Thinking, understanding and shaping business
What can you expect?

What WirtschaftWoche stands for

Target group & key facts

Winner of multiple awards

New features & highlights
WIRTSCHAFTSWOCHE ... WHAT WE STAND FOR
The essential information on companies, finance, success and technology

WirtschaftsWoche Online is THE digital business magazine in Germany.

The print magazine celebrated its 90th anniversary in 2016 and has been rated Germany’s most trustworthy business magazine.

WirtschaftsWoche serves as a navigator and coach all in one – adopting a clear-cut stance and providing useful recommendations for readers.

It explains the world of business and tells readers how they can optimise their asset management and their career planning.
Networking of the highest standard

Personal interaction and contact building – particularly across different sectors of the economy – are becoming ever more important. The WirtschaftsWoche Club provides its members with access to exclusive events.
WirtschaftsWoche 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.
WIRTSCHAFTSWOCHE ONLINE ... OUR READERS
Your direct line to active trendsetters with high incomes in top jobs

Between the ages of 20 and 59

61% are male.

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

53% are married.

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

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

64% exercise regularly\(^3\).

34% 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, \(\Phi\) 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
14% of all decision-makers work in the area of finance.

- **C-level decision-makers**: 89k | 16 % reach
- **Financial decision-makers**: 227k | 14 % reach
- **SME decision-makers**: 218k | 12 % reach
- **Business management decision-makers**: 328k | 15 % reach

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1 Target group: Professional position: executive employees board member/managing director/managing director/office/operation/works manager | Digital offers: Wirtschaftswoche: wirtschaftswoche.de + App(s)

2 Target group: Sole/delegation/co-decision-makers in finance: Finances | Digital offers: Business week: wirtschaftswoche.de + App(s)

3 Target group: Small and medium-sized enterprises (SMEs) in total (< 250 employees and up to 50 million euros turnover) | Digital services: Wirtschaftswoche: wirtschaftswoche.de + App(s)

4 Target group: Sole/delegation/co-decision-makers Company and management: Company and management | Digital offers: Wirtschaftswoche: wirtschaftswoche.de + App(s)

Legend: 89 thousand of all users who use wirtschaftswoche.de are C-level decision-makers. This corresponds to a reach of 16 % of all C-Level decision-makers in Germany.
WIRTSCHAFTSWOCHE ONLINE ... KEY FACTS
The website of the leading business magazine in Germany

Mobile 2.62 million UUs + Online 2.02 million UUs = 4.45 million UNIQUE USERS - digital
17,875,933 PIWs - digital
10,086,091 VISITS - digital

Source: agof daily digital facts, last month (March 2021), total population 16+ | IWW 2021-03
WirtschaftsWoche was presented with the **German Journalists’ Award 2019**: Melanie Bergermann and Saskia Littmann won the award in the “Banking & Insurance” category. Under the heading “Bullshit Banking”, their article in WirtschaftsWoche showed just how easy it was to open an account with Internet bank N26 for a fictitious person, which in turn makes it easier to launder money. The article prompted a number of targeted investigations by the supervisory authorities. The jury also recognised this example of outstanding journalism in the “Fintech Special Award” category, which means that the same article actually won two awards.

WirtschaftsWoche was honored twice at the **European Publishing Award 2020**: it won the magazines in the "Economy" category, which honors the best business magazines in Europe. The WiWo also won in the "Cover Concept" category, in which the jury honored outstanding design concepts for magazine covers. "We are particularly pleased that our efforts to create a completely new, modern magazine are now being recognized by such a prominent jury," says Beat Balzli.
NEW FEATURES ... PODCAST “TALKING TO THE BOSS”
In conversation with the leading figures in business and politics

The “WirtschaftsWoche Chefgespräch” podcast (“Talking to the Boss”) comprises three formats:

SUCCESSFULLY “ALPHA”
HOW I BECAME THE NUMBER ONE
MACRO, MICRO, MAMMON

A new conversation with successful entrepreneurs, top managers, leading politicians and economists – every Friday

You can find more information in our rate card
EVERGREEN ... THE HOMEPAGE
Showcase your brand over a large area with strong visuals.

Use the powerful appeal of the WirtschaftsWoche 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.

WirtschaftsWoche 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\(^1\) as traffic drivers. If you want us to, we can also produce the content for you.

\(^1\) From “Plus” products only

You can find more information in our content solutions
WIRTSCHAFTSWOCHE ONLINE ... 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.