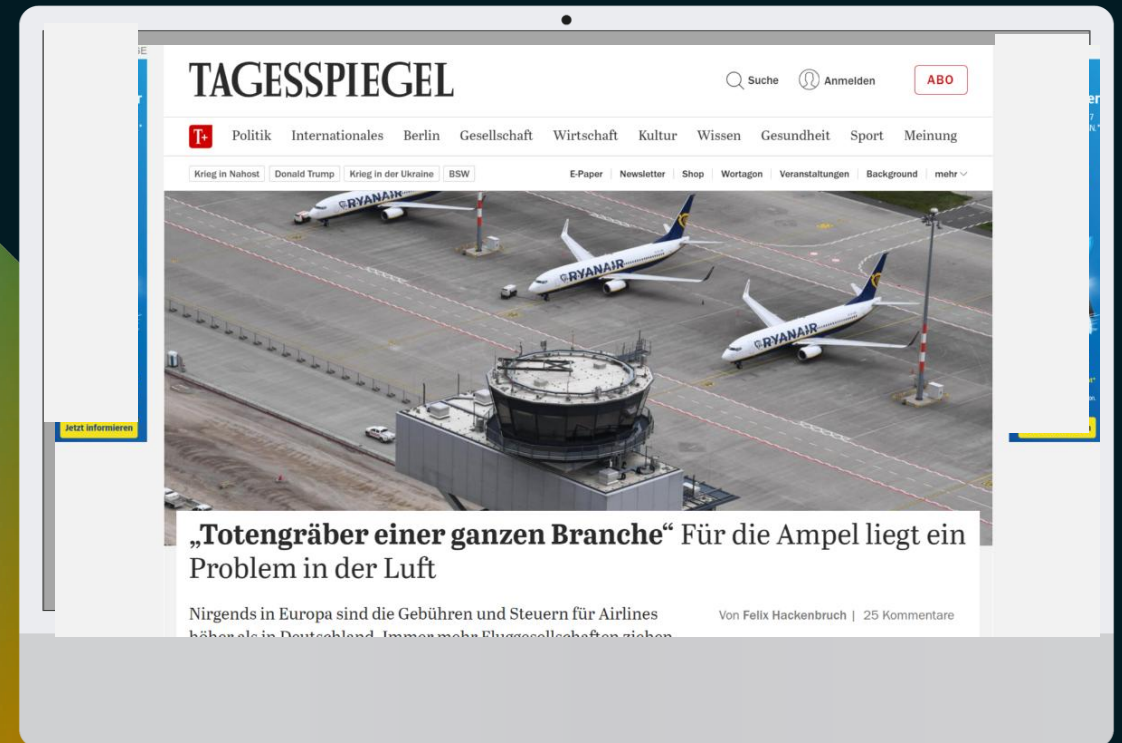


MEDIA DATA

TAGESSPIEGEL

Carefully researched journalism - national,
political, relevant



WE ARE VALUE MEDIA

TAGESSPIEGEL

RESPONSIBILITY BECOMES IMPACT



WHAT DOES IQ DIGITAL STAND FOR?

With brands such as Handelsblatt Online, SPIEGEL and ZEIT ONLINE, the iq digital portfolio includes Germany's most important quality media. By informing the public, exposing grievances and critically illuminating power relations, they shape social discourse as the fourth pillar of our democracy.

That makes us #VALUE MEDIA:

An environment of relevance, quality and impact!

In times of fake news and polarisation, a high-quality environment is more important than ever for any responsible brand communication.

Because values work!

+20%

More positive attitude
to the advert

+14%

Higher
Purchase intention

WHAT WE STAND FOR

TAGESSPIEGEL

Supra-regional quality journalism from the heart of the capital



"We offer [...] carefully researched journalism. We focus on relevant supra-regional political content, social issues and urbanity. And, of course, we utilise our locational advantage as a leading medium from the capital."

Christian Tretbar, Editor-in-Chief

WHAT MAKES US SPECIAL

TAGESSPIEGEL

Quality journalism straight from the heart of the capital

THE MOST IMPORTANT FACTS IN BRIEF

The Tagesspiegel provides its readers with the latest information on international politics and business as well as on national and regional topics from society, culture, opinion, sport and knowledge - straight from the heart of political events.

SPECIAL STRENGTHS

- ◆ Leading German medium with a location advantage in the capital
- ◆ Interactive data-based journalism with Tagesspiegel Innovation
- ◆ tagesspiegel.de is ranked 7th among the news portals with the widest reach in Germany
- ◆ 80% of the online reach is supra-regional

SPECIAL TARGET GROUPS

- ◆ We reach politicians and decision-makers in the Bundestag with our exclusive newsletters
- ◆ We reach 338,000 decision-makers every month - throughout Germany
- ◆ Over 9 million unique users per month and over 40 million visits per month

WHO CHARACTERISES US

TAGESSPIEGEL

Our promise of quality is honoured



The Tagesspiegel has won the INMA Global Media Award in the Best Use of Print category for its extensive relaunch with a new journalistic concept and new design.



The Tagesspiegel won the European Newspaper Award in the regional newspaper category with its newsletter "Checkpoint" 2023 and was thus recognised as a role model for regional newsletters.



Awards in the ADC competition 2019 for the categories "Newspaper Single Cover" & "Newspaper Issue" with silver and bronze . Divided into 27 juries, the most creative minds from the ADC specialist areas judged the entries.



The Tagesspiegel already won the Lead Award in the "Lead Newspaper of the Year" category in 2014. This proves that the Tagesspiegel has stood for quality journalism for over ten years and represents the highest standards.

OUR REACH

TAGESSPIEGEL

Reach millions of loyal and interested users

DISPLAY

7.56 million

Unique User

42.4 million

Visits

70.7 million

Page Impressions

PODCAST

234.141

Downloads

OUR DECISION-MAKERS

TAGESSPIEGEL

According to LAE 2024, ZEIT ONLINE reaches 337 thousand decision-makers in Germany

C-LEVEL

83 thousand

13% range1

1 Senior executives/ board members/ managing directors/ directors/office/plant/works managers

FINANCE

183 thousand

10% range2

2 Sole/delegation/co-decision-makers Finances

MEDIUM SIZED

165 thousand

9% range3

3 Medium-sized companies (SMEs) (< 250 employees and up to 50 million euros turnover)

BUSINESS MANAGEMENT

252 thousand

11% Range4

4 Sole/delegation/ co-decision-makers Company and management board

Source: LAE (reader analysis of decision-makers in business and administration) 2024, digital reach Ø month | Reading example: 337 thousand users who use Tagesspiegel are decision-makers. This corresponds to a reach of 11% of all decision-makers in Germany.

OUR USERS

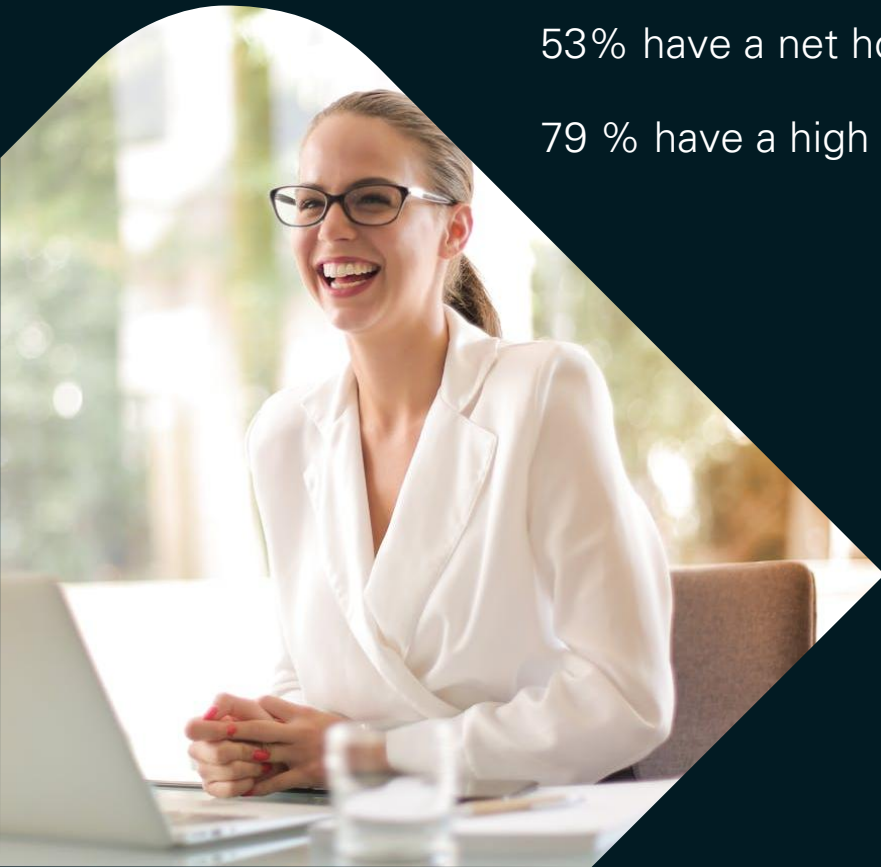
Reach exactly the right target group for your campaign

DECISION-MAKERS & OPINION LEADERS

38 % are between 40 and 59 years old

53% have a net household income of over €3,000

79 % have a high level of quality awareness



YOUNG ELITE

30 % are between 20 and 39 years old

31 % are educated above average

81 % attach great importance to individuality

19 % are trendsetters

EXCITING?

TAGESSPIEGEL

And that's not all... We look forward to further dialogue!



DISPLAY



DISPLAY CHANNEL



CONTENT



TARGETING



PODCAST



NEWSLETTER

DAS_UMFELD IN A NEW DIMENSION

IF YOU HAVE ANY QUESTIONS, PLEASE DO
NOT HESITATE TO CONTACT US AT ANY TIME.

international@iqdigital.de

HERE YOU WILL FIND FURTHER [CONTACTS](#)

