All facts, no frills – on all channels
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.
HANDELSBLATT ONLINE ... OUR READERS

Your direct line to active trendsetters with high incomes in top jobs

Between the ages of 20 and 59

62% are male.

40% live in major cities\(^1\) in Germany.

55% are married.

17% have a net household income of 5,000 € plus.

19% are management personnel/executives in Germany\(^2\).

63% exercise regularly\(^3\).

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

94% have both a smartphone as well as a notebook and/or a desktop PC in the household\(^5\).

Source: agof daily digital facts, 3 month for the past three months (Jan - Mar 2020), total population 16+ | \(^1\) Question: 500,000 and more inhabitants | \(^2\) Self-employed or independent professions or senator/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.
77% of all decision-makers work in top management\(^1\)

C-level decision-makers: 83,000 | 21% reach

Financial decision-makers\(^1\): 237,000 | 59% reach

SME decision-makers: 213,000 | 53% reach

Business management decision-makers\(^1\): 310,000 | 77% reach

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**Reading example:** 21% of all decision-makers who use Handelsblatt Online are C-level decision-makers. This corresponds to 83,000 users in absolute terms.

**Source:** LAE 2019, digital reach users per week. \(^1\)Sole decision-makers/Decision influencers and delegation decision-makers
HANDELSBLATT ONLINE ... KEY FACTS
Reach over 6 million users interested in finance and politics.

Source: agof daily digital facts, last month (March 2020), total population 16+ | IVW 2020-03
Handelsblatt-Redakteur mit Axel-Springer-Preis ausgezeichnet

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 directly after the lead-off, between “Top Stories” & “Business & Politics”

Fullscreen ads¹:
two additional ads after every second section

You can also book video ads in fullscreen ad format.

¹Tablet portrait mode 1536x2048px, Landscape mode (optional) 2048 x 1536, smartphone portrait mode
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 520,000 subscribers and
- in the podcast with 60,000 podcast downloads per week

You can find more information in our rate card.
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.
INTERESTED?
Please call us. We’ll be happy to advise you.