper to successfully introduce a paid-content strategy – comparable on the international stage with the Wall Street Journal.

promotes a constant dialogue between business and journalism with its “HB Live” event series.
Networking of the highest standard

Personal interaction and contact building – particularly across different sectors of the economy – are becoming ever more important. The Handelsblatt “Wirtschaftsclub” provides its members with access to exclusive events.
Handelsblatt is part of Germany’s leading media group for business and finance—and also has a voice on the international stage.

The Handelsblatt Media Group sees itself as a community whose mission is to help people understand economic issues and interrelationships. Every day, the editorial team and the employees at the publishing company play a key role in disseminating economic and business know-how.

Only those who understand the interplay of economic factors can make better decisions in their daily life—whether at school, on the campus or in their job.
Your direct line to active trendsetters with high incomes in top jobs

Between the ages of 20 and 59

62% are male.

41% live in major cities\(^1\) in Germany.

54% are married.

18% have a net household income of 5,000 € plus.

18% are management personnel/executives in Germany\(^2\).

64% exercise regularly\(^3\).

33% are trendsetters and shape debate within society\(^4\).

93% have both a smartphone as well as a notebook and/or a desktop PC in the household\(^5\).

Source: agof daily digital facts, Ø month for the past three months [May-July 2020], total population 16+ | \(^1\) Question: 500,000 and more inhabitants | \(^2\) Self-employed or independent professions or senior/executive civil servants or management executives | \(^3\) Question: I take regular exercise to keep myself fit: agree fully / mainly | \(^4\) Question: I generally take the lead when discussing issues in a group setting: agree fully / mainly | \(^5\) Question: laptop, notebook or desktop computer and smartphone in the household
According to LAE 2020, handelsblatt.de reaches 22% of all C-Level decision-makers in Germany.

**C-level decision-makers:** 122k | 22% reach ¹

**Financial decision-makers:** 308k | 19% reach ²

**SME decision-makers:** 277k | 16% reach ³

**Business management decision-makers:** 421k | 19% reach ⁴

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¹ Target group: Professional position: Senior executives/ Board member/ managing director/ director/ office/ operation/ works manager

² Target group: Sole/delegation/co-decision-makers in finance: Finances

³ Target group: Small and medium-sized enterprises (SMEs) in total (< 250 employees and up to 50 million euros turnover)

⁴ Target group: Sole/delegation/co-decision-makers Company and management: Company and management

Digital offerings: Handelsblatt: handelsblatt.com + App(s)

Source: LAE 2020, digital reach Ø month
Reach over 6 million users interested in finance and politics.
DIE HANDELSBLATT CHEFREDAKTION

Handelsblatt-Redakteur Sönke Iwersen erhält renommierten Kurt Tucholsky-Preis
NEWS... TOP TOPICS IN MEDIA

In 2020, Handelsblatt reported most frequently on important trends. The topics of digitization and e-mobility continue to be the focus in media.

<table>
<thead>
<tr>
<th>Total share of trending topics</th>
<th>Handelsblatt</th>
<th>Frankfurter Allgemeine</th>
<th>Süddeutsche Zeitung</th>
<th>DER SPIEGEL</th>
<th>manager magazin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digitalization</td>
<td>29.7%</td>
<td>28.3%</td>
<td>19.0%</td>
<td>8.3%</td>
<td>5.2%</td>
</tr>
<tr>
<td>E-Mobility</td>
<td>54%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AI</td>
<td></td>
<td></td>
<td>32%</td>
<td></td>
<td></td>
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<tr>
<td>Robotic Automation</td>
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<tr>
<td>Autonomous Driving</td>
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<tr>
<td>Digital Currency</td>
<td></td>
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</tbody>
</table>

Book the editorial special "E-Mobility" on Handelsblatt as one of the most important trend topics.

Book the classic editorial special with co-branded banners.**

Duration/Runtime: 4 weeks (flexible date)
Expected Reach*: 75,000 AIs (digital)
Minimum Booking Value: 25,000 EUR (AE-Net)
Lead Time: 4 weeks

Source: First Signals / Pressrelations 2020, n= 36,039. *Forecast, no guarantee; reach for fixed-position advertising media (stationary + mobile) excl. co-branded advertising media. Over-delivery possible, no subsequent charge for under-delivery.**

Traffic drivers are calculated on the basis of individual customer conditions; placement and formats are individually tailored to the respective customer.)
NEW FEATURES ... HANDELSBLATT APP SPONSORING

Your exclusive presence in the premium app

You can book the “standalone” app and take advantage of the opportunity to be the sole advertiser using high-impact formats to communicate with our premium users:

Opening page:
fullscreen ad after the first and second section

Fullscreen ads¹:
after the first section between all sections

You can also book video ads in fullscreen ad format.

¹Tablet portrait mode 1536x2048px. Landscape mode (optional) 2048 x 1536; smartphone portrait mode
EVERGREEN ... HANDELSBLATT MORNING BRIEFING

Book the Morning Briefing format as a newsletter and a podcast.

The most important news early in the morning complete with a preview of the day ahead – penned by the Handelsblatt Editor-in-Chief every trading day.

Reach the target group of business and financial decision-makers every trading day for a full week …

- in the newsletter with 455,000 subscribers and
- in the podcast with 85,000 podcast downloads\(^1\) per week

You can find more information in our rate card

\(^1\) Downloads refers to the sum of completed downloads and completed streams...
Use the powerful appeal of the Handelsblatt media brand and strong visuals to transfer the positive image and trustworthiness of our medium to your brand message!

Our branding formats offer you the perfect solution to showcase your brand.

You can find more information in our rate card.
Present your brand in the native environment and position yourself as an expert in your specialist field.

Handelsblatt Online is the ideal stage for your campaign. The native layout of the website provides you with the opportunity to showcase yourself and your company.

You can book display ads and native teasers as traffic drivers. If you want us to, we can also produce the content for you.
HANDELSBLATT ONLINE ... ALL ADVERTISING OPTIONS
One click away from more detailed information

BRAND AD SOLUTIONS
PROGRAMMATIC
NEWSLETTERS
TARGETING
PODCASTS
CONTENT MARKETING
INTERESTED?
Please call us. We’ll be happy to advise you.