Leading medium from Berlin and gauge for political events.
DER TAGESSPIEGEL – MEDIA DATA

What can you expect?

What DER TAGESSPIEGEL stands for

Our readers & Target group

Keyfacts
DER TAGESSPIEGEL is the capital's leading medium and a nationwide indicator of political events. This is also reflected by a strong national readership for its online offerings.

DER TAGESSPIEGEL reports on current affairs as well as on the economic and political situation – and is also highly valued by decision-makers.
DER TAGESSPIEGEL... OUR READERS
Reach an educated user community with high income, executives and opinion leaders.

72 % are between 20-59 years old.
52 % are male.
46 % have a household net income above 3,000 €.¹
45 % have a high school diploma or higher.²
14 % are executives /senior executives.³

32 % are opinion leaders.⁴
82 % are willing to spend more money on quality.⁵
18 % visit regularly cultural events.⁶
74 % are very mobile and travel a lot.⁷

Source: AGOF daily digital facts (July - September 2020). | ¹ Net household income: 3,000 € and more | ² Education: A-levels or university degree | ³ Self-employed or freelance professions, or civil servants in the higher echelons of society, or executives | ⁴ I am usually the spokesperson in a discussion group: Fully / predominantly correct | ⁵ Question: I am prepared to pay more money for quality | ⁶ Go to the theater, concerts, cultural events: I do this several times a week/month | ⁷ I am very mobile and travel a lot
DER TAGESSPIEGEL... KEYFACTS
Reach our loyal and interested readership.

Mobile 13.90 Mio. UU
Online 5.41 Mio. UU
= 17.29 Mio. UNIQUE USER digital
105,493,771 PIs digital
44,023,843 VISITS digital

Source: agof daily digital facts, 03/21, total population 16+ | IWW 2021-06
Tagesspiegel “Background” reaches more than 62,000 readers every day, including the most important stakeholders in the various regulatory contexts – such as political decision-makers, communicators and experts in the federal ministries, parliamentary parties, companies, associations, agencies, research centres and NGOs.

Always up to date and backed up by high-level expertise, four of the biggest special-interest editorial teams in Germany inform readers about the topics of energy & climate, digitalisation & AI, and transport & smart mobility as well as health & eHealth.
Opening rates:
- Energy & Climate: 52%
- Digitalisation & AI: 53%
- Transport & Smart Mobility: 56%
- Health & eHealth: 57%

Reach:
- Energy & Climate: 18,000
- Digitalisation & AI: 21,000
- Transport & Smart Mobility: 13,000
- Health & eHealth: 10,000

Publication days:
Every working day at 6 am by e-mail
Benefit from the image of the Tagesspiegel “Background” media brand to build your own positive image and underpin trust in your brand message!

Our ad formats offer tailor-made solutions to showcase your brand.

More info on prices here
Tagesspiegel “Morgenlage” reaches more than 67,000 readers every day, including the most important decision-makers in business and politics.

The newsletter provides decision-makers with an overview of the main topics of the day in the form of a news and press review. The editorial team analyses the current key developments and informs a constantly growing readership – with updated reports from Germany’s political capital and from around the world.
DER TAGESSPIEGEL... ALL ADVERTISING OPTIONS

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