DER TAGESSPIEGEL – MEDIA DATA
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... WHAT WE STAND FOR
From Berlin for entire Germany.

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.

Source: agof daily digital facts, 03/21, total population 16+ | IVW 2021-03
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.
**TAGESSPIEGEL “BACKGROUND” ... KEY FACTS**

Compulsory reading for experts and strategists

**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
TAGESSPIEGEL “BACKGROUND” ... AD FORMATS

Showcase your brand

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 analyzes 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
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.