

iq digital

IQ DIGITAL PODCAST



WE ARE THE QUALITY PODCAST MARKETER



HIGHEST-REACH PORTFOLIO

iq digital offers **91 PODCASTS** and dominates with **26%** of reach in the AGMA Top 15



GREATEST VARIETY OF TOPICS

iq digital offers **13 TOPICS**



MOST INDIVIDUAL OCCUPANCY

- **FIXED POSITION PLACEMENT:**
Episode or Roadblock
- **VOLUME BOOKING:**
Channel, network or contextual targeting



MOST PROFESSIONAL PRODUCTION

Consulting and production

INDIVIDUAL
tailored to your campaign goals



MOST COMPREHENSIVE REPORTING

- **IAB CERTIFIED**
- exact key figures of the audio impressions
- user structure of the listeners

Agenda

1	Our portfolio
2	Advertising media & advertising effect
3	Individual booking options
4	Reporting
5	Podcast Roadblocks
6	Podcast Channel
7	Podcast Brand
8	Podcast Network
9	Podcast Episode
10	Processing and production



OUR PORTFOLIO

OUR PORTFOLIO (PART I)

Strong brands - Exciting topics - High relevance

WORK & CAREER													
CRIME													
DIGITALISATION													
FAMILY & PARENTING													
HEALTH													
LIFESTYLE & CULTURE													
SUSTAINABILITY													

* DER SPIEGEL, Harvard Business Manager, Manager Magazin new from 2024

OUR PORTFOLIO (PART II)

Strong brands - Exciting topics - High relevance

QUALITY MEDIA																
POLITCS																
POLITICS																
SPORTS																
ECONOMY & FINANCE																
KNOWLEDGE																

* DER SPIEGEL, Harvard Business Manager, Manager Magazin new from 2024

OUR CHAMPIONS

Our podcast shows in the agma TOP 15

01



5.9
MILLION
Downloads

04



4.2
MILLION
Downloads

13



1.8
MILLION
Downloads

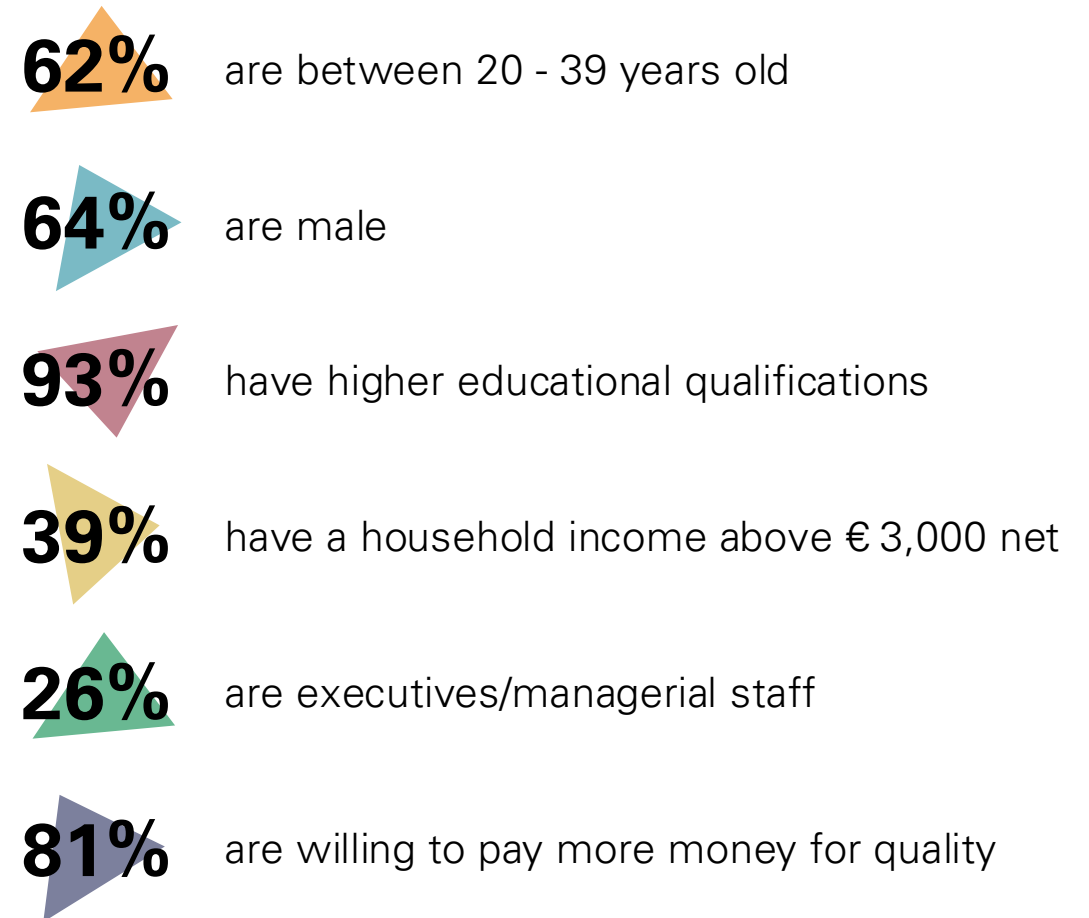
14



1.8
MILLION
Downloads

WE HAVE YOUR TARGET GROUP

Above average education and quality conscious





ADVERTISING EFFECT

YOUR CAMPAIGN IS HEARD

High acceptance and perception of podcast advertising



65%

of the listeners perceive advertising

81%

of the listeners accept advertising



PRESENTER READ VS. HOST READ

iq digital relies on Presenter Reads in the form of Native Audio Ads

PRESENTER READ



In Presenter Read, experienced speakers who do not belong to the podcast editorial team present a product or service. The advertising material is pre-produced and can thus be played out dynamically for a campaign period or on the basis of an individual audio impression volume in the podcast.

- Presenter Reads secure the formal **separation requirement and influence prohibition** in media law by separating advertising and editorial content
- Through the use of Presenter Reads, the **credibility** of the podcast hosts cannot be doubted
- The **trust** of the listeners in a host remains - even with changing advertising partners
- Presenter Read grants flexibility in the playout of audio ads; it can be played out on a **fixed position** and also **scalable** as a volume booking
- **Combinations** are possible. For example, an audio ad can be placed in a fixed position in a podcast episode and also scalable in a desired topic environment

HOST READ



In a Host Read Audio Spot, the host personally introduces a product or service to a podcast. A Host Read Audio Ad is mainly placed as a PreRoll or MidRoll and is usually recorded directly in the podcast episode ("baked-in"). The audio spot is thus usually firmly integrated into a podcast episode.



PLACEMENT & ADVERTISING MEDIA

YOUR PLACEMENT OPTIONS

Native Audio Ad



PreRoll

First Audio Ad
after the opening



MidRoll

Second Audio Ad -
embedded in the context



PostRoll

Last Audio Ad
after the podcast episode

YOUR PLACEMENT OPTIONS

Native Audio Ad as volume booking



PreRoll
(max. 30 sek.)



MidRoll
(max. 30 sek.)



PostRoll
(max. 240 sek.)



PreRoll
(max. 30 sek.)



MidRoll
(max. 30 sek.)



AdBundle Plus
(Placement according to availability in Pre-
and/or MidRoll)



PreRoll
(max. 30 sek.)



MidRoll
(max. 30 sek.)



PostRoll
(max. 30 sek.)



AdBundle
(Placement according to availability in
PreRoll and/or MidRoll and/or PostRoll)

YOUR PLACEMENT OPTIONS

Native Audio Ad as fixed placement



PreRoll
(max. 30 sek.)



PreRoll
(max. 30 sek.)



PostRoll
(max. 60 sek.)



Storytelling Audio Ad
(PreRoll and PostRoll in combination)



PreRoll
(max. 30 sek.)



PostRoll
(max. 240 sek.)



Advertorial Audio Ad
(PreRoll and PostRoll in combination)

NATIVE AUDIO AD

Authentic Advertising

- Your advertising message is natively recorded by professional speakers and thus perfectly embedded in the podcast show
- Voice only: neither background noise, music nor jingles disturb the native listening experience
- Bookable as PreRoll (max. 30 sec.), MidRoll (max. 30 sec.) or PostRoll (max. 60 sec.)



With a click on the audio button you will get to the audio sample

NATIVE 3D-AUDIO AD

Dive into a new advertising dimension with us



- Your advertising message, recorded by professional speakers, is enriched by native background sounds and thus becomes a 360-degree audio experience
- The native 3D audio ad becomes a unique and intense sound and listening experience
- Bookable as PreRoll (max. 30 sec.), MidRoll (max. 30 sec.) or PostRoll (max. 60 sec.)



With a click on the audio button you will get to the audio sample

Tip: Listen to the audio spot with headphones to capture 3D audio.

NATIVE DIALOGUE AUDIO AD

Authentic and close - your message in conversation



- Two selected speakers in natural dialog convey their advertising message as part of a personal conversation
- Voice only: neither background noise, music or jingles disturb the personal dialog and preserve the native character
- Bookable as PreRoll (max. 30 sec.), MidRoll (max. 30 sec.) or PostRoll (max. 60 sec.)



With a click on the audio button you will get to the audio sample



NATIVE EXTENDED CONTENT AUDIO AD

A big stage for your story

- Here, all options are open to them: Your advertising message as a short interview, audio sample or extended Native Audio Ad, which can be filled with individual content
- Voice only: neither background noise, music nor jingles disturb the native listening experience
- Bookable only as PostRoll (max. 240 sec.)



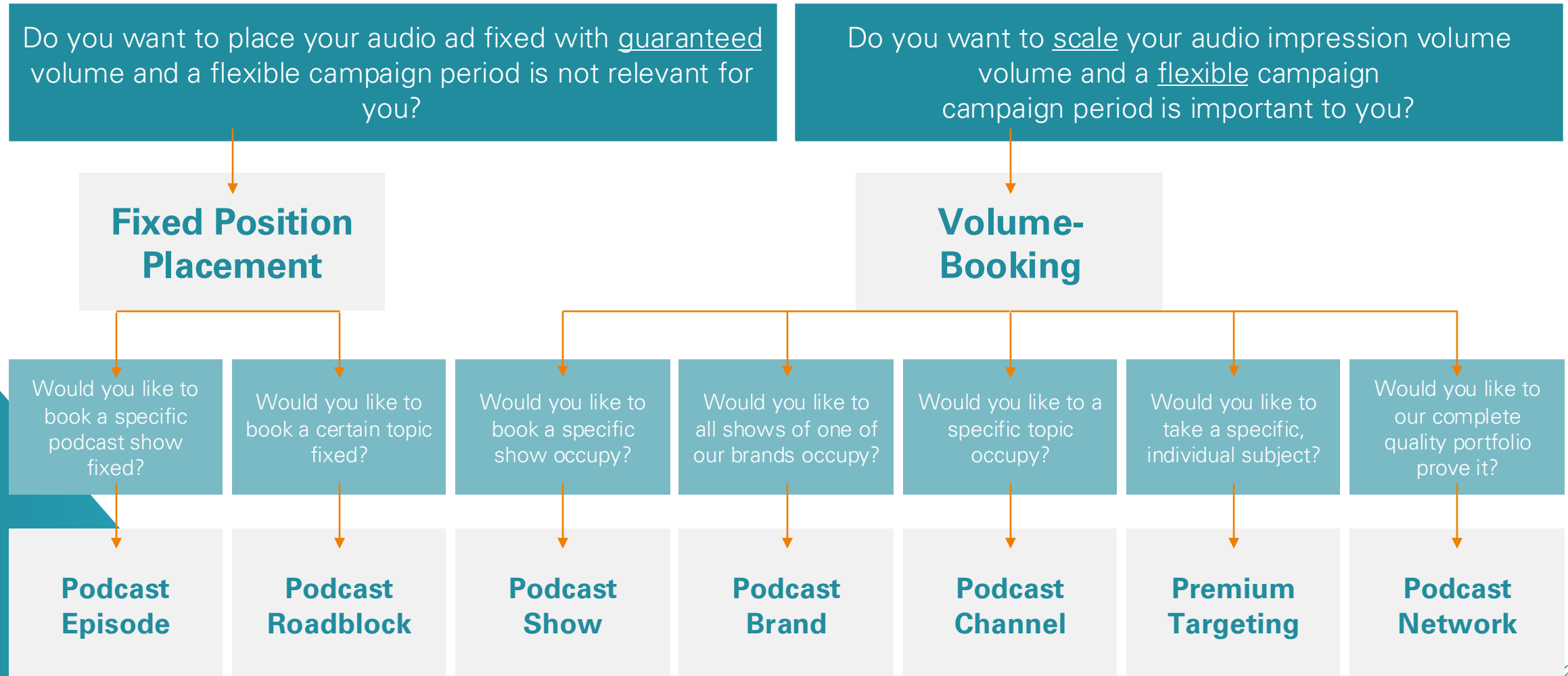
With a click on the audio button you will get to the audio sample



INDIVIDUAL BOOKING OPTIONS

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



PODCAST CPM PRICE LIST

iq digital Portfolio | Natives Audio Ad



			PreRoll	MidRoll	PostRoll	Ad Bundle	Ad Bundle Plus
Podcast Show or Premium Targeting		PK 1	130 €	110 €	90 €	90 €	115 €
Podcast Brand or Podcast Channel		PK 2	100 €	80 €	60 €	60 €	85 €
Podcast Network		PK 3	70 €	60 €	50 €	50 €	65 €

Price categories:

PK1: Podcast Show & Premium Targeting in the network CPM booking of a single show, e.g. podcast "Zeit Verbrechen"; Premium Targeting only possible in the iq digital Podcast Network | Basic Targeting included

PK2: Podcast Brand → CPM booking of all podcasts of a brand, e.g. all podcasts of "Handelsblatt"
Podcast Channel → CPM booking of a topic category, e.g. all podcasts on the topic "politics"
Basic Targeting +15%

PK3: Podcast Network → CPM booking of all podcasts in the iq digital portfolio; basic targeting included

Minimum booking volume 7,500 EUR net/net

YOUR INDIVIDUAL TARGETING

What we can do

Who is your target group?



Demographic Targeting*

Where is your target group?



Geo-Targeting*

What content does your target audience engage with?



Contextual Targeting*

What topics is your target group interested in?



Predictive Audiences Targeting*

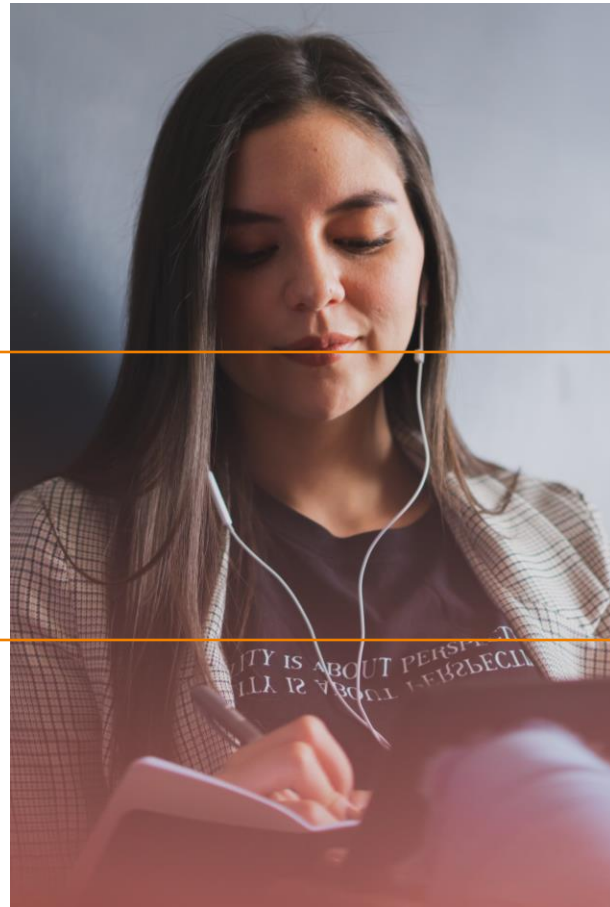
BASIC TARGETING

Reach your target group

Demographic targeting

Geo-Targeting

Frequency Capping



BOOKING OPTIONS

18-24
years

21-24
years

25-34
years

35-44
years

45-54
years

55-64
years

65+
years

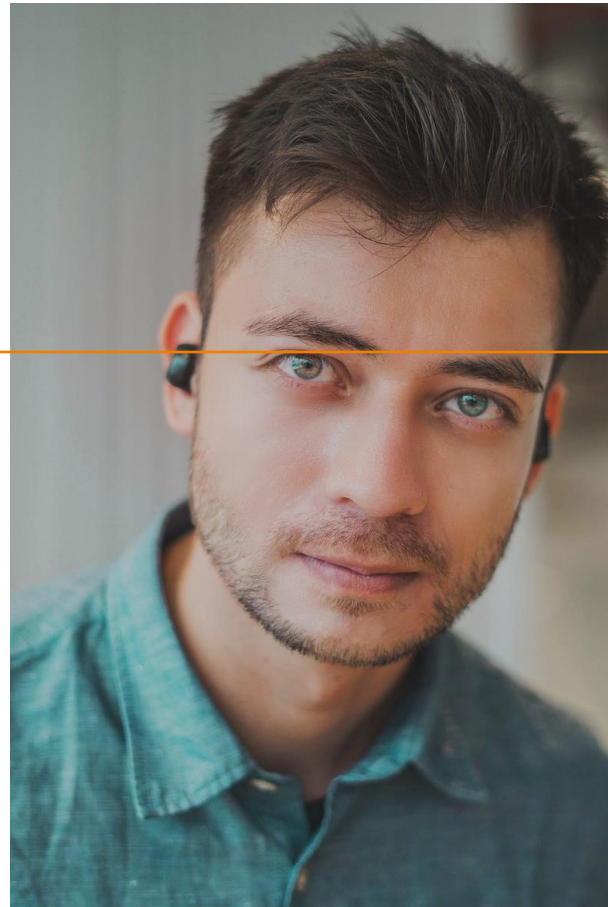
State*

*Targeting on the whole of Germany is - if desired - included in every booking

PREMIUM TARGETING

Reach your target group in the right environment

**Contextual
targeting**



BOOKING OPTIONS

Automobile

Business
decision-
makers

E-Mobility

Energy &
Resources

Food & Drink

Finance

HealthCare

Investment

Real Estate

Fashion &
Luxury

Sustainability

Social
responsibility

Sports

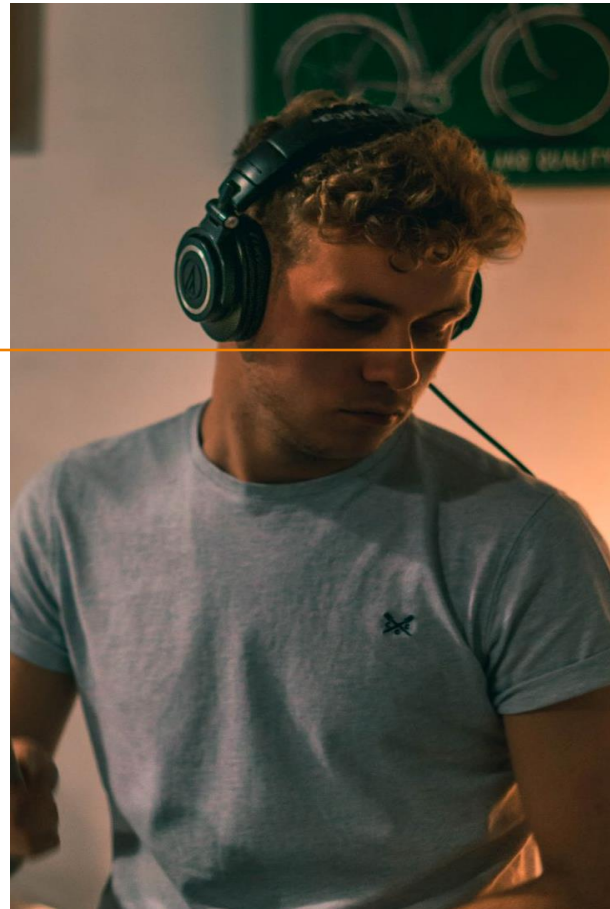
Science &
Technology

Economy

PREMIUM TARGETING

Reach your target group in the right environment

**Predictive
Audiences
Targeting**



BOOKING OPTIONS

New Car
Interests

Investors &
Shareholders

Health & Fitness
Fans

Food Lovers

Streaming
Junkies

Electronic Fans

Handyman/
Handywoman

Beauty
Queens/Kings

Gamer



REPORTING

REPORTING WITH THE HIGHEST MEASUREMENT STANDARDS

Uniform performance values for real accessibility

We focus on full transparency

- The IAB Technology Laboratory's Podcast Measurement Technical Guidelines define an overarching standard for podcast-specific performance metrics in order to report them in a comparable manner.
- In the podcast sector, reach measurement has thus been uniformly defined. Compliance with the IAB 2.1 standard therefore means transparent and accurate measurement with reliable data that can be relied on.

IAB 2.1
STANDARD

[CLICK HERE TO
DOWNLOAD](#)



→ Audio Impressions

→ Unique User

Exciting Insights:

↓
Age
Break

↓
Gender
Break

↓
Platform
Break

↓
Device
Break

↓
&
more



PODCAST ROADBLOCKS

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

Do you want to place your audio ad fixed with guaranteed volume and a flexible campaign period is not relevant for you?

Do you want to scale your audio impression volume and a flexible campaign period is important to you?

Fixed Position Placement

Volume-Posting

Want to book a specific podcast show fixed?

Would you like to book a certain topic fixed?

Would you like a specific show occupy?

Would you like to all shows of one of our brands occupy?

Would you like to a specific topic occupy?

Would you like to take a specific, individual subject?

Would you like to occupy our complete quality portfolio prove it?

Podcast Episode

Podcast Roadblock

Podcast Show

Podcast Brand







Podcast Channel

Premium Targeting

Podcast Network

PODCAST ROADBLOCKS

The most exciting podcast shows bundled for you by topic

INNOVATION & SUSTAIN- ABILITY		LIFESTYLE & CULTURE		QUALITY MEDIA	
POLITICS		ECONOMY & FINANCE		KNOW- LEDGE	

PODCAST-ROADBLOCK „INNOVATION & SUSTAINABILITY“

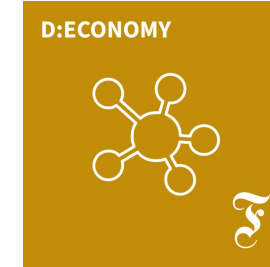
Fixed placement in 6 podcast shows with only one booking



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76,500
Guaranteed
Audio Impressions
per booking

12,240 €
Native PreRoll
Audio Ad

13,770 €
Native Storytelling
Audio Ad

Frankfurter Allgemeine Handelsblatt ZEIT ONLINE

PODCAST ROADBLOCK „LIFESTYLE & CULTURE “

Fixed placement in 5 podcast shows with only one booking



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193,000
Guaranteed
Audio Impressions
per booking

30,880 €
Native PreRoll
Audio Ad

34,740 €
Native Storytelling
Audio Ad



PODCAST-ROADBLOCK „QUALITY MEDIA“

Fixed placement in 5 podcast shows with only one booking



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334,000

Guaranteed
Audio Impressions
per booking

53,440 €

Native PreRoll
Audio Ad

360,120 €

Native Storytelling
Audio Ad

Frankfurter Allgemeine

Handelsblatt

Süddeutsche Zeitung

ZEIT ONLINE

PODCAST-ROADBLOCK „POLITICS“

Fixed placement in 6 podcast shows with only one booking



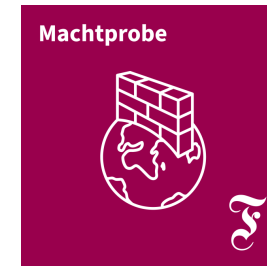
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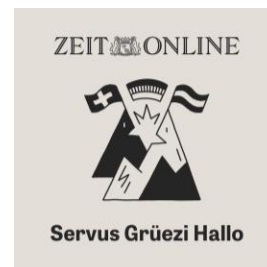
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311,000
Guaranteed
Audio Impressions
per booking

49,760 €
Native PreRoll
Audio Ad

55,980 €
Native Storytelling
Audio Ad

PODCAST-ROADBLOCK „ECONOMY & FINANCE“

Festplatzierung in 7 Podcast Shows mit nur einer Buchung



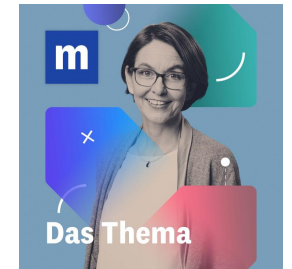
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175.000

Garantierte
Audio Impressions
pro Buchung

28.000 €

Native PreRoll
Audio Ad

31.500 €

Native Storytelling
Audio Ad

Frankfurter Allgemeine

Handelsblatt

Süddeutsche Zeitung

ZEIT ONLINE

PODCAST-ROADBLOCK „KNOWLEDGE“

Fixed placement in 3 podcast shows with only one booking



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242,500

Guaranteed
Audio Impressions
per booking

38,800 €

Native PreRoll
Audio Ad

43,650 €

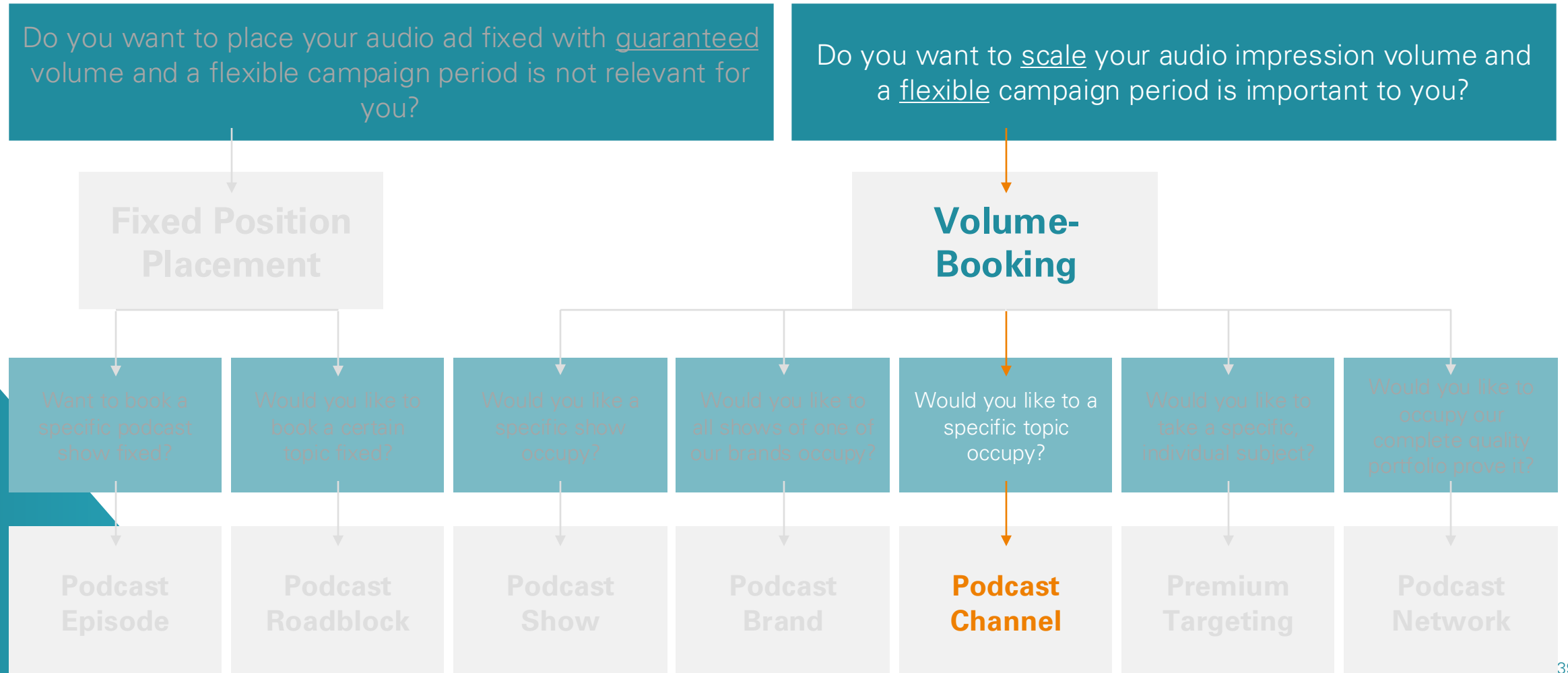
Native Storytelling
Audio Ad



PODCAST CHANNEL








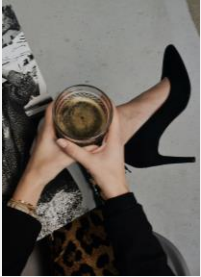




YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



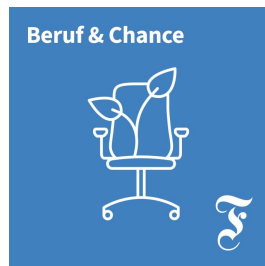
PODCAST CHANNEL

The most exciting podcast shows bundled for you by topic

<p>WORK & CAREER</p> 	<p>CRIME</p> 	<p>DIGITAL- IZATION</p> 	<p>FAMILY & PARENTING</p> 	<p>HEALTH</p> 
<p>SUSTAIN- ABILITY</p> 	<p>QUALITY MEDIA</p> 	<p>LIFESTYLE & CULTURE</p> 	<p>POLITICS</p> 	
<p>SPORTS</p> 	<p>ECONOMY & FINANCE</p> 	<p>KNOW- LEDGE</p> 		

PODCAST CHANNEL "WORK & CAREER"

Place yourself in 6 podcast shows with only one booking



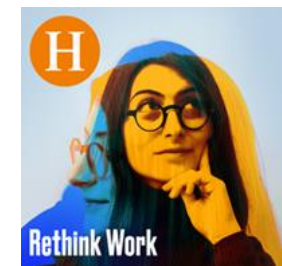
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AGMA coverage:
277,069
Downloads per month
(March 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST CHANNEL "CRIME"

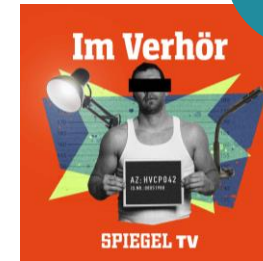
Place yourself in 6 podcast shows with only one booking



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NEW
from 2024!

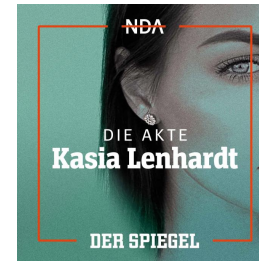
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AGMA coverage:
4,623,128
Downloads per month
(March 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

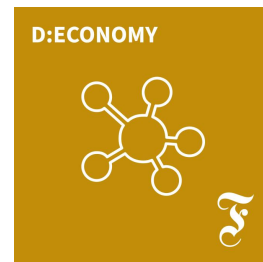
Native
PostRoll
Audio Ad

PODCAST CHANNEL "DIGITALIZATION"

Place yourself in 8 podcast shows with only one booking



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AGMA coverage:
204,322
Downloads per month
(March 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST CHANNEL "FAMILY & PARENTING"

Place yourself in 8 podcast shows with only one booking



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AGMA coverage:
195,638
Downloads per month
(March 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST CHANNEL "HEALTH"

Place yourself in 6 podcast shows with only one booking



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NEW
from 2024!

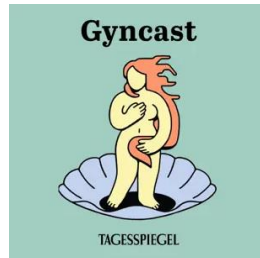
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AGMA coverage:
266,538
Downloads per month
(March 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST CHANNEL "LIFESTYLE & CULTURE"

Place yourself in 12 podcast shows with just one booking



AGMA coverage: 2,283,462 Downloads per month (March 2024)	Native PreRoll Audio Ad	Native MidRoll Audio Ad	Native PostRoll Audio Ad
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PODCAST CHANNEL "SUSTAINABILITY"

Place yourself in 5 podcast shows with just one booking



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*Playout only in archive range



AGMA coverage:
132,149
Downloads per month
(March 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST CHANNEL "QUALITY MEDIA"

Place yourself in 8 podcast shows with just one booking



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NEW
from 2024!

AGMA coverage:
12,719,548
Downloads per month
(March 2024)

Native
PreRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST CHANNEL "POLITICS"

Place yourself in 20 podcast shows with just one booking



<p>AGMA coverage: 2,444,206 Downloads per month (March 2024)</p>	<p>Native PreRoll Audio Ad</p>	<p>Native MidRoll Audio Ad</p>	<p>Native PostRoll Audio Ad</p>
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PODCAST CHANNEL "SPORTS"

Place yourself in 2 podcast shows with just one booking



+



AGMA coverage:

107,950

Downloads per month
(March 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

Süddeutsche Zeitung

ZEIT ONLINE

PODCAST CHANNEL "ECONOMY & FINANCE"

Place yourself in 14 podcast shows with just one booking

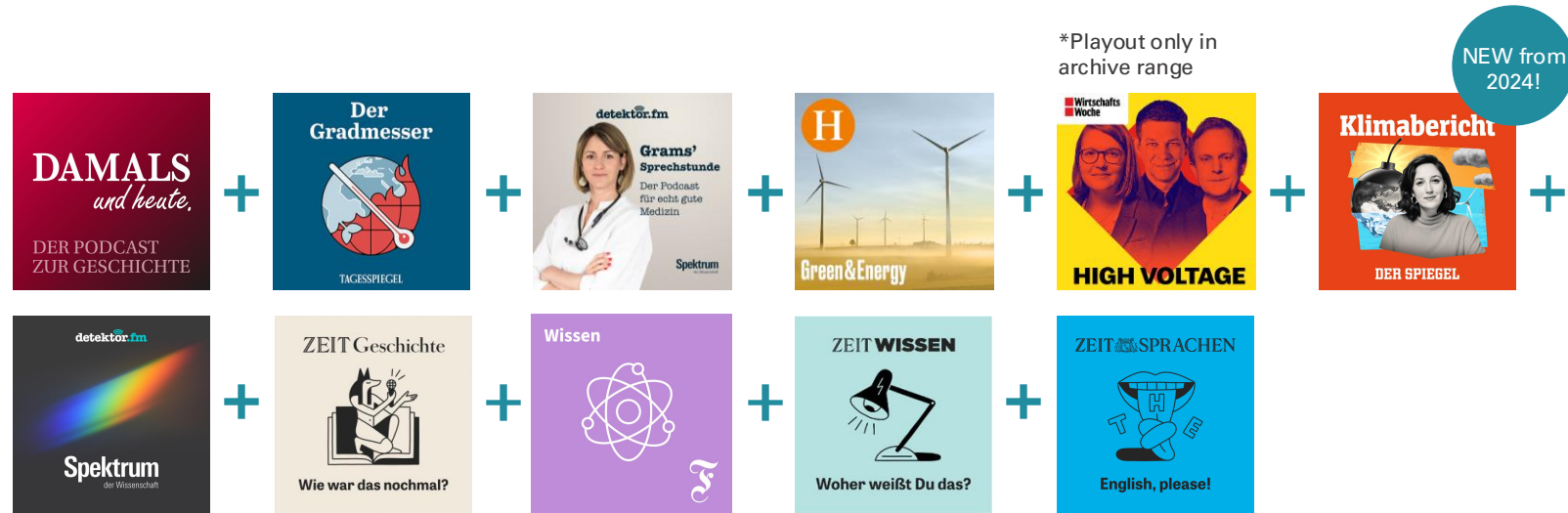


*Payout only in archive range

<p>AGMA coverage: 3,536,087 Downloads per month (March 2024)</p>	<p>Native PreRoll Audio Ad</p>	<p>Native MidRoll Audio Ad</p>	<p>Native PostRoll Audio Ad</p>
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PODCAST CHANNEL "KNOWLEDGE"

Place yourself in 11 podcast shows with just one booking



AGMA coverage:
579,243
 Downloads per
 month (March 2024)

Native
PreRoll
 Audio Ad

Native
MidRoll
 Audio Ad

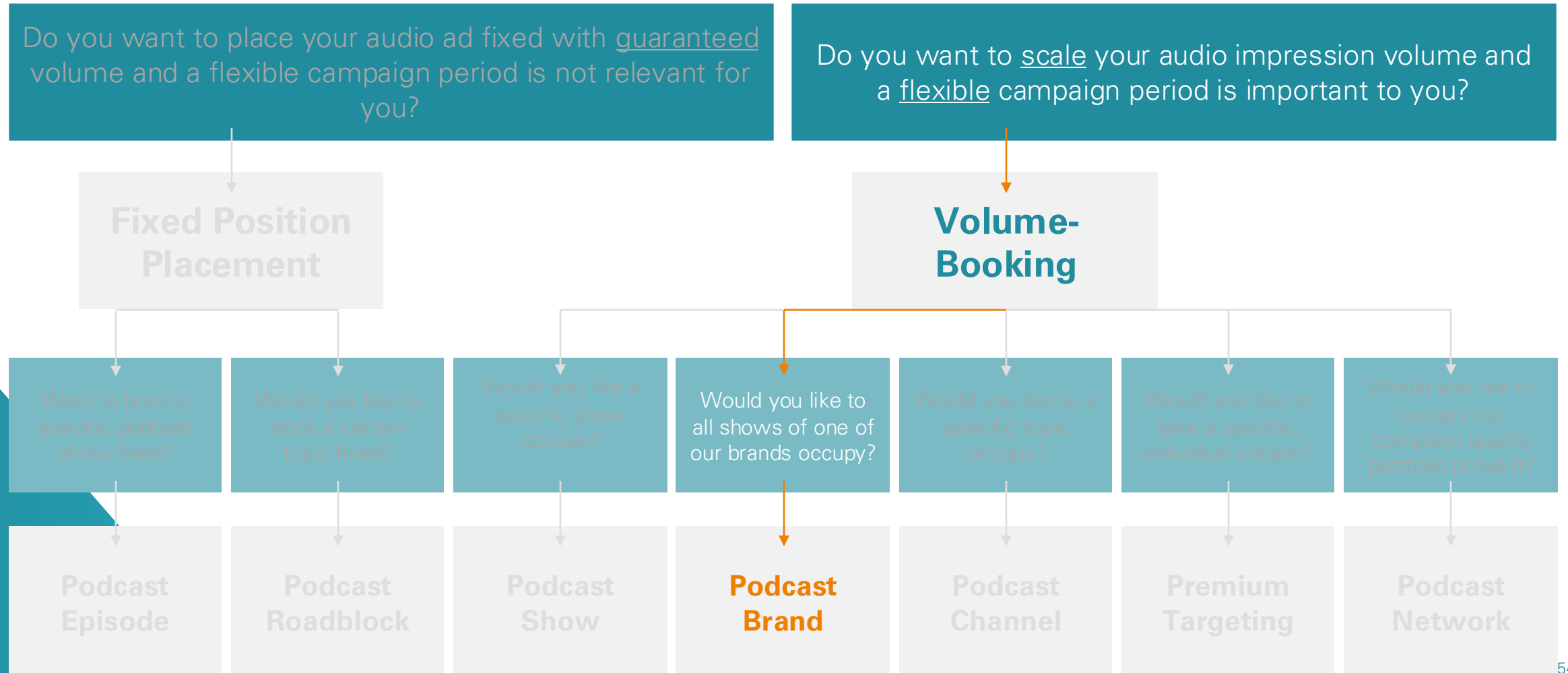
Native
PostRoll
 Audio Ad



PODCAST BRAND

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



PODCAST BRAND

All podcast shows of one of our media brands bundled for you

DER SPIEGEL

Handelsblatt

ZEIT  ONLINE



Frankfurter Allgemeine

Süddeutsche Zeitung

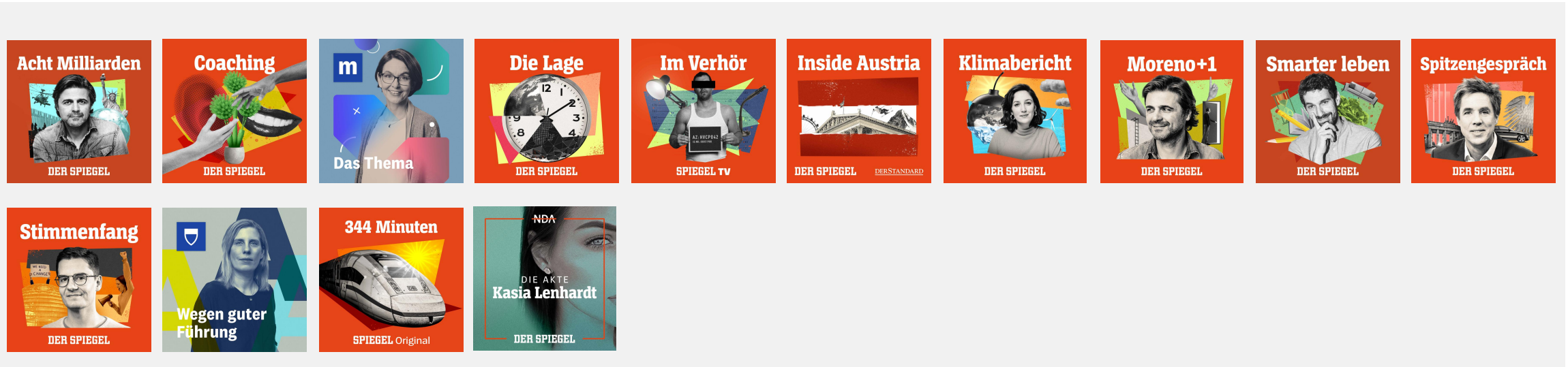
TAGESSPIEGEL

* DER SPIEGEL ab 2024

PODCAST BRAND DER SPIEGEL

Place yourself in 14 podcast shows with just one booking

NEW from
2024!



AGMA coverage:
3.2 million
Downloads per month
(March 2024)

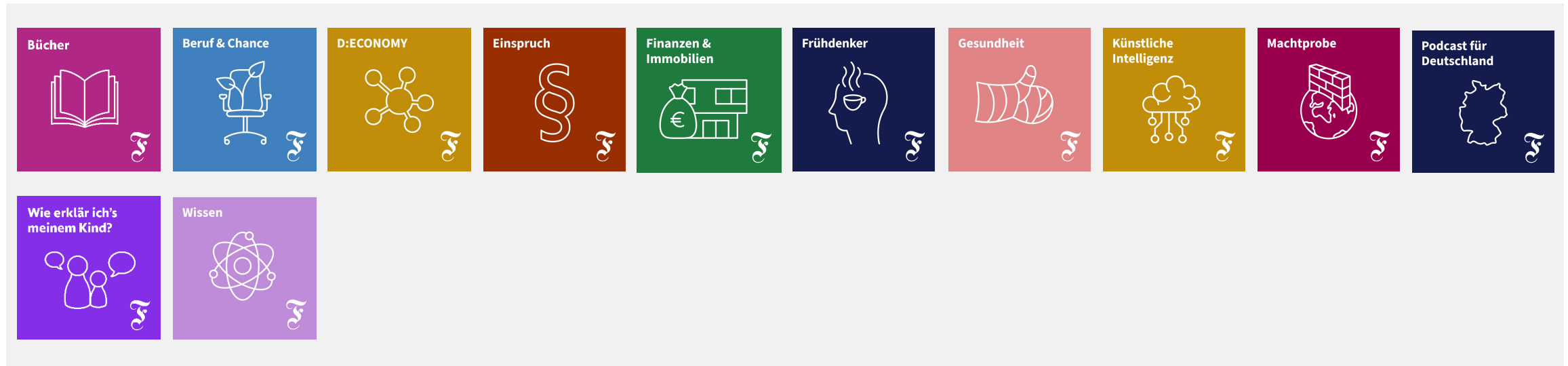
Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad

PODCAST BRAND F.A.Z

Place yourself in 12 podcast shows with just one booking



AGMA range:
2.1 million
Downloads per month
(March 2024)

Native
PreRoll
Audio Ad

Native
MidRoll
Audio Ad

Native
PostRoll
Audio Ad



PODCAST BRAND HANDELSBLATT

Place yourself in 7 podcast shows with just one booking



AGMA range:

3.2 million

Downloads per month
(March 2024)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

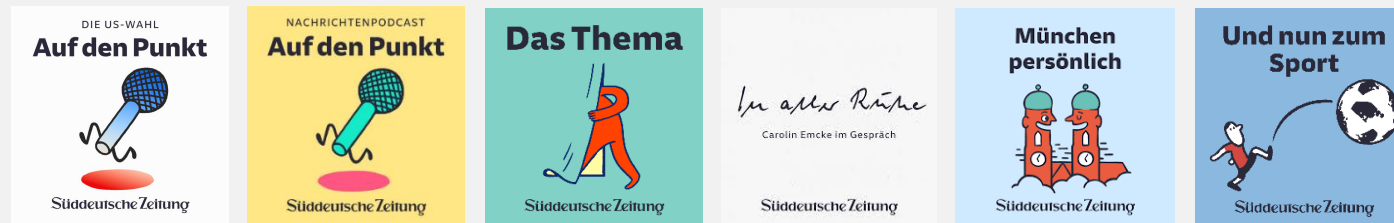
Native

PostRoll

Audio Ad

PODCAST BRAND SÜDDEUTSCHE

Place yourself in 6 podcast shows with only one booking



AGMA range:

2.1 million

Downloads per month
(March 2024)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

Native

PostRoll

Audio Ad

PODCAST BRAND TAGESSPIEGEL

Place yourself in 5 podcast shows with only one booking



AGMA range:

210,331

Downloads per month
(March 2024)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

Native

PostRoll

Audio Ad

PODCAST BRAND WIRTSCHAFTSWOCHE

Place yourself in 4 podcast shows with only one booking



AGMA-Reach:

226,572

Downloads per Month
(March 2024)

Native

PreRoll

Audio Ad

Native

MidRoll

Audio Ad

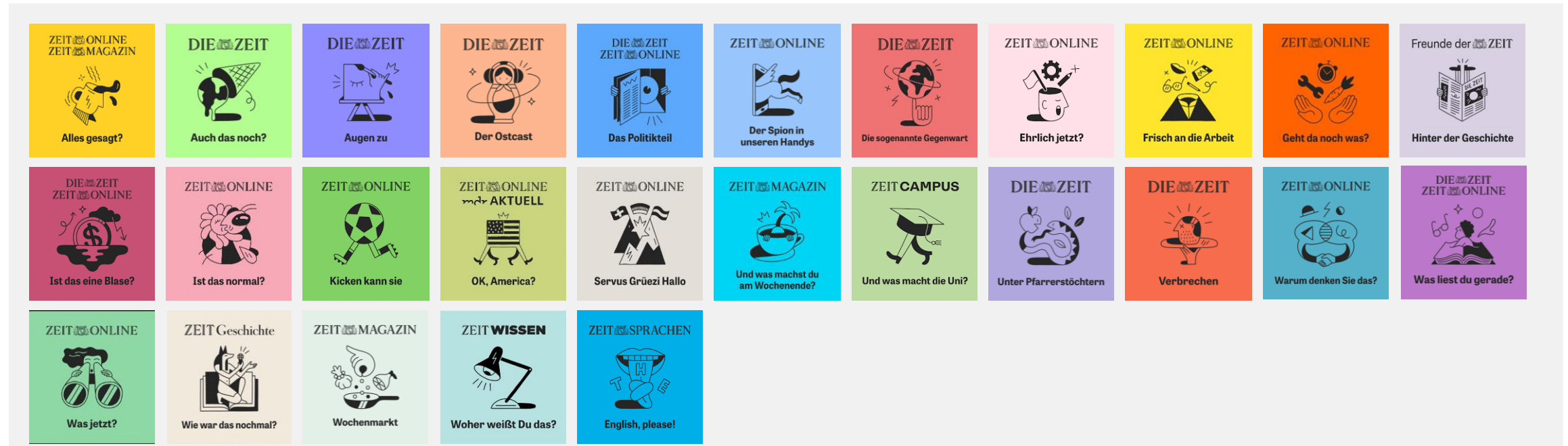
Native

PostRoll

Audio Ad

PODCAST BRAND ZEIT ONLINE

Place yourself in 27 podcast shows with just one booking



AGMA range:
14.8 million
 Downloads per month
 (March 2024)

Native
PreRoll
 Audio Ad

Native
MidRoll
 Audio Ad

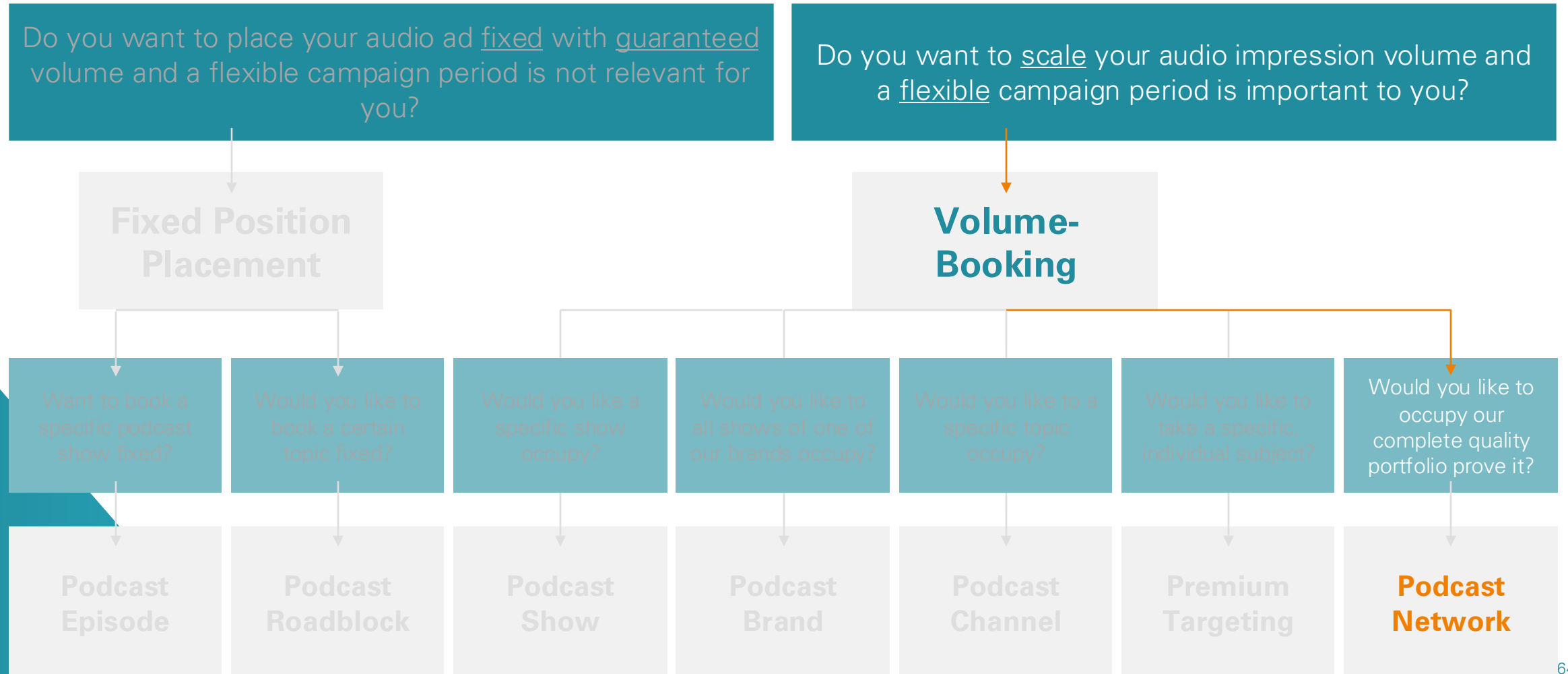
Native
PostRoll
 Audio Ad



PODCAST NETWORK

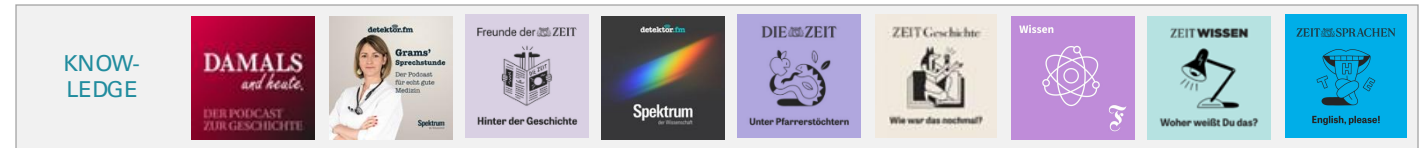
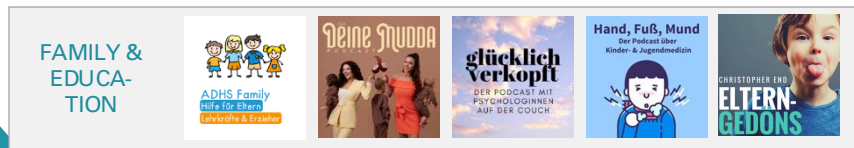
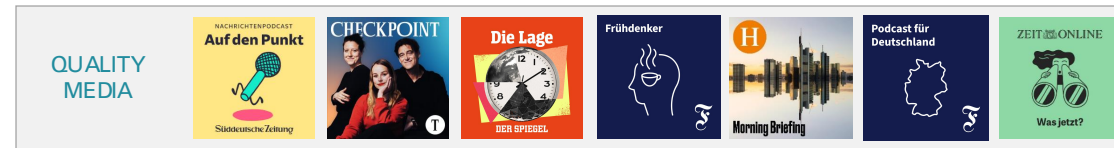
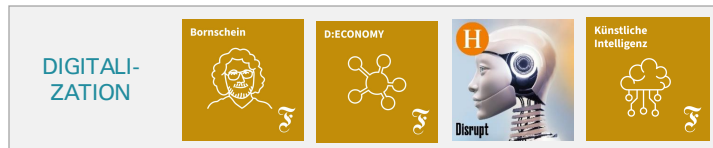
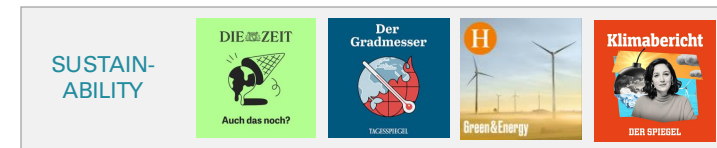
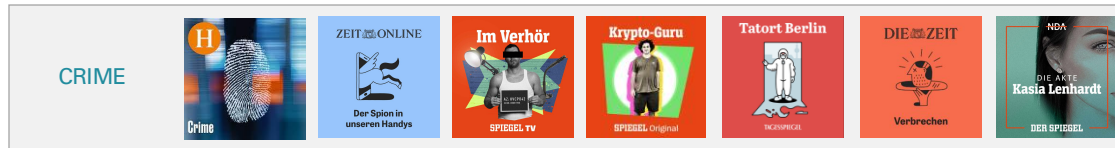
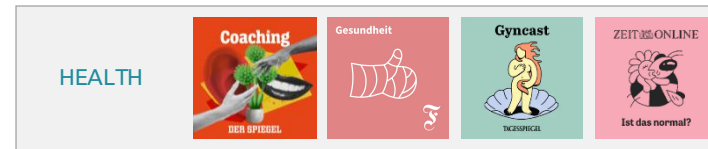
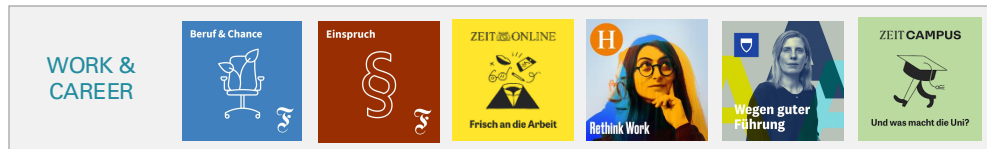
YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes



PODCAST NETWORK

All media brands & all topics in just one booking



AGMA-Reach:
26.2 Mio.
 Downloads per month
 (March 2024)

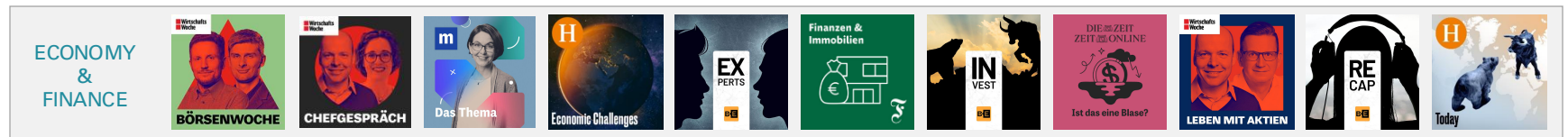
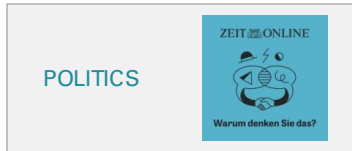
Native
PreRoll
 Audio Ad

Native
MidRoll
 Audio Ad

Native
PostRoll
 Audio Ad

PODCAST NETWORK

All media brands & all topics in just one booking



AGMA-Reach:
26.2 Mio.
 Downloads per month
 (March 2024)

Native
PreRoll
 Audio Ad

Native
MidRoll
 Audio Ad

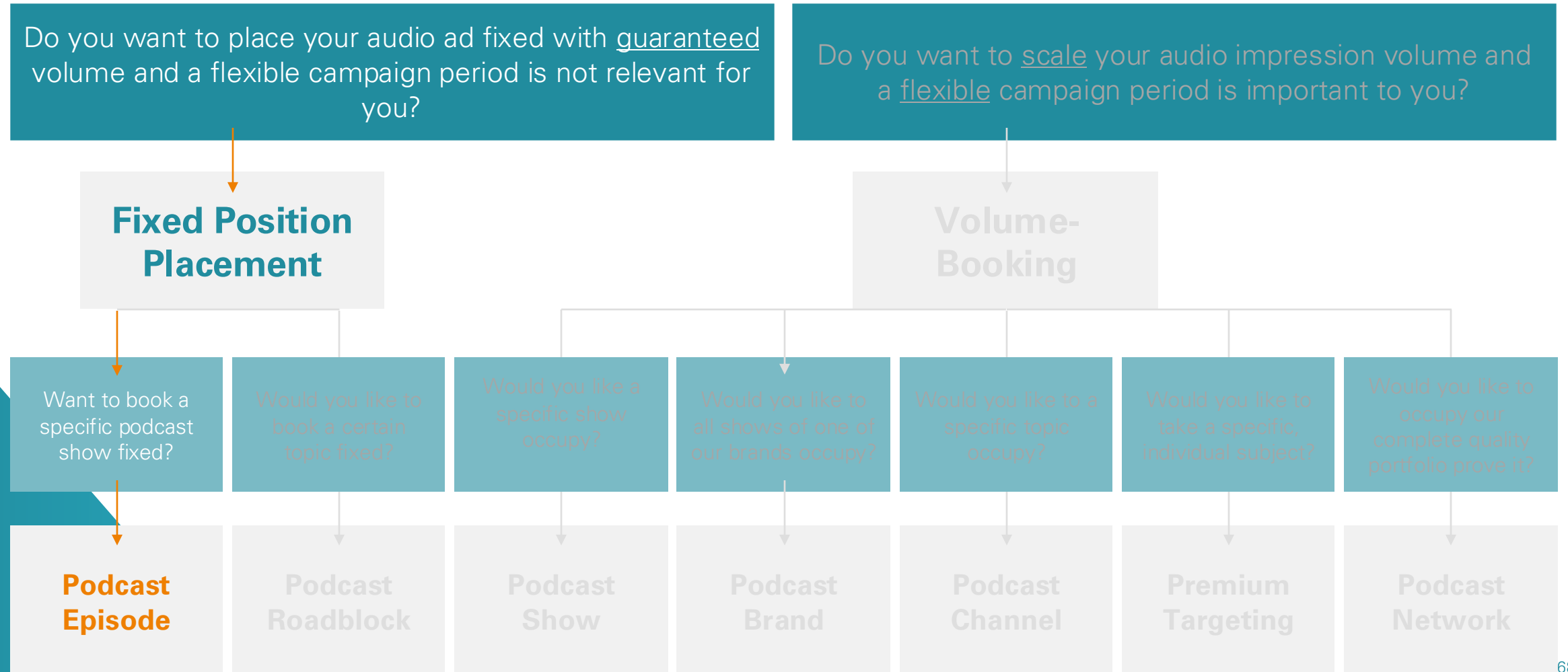
Native
PostRoll
 Audio Ad



PODCAST EPISODE

YOUR BOOKING OPTIONS

Exactly the right offer according to your wishes

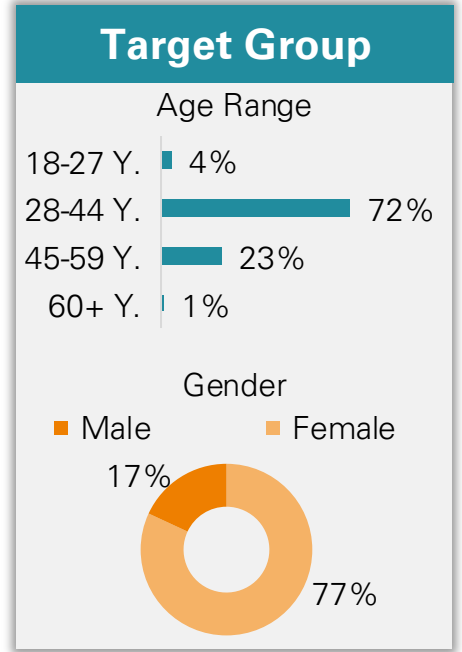


ADHS FAMILY

Help for parents, teachers & educators



The podcast is dedicated to practical solutions, encouraging stories and relaxation techniques that help parents of children and young people with ADHD to create a fulfilling family and school life. Every two weeks on Thursdays, ADHD expert Anna Maria Sanders conducts informative interviews with experts from various fields, including psychology, education and medicine.



Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
fortnightly
20 minutes

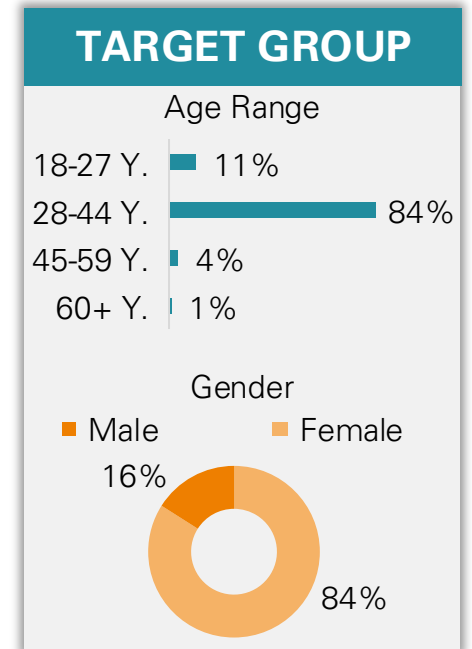
GLÜCKLICH VERKOPT

The psychology podcast (*happily cerebral*)

Family & Education



How do I increase my self-esteem? What makes a fulfilled life? How can I learn to deal with difficult emotions? These and other exciting questions from the fields of psychology, psychotherapy and personal development are discussed and answered in depth in the "glücklich verkopft" podcast.



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Average duration

Monthly
60 minutes

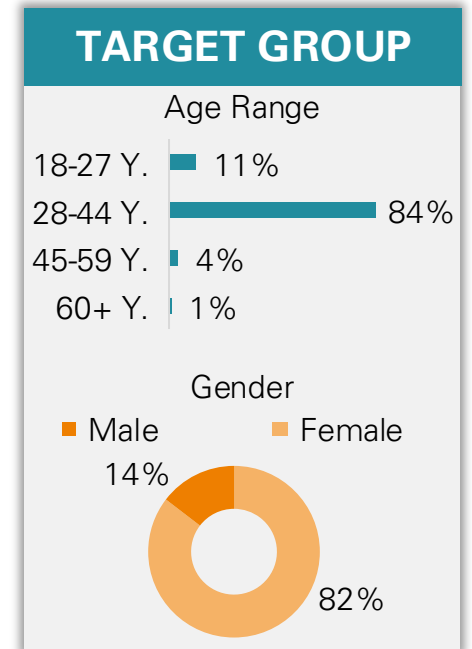
Source: Spotify Audience

HAND, FUß, MUND

The podcast about pediatrics & adolescent medicine (*Hand, feet, mouth*)



"Hand Fuß Mund" offers information, insights and discussions about the health and well-being of children and adolescents **every Thursday**. The first German podcast on pediatric & adolescent medicine covers a wide range of pediatric healthcare topics, from general medical issues to specific conditions and developmental milestones.



Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

weekly
45 minutes

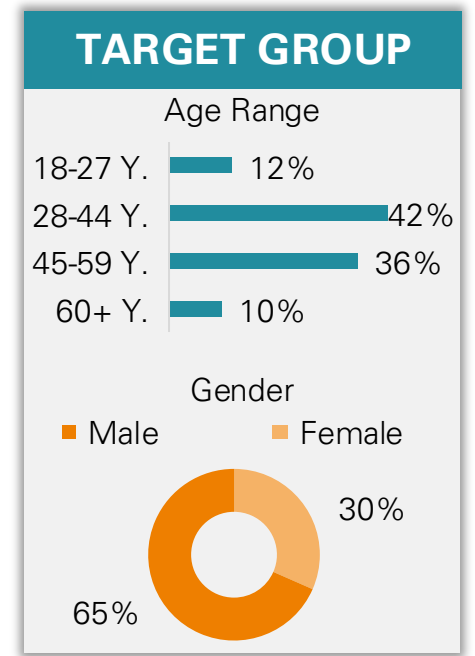
Source: Spotify Audience

DAMALS UND HEUTE

The podcast on history (*Then and now*)



DAMALS – the podcast for the history magazine of the same name offers listeners a captivating and informative way to explore the past **twice a month on Thursdays**, bringing history to life through interesting narratives and in-depth research.



Placement Options
Only bookable in the Channel*

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
fortnightly
40 minutes

* No new podcast episodes appear | Payout only within archive range

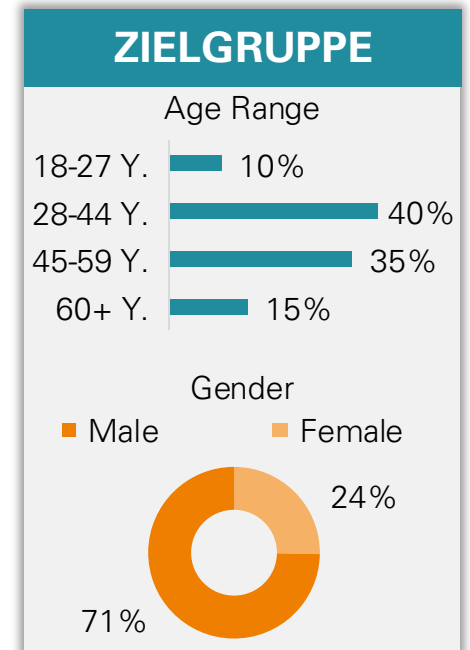
CICERO PODCASTS

Cicero – Magazine for political culture

Politics



On Cicero, the podcast named after the magazine about political culture, the editorial team discusses current topics with guests from politics, society, business, culture and science every Thursday. from politics, society, business, culture and science on current topics from Germany and abroad and presents creative and innovative decision-makers and their companies.



Placement Options

Volume Booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

weekly
55 minutes

Source: Spotify Audience

DER DEINE MUDDA PODCAST

The podcast for the perfect imperfectly mother (*The yo mama podcast*)

Family & Education

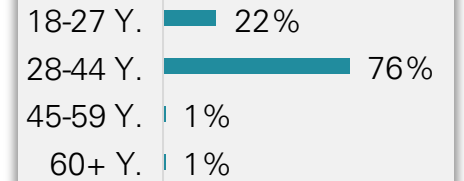


True to the motto "take it easy Muddi", this podcast is for all perfectly imperfect moms who can laugh at themselves and don't take everything so seriously.

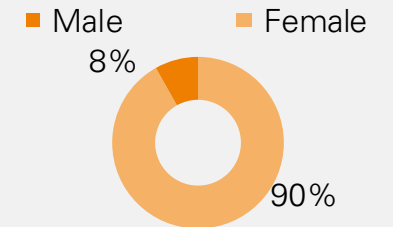
In the podcast, Lulu and Leonie share unfiltered and brutally honest testimonials and ask experts and other moms questions that no one else dares to ask.

TARGET GROUP

Age Range



Gender



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Average duration

Weekly
45 minutes

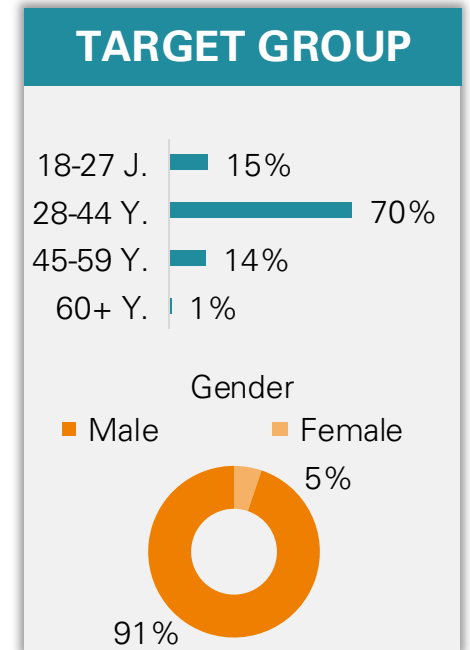
Source: Spotify Audience

BTC-ECHO EXPERTS

Insights from the Bitcoins & Blockchains scene



Every Wednesday, Sven Wagenknecht and David Scheider have the top-class minds of the crypto and blockchain scene at the microphone: CEOs, politicians, activists and specialists in their field dive deep into the topics and bring the most exciting insights from the Bitcoin and blockchain scene to the surface.



Placement Options

Volume booking

Ad Slots

Pre- & Post-Roll

Rhythm & Average duration

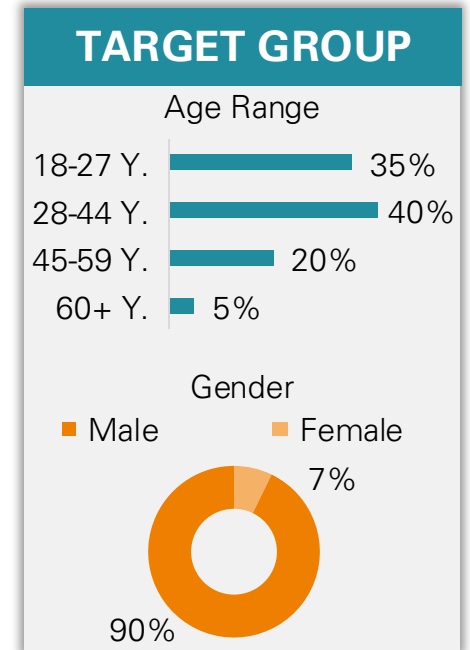
weekly
30 minutes

BTC-ECHO INVEST

Bitcoins, shares & finance



Every Monday, the BTC-ECHO market experts analyze the crypto market as well as the conventional stock markets and their impact on Bitcoin & Co. They take a look at the most relevant charts and indicators as well as the most important news, market updates and fundamental developments.



Placement Options
Volume booking

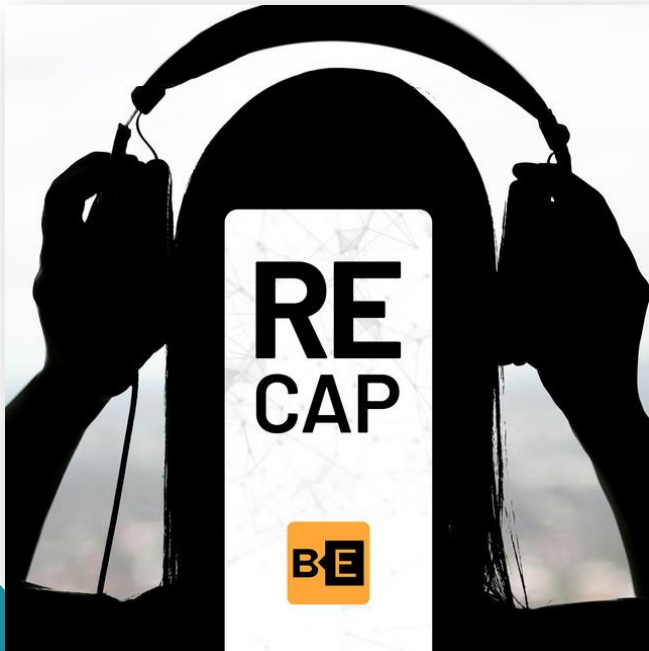
Ad Slots
Pre- & Post-Roll

Rhythm & Average duration
Weekly
40 minutes

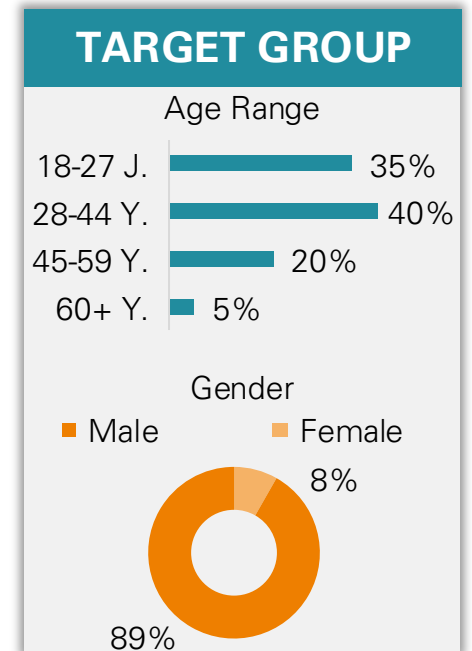
Source: Spotify Audience

BTC-ECHO RECAP

Top topics on bitcoins, blockchains & crypto



Every Friday, BTC-ECHO editor-in-chief Sven Wagenknecht, Bitcoin expert David Scheider and editor Giacomo Maihofer take a look at the most important crypto events of the past week for listeners, categorize them and provide a comprehensive summary of the last seven days in the Bitcoin & blockchain scene.



Placement Options

Volume booking

Ad Slots

Pre- & Post-Roll

Rhythm & Average duration

Weekly
25 minutes

ACHT MILLIARDEN

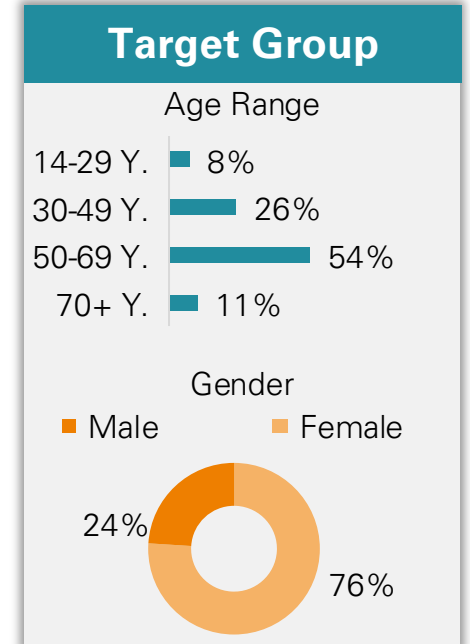
Der SPIEGEL Foreign podcast

NEW
from 2024!

Politics



How do global challenges affect politics and society? This is about the big issues that are making headlines around the world. Every week, Olaf Heuser talks to SPIEGEL correspondents about news and stories from politics and society in the foreign podcast. The new foreign podcast for a political and economic view of the world



AGMA-Reach

613,282 Downloads
03/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

weekly
30 minutes

source: ma podcast

COACHING

Ideas, motivation and strategies for a better life

NEW
from 2024!

Health



Life is a construction site, but sometimes you don't know how to organize your everyday life better. SPIEGEL Coaching helps with practical and, above all, simple training sessions. Listeners learn how to achieve their goals, how to get rid of inappropriate habits and develop new ones. And they gain insights into the psychological relationships that shape our behavior and experience. SPIEGEL Coaching deals with many areas of daily life, such as nutrition, health, psychology, mindfulness, everyday life and work-life balance.

Placement Options

Only bookable in the channel*

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

7 minutes

* No new podcast episodes will be released | playback only within archive range

DIE LAGE

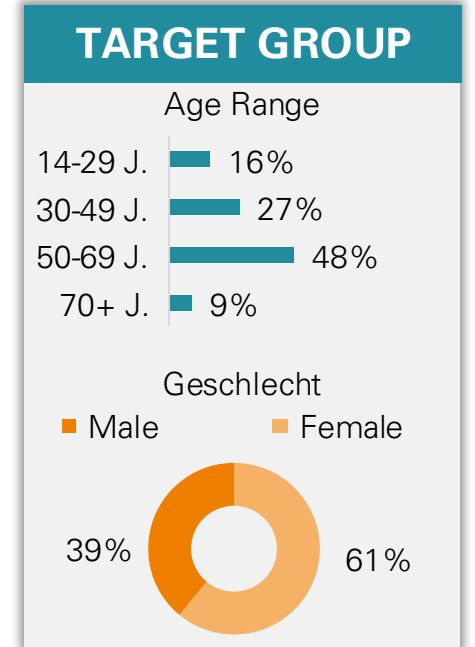
Our most important topics of the day

NEW
from 2024!

Quality
Media



The most important news of the day - supplemented by opinions and recommendations from the SPIEGEL editorial team. On weekdays, the podcast updates its reports in the morning and evening. On Saturday mornings, the authors look back on the past week - and explain what will be important in the coming week.



AGMA-REACH
1,234,781 Downloads
03/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre- &
Post-Roll

Rhythm & Average duration
Daily
5 Minutes

Source: ma podcast

IM VERHÖR

SPIEGEL's politics podcast (*in interrogation*)

NEW
from 2024!

Crime



In the new crime format "In Interrogation", SPIEGEL TV editor Christina Pohl looks at spectacular criminal cases, the criminal machinations of Arab clans and the world of lateral thinkers. In several episodes, she delves into the facts and talks to experts and journalists about the background and people behind the crimes.

AGMA-REACH

176.421 Downloads
08/2023

Placement Options

Only bookable in the channel*

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

45 minutes

*No new podcast episodes will be released | playback only within archive range
Source: ma podcast

INSIDE AUSTRIA

The political Austria Podcast

NEW
from 2024!

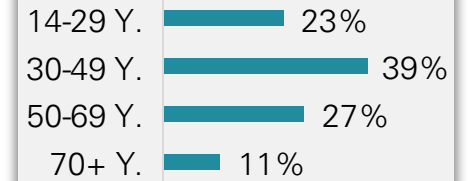
Politics



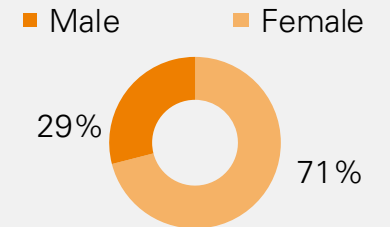
The Austria podcast from SPIEGEL and "Standard". For anyone interested in the political depths of Austria. Lucia Heisterkamp and Antonia Rauth explain what moves the republic, from the Ibiza affair to current national political issues.

TARGET GROUP

Age Range



Gender



AGMA-REACH

403,236 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
30 minutes

Source: ma podcast

KLIMABERICHT

Der Klima-Podcast des SPIEGEL

NEW
from 2024!

Sustainability



What needs to happen to save our climate? Regina Steffens meets people who are taking a stand against the crisis. Who argue, try things out and give hope. New every Tuesday.

AGMA-REACH

97.261 Downloads
08/2023

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
30 Minutes

Source: ma podcast

MORENO +1

The SPIEGEL interview podcast

NEW
from 2024!

Lifestyle &
Culture



Constructive, open, surprising conversations with interesting people. In the SPIEGEL interview podcast, Juan Moreno talks to leading figures from the worlds of business, sport, culture and gastronomy every Wednesday.

AGMA-REACH

113,194 Downloads*
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
40 minutes

Source: ma podcast

* only within archive range, only bookable in the channel

NDA: DIE AKTE KASIA LENHARDT

The SPIEGEL investigative podcast

NEU
ab 2024!

Crime



NDA is a podcast about stories that shouldn't be told. In season one, SPIEGEL reporter Nora Gantenbrink and investigative journalist Maike Backhaus investigate the case of Kasia Lehnardt.

Kasia Lehnardt dies at the age of 25 in Berlin. She became famous through 'Germany's Next Topmodel' and her relationship with footballer Jérôme Boateng. Shortly before her death, Kasia Lehnardt signs an NDA. The non-disclosure agreement prohibits her from speaking publicly about her relationship with Jérôme Boateng.

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Season format
34 minutes

SMARTER LEBEN

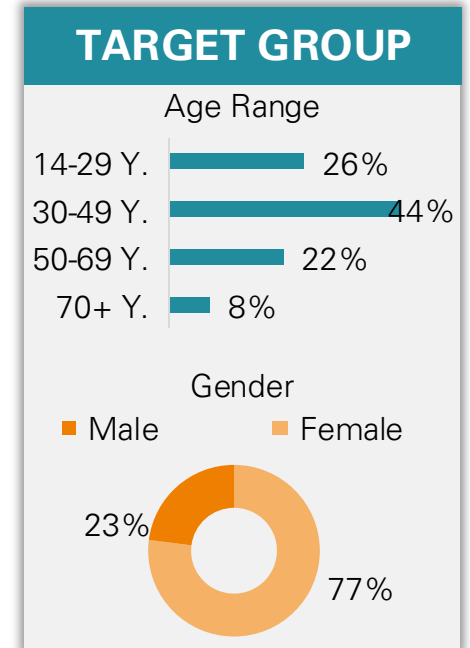
The SPIEGEL ideas podcast

NEW
from 2024!

Lifestyle &
Culture



Lenne Kaffka talks about ideas for a better life and how we can implement them in everyday life. From sleep to a sugar-free diet to the ABC of wine - this podcast is for anyone who wants to take a more conscious approach to their everyday life. New every Saturday.



AGMA-REACH

495,056 Downloads
03/2024

Placement Options

Volume booking
Fixed Placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
20 minutes

Source: ma podcast

SPITZENGESPRÄCH

The SPIEGEL Politics Talk

NEW from
2024!

Politics



The political talk show "Spitzengespräch" has been an integral part of SPIEGEL's video offering since 2020. In his show, SPIEGEL editor Markus Feldenkirchen receives high-profile guests on current topics from politics, business and society. The "Spitzengespräch" podcast makes the talk accessible to a broader target group.

Placement Options

Volume booking
Fixed Placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
40 minutes

Source: Spotify Audience

STIMMENFANG

DER SPIEGEL (Vote catching)

NEW
from 2024!

Politics

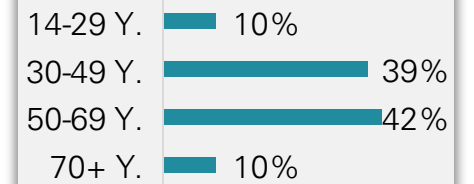


Political analyses, interviews with politicians and listeners' stories - every week, SPIEGEL ONLINE goes out to catch voices.

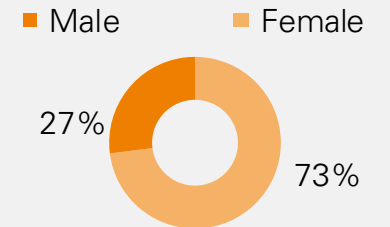
"Stimmenfang" aims to provide answers to questions - "How is Germany doing?", "How does politics work and where does it need to improve?"

TARGET GROUP

Age Range



Gender



AGMA-REACH

176,092 Downloads
03/2024

Placement Options

Volume booking
Fixed Placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
25 Minutes

Source: ma podcast

SPIEGEL ORIGINAL-344MINUTEN

The investigative podcast

NEW
from 2024!

Lifestyle
& Culture



With "SPIEGEL Original", DER SPIEGEL is expanding its podcast portfolio with a series that accompanies the news magazine's major investigations.

The focus here is on storytelling: the episodes shed light on the connections and reveal the people behind the story. This gives listeners exclusive insights into the creation and research of each story.

"SPIEGEL Original" podcasts are produced as independent seasons to accompany major investigative stories.

Currently published seasons: Putin's Krieg im Netz / Krypto-Guru / 344 Minuten

Placement Options

Further information coming
soon

Ad Slots

Further information coming
soon

Rhythm & Average duration

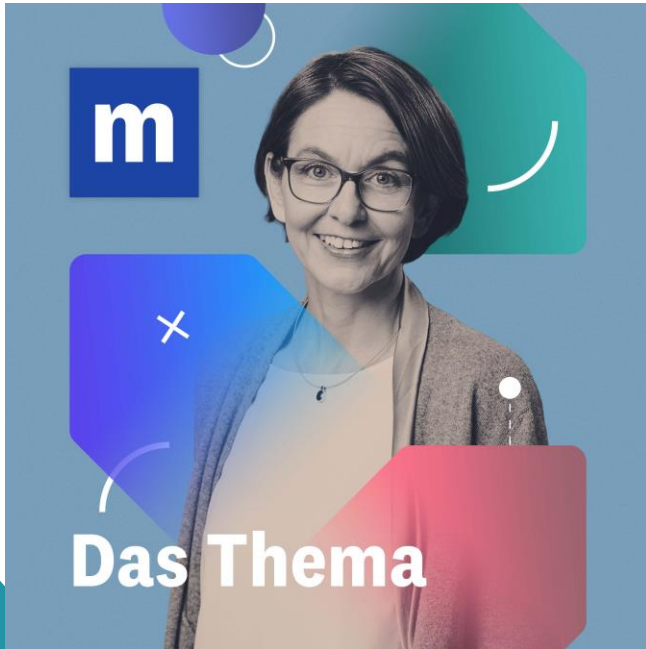
Further information coming
soon

DAS THEMA

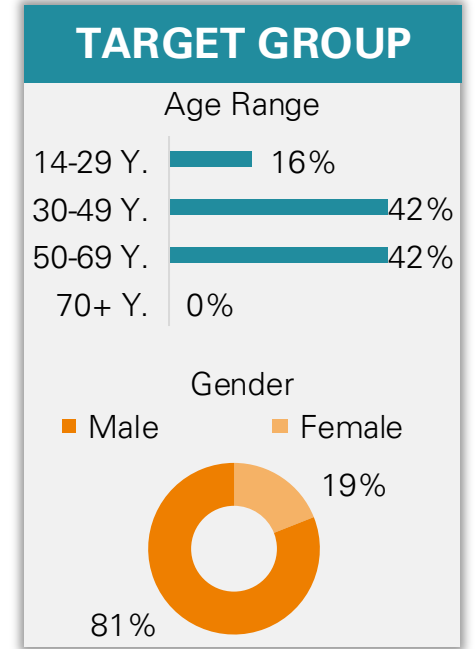
The podcast about relevant economic topics (*the topic*)

NEW
from 2024!

Economy &
Finance



Which business models will be successful in the future? Which trends will shape the economy - and which people? For 50 years, manager magazin has been providing first-hand business information. **Once a week**, this podcast uses current events to analyze and discuss what will be really important and what you need to be prepared for if you want to be successful in business.



AGMA-REACH
96;347 Downloads
03/2023

Placement Options
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
Weekly
25 minutes

Source: ma podcast

WEGEN GUTER FÜHRUNG

The honest leadership podcast

NEW
from 2024!

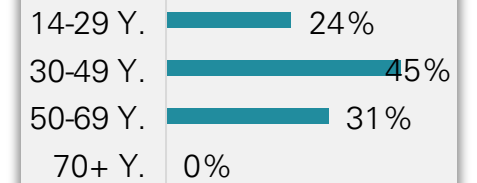
Work &
Career



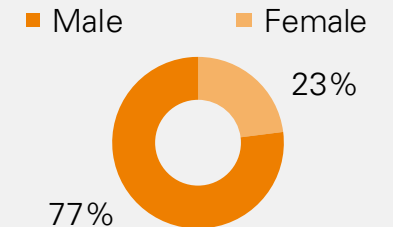
In her new podcast **Wegen guter Führung**, editor-in-chief Antonia Götsch talks to other managers and experts from the world of science **every two weeks**. Honest, well-founded, open and sometimes funny. I share what I have learned myself, what I fail at and also try to elicit from my guests what they usually only reveal to their confidants.

TARGET GROUP

Age Range



Gender



AGMA-REACH

49;232 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

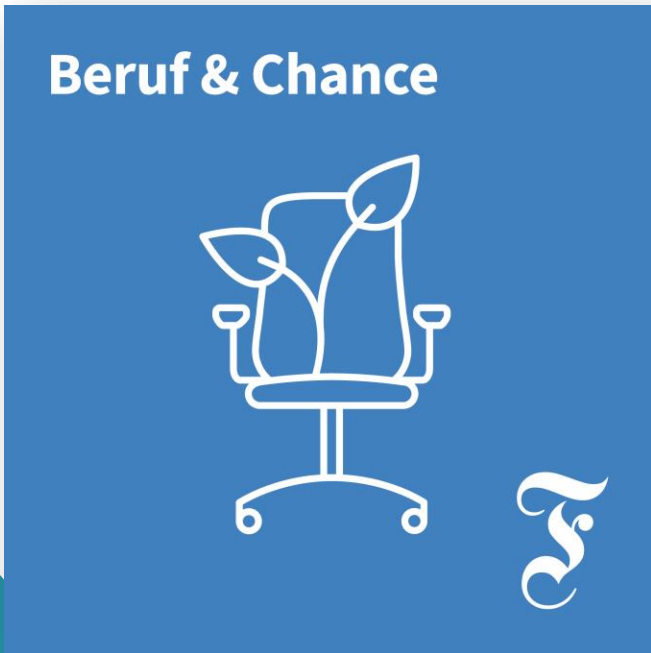
Rhythm & Average duration

fortnightly
35 minutes

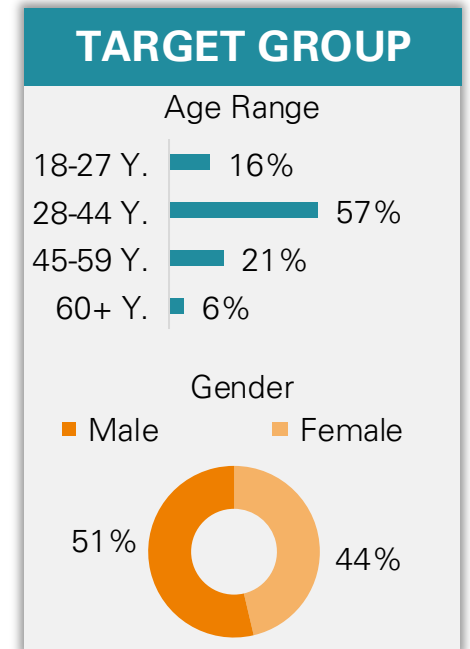
Source: ma podcast

BERUF & CHANCE

The F.A.Z. Career Guide



Every Monday, the "Beruf und Chance" podcast delves deep into the world of professions, career paths and personal success stories and offers a valuable guide for people who want to realize their professional potential. In each episode, experienced journalists from Frankfurter Allgemeine conduct insightful interviews with industry experts, successful entrepreneurs and influential executives.



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Average duration

Weekly
45 minutes

Source: Spotify Audience

BORNSCHEIN

Cultivated dispute on digital topics

Bornschein



Strategy and digital expert Christoph Bornschein takes on the role of moderator and asks the invited experts about (mostly) digital topics. His own expertise means that the discussion does not remain superficial, but goes into depth and discusses topics in greater depth. This can certainly lead to a cultivated dispute. This friction generates insight and (hopefully) new ideas on the part of the audience. The tone is charming, but direct and to the point. Thinking is required.

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

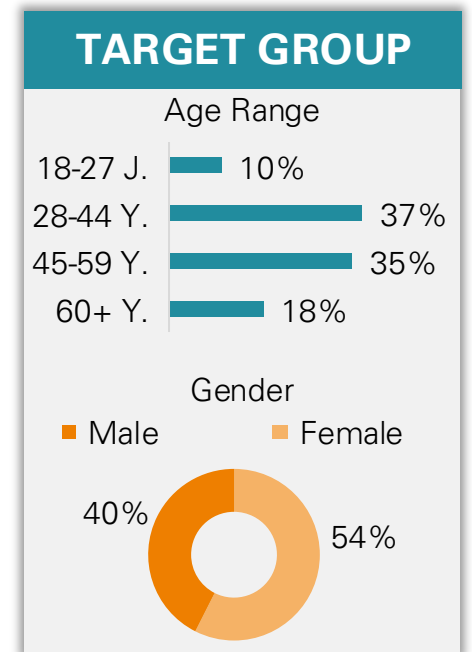
Monthly
30-50 minutes

BÜCHER

The latest from the world of literature



Experienced experts, including literary critics and journalists from the FAZ, sink into the pages of remarkable books every Sunday, providing valuable insights and sharing their perspectives. They explore the themes, characters and writing styles that make these books special, providing a deep understanding and appreciation of the literary works discussed.



AGMA-REACH

44,878 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

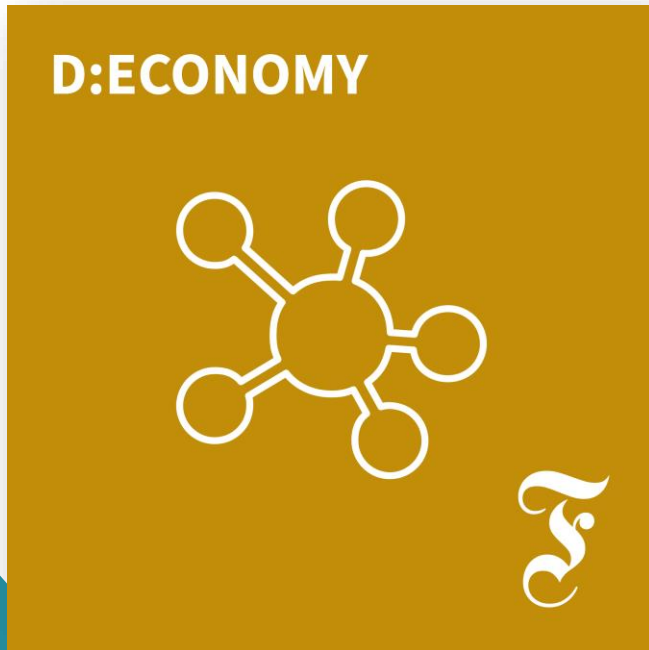
Rhythm & Average duration

Weekly
65 minutes

Source: ma podcast

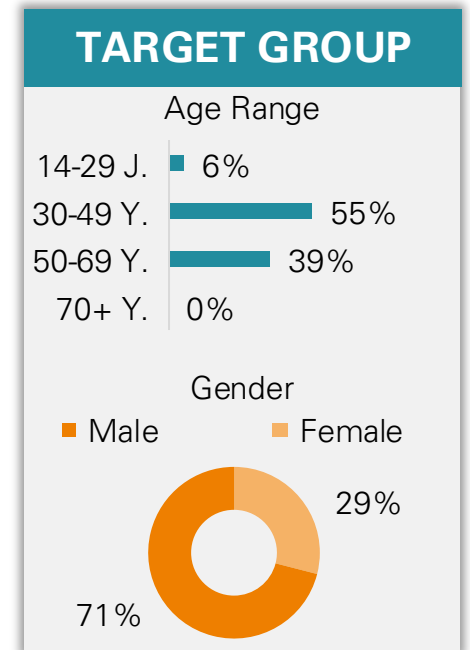
D:ECONOMY

The F.A.Z. knowledge hub on the digital economy



D:economy is an exciting discussion about the digital future. The podcast is part of a successful cross-media platform of the F.A.Z. with its own app, topic page and editorial supplement. Every Friday, the podcast provides insights into the latest developments in the fields of AI, the digital economy, Industry 4.0 and technology in 30-40 minutes. They are also placed in the context of society as a whole.

The podcast is aimed at people who are interested in digitalization and technology and is mainly listened to by professionals. It also reaches podcast listeners who listen to podcasts several times a day and devote their undivided attention to them.



AGMA-REACH

69,994 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
40 minutes

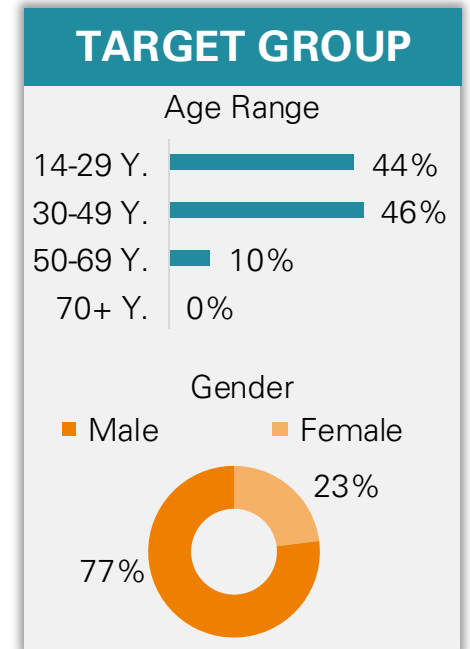
Source: ma podcast

EINSPRUCH

The podcast on justice and legal policy



From discussing landmark court cases to examining legal challenges arising from new technologies and social issues, "Einspruch" offers a comprehensive and refreshing look at the world of law every Wednesday. Whether you're a legal professional looking to keep up to date or a private individual with a passion for legal issues: This podcast offers an intellectually stimulating and informative listening experience.



AGMA-REACH

95,044 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Duration

Weekly
70 minutes

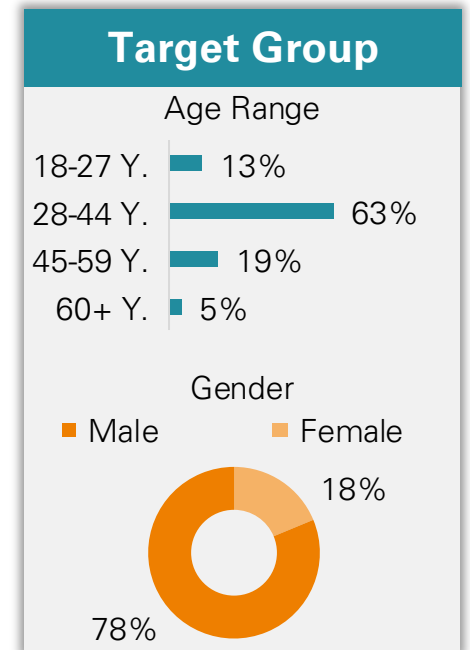
Source: ma podcast

FINANZEN & IMMOBILIEN

All about investing



Money is rarely talked about! The "Finance & Real Estate" podcast aims to change that by having the hosts talk every Tuesday about a wide range of topics relating to personal finance, investment strategies and the ever-changing real estate market. The podcast offers a wealth of information aimed at both experienced investors and people who want to make informed financial decisions.



AGMA-REACH

68,683 Downloads
03/2024

Placement Options

Volumen booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
30 minutes

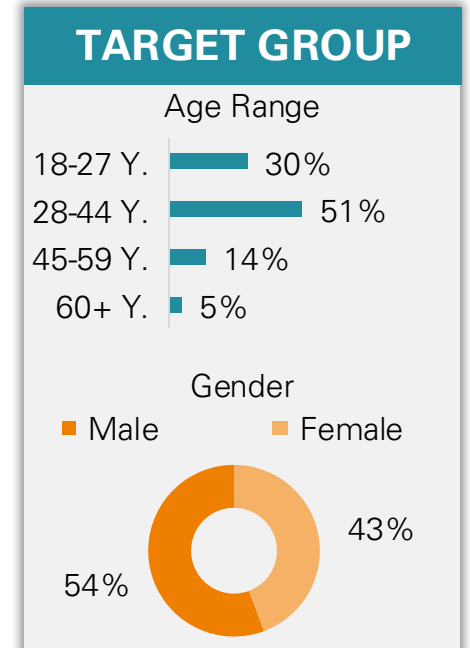
Source: ma podcast

FRÜHDENKER

Listening to the essentials every morning (*early thinkers*)



"F.A.Z. Frühdenker" can be made a fixed part of the daily morning ritual, and not only in conjunction with a newsletter of the same name, which is sent to more than 160,000 readers and has established itself as a successful digital product of the F.A.Z.. Starting at 6 a.m. every trading day, a compact 10-minute report on the relevant topics of the day and the previous night is broadcast to a large audience of currently more than one million listeners. The podcast is aimed at all listeners interested in news, which applies to around half of all podcast listeners



AGMA-REACH

818.211 Downloads
03/2024

Placement Options:

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

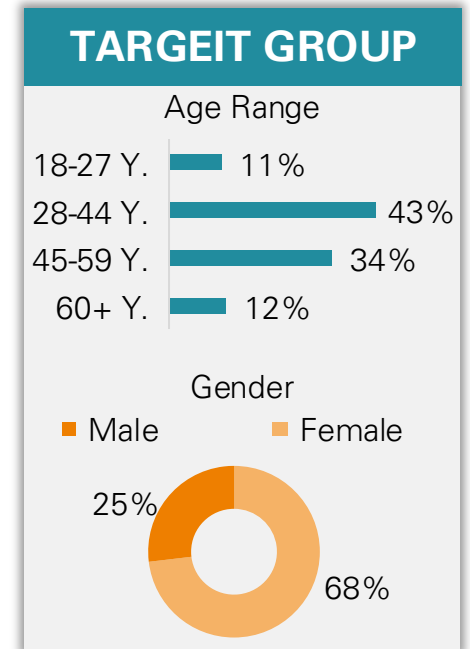
Monday to Friday
9 minutes

GESUNDHEIT

The F.A.Z. podcast on health and wellbeing



Listeners can look forward to in-depth discussions on common health problems, new research findings and advances in medical science in this podcast. Every other Friday, the hosts offer structured explanations of complex medical concepts, dispel common health myths and provide reliable information to help listeners navigate the complex world of health. Around 20 thousand interested people have already subscribed to the newsletter of the same name.



AGMA-REACH
34,962 Downloads
03/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
fortnightly
35 minutes

Source: ma podcast

KÜNSTLICHE INTELLIGENZ

The F.A.Z. podcast about AI applications and new business areas

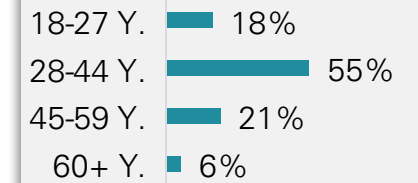
Künstliche Intelligenz



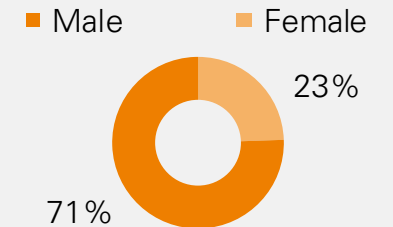
Cutting-edge technologies, ground-breaking innovations and the potential impact as artificial intelligence (AI) becomes increasingly integrated into our lives are just some of the topics that AI experts Peter Buxmann and Holger Schmidt discuss once a month in this podcast. The podcast also looks at the latest developments, trends and ethical considerations around AI and offers valuable insights and perspectives from other experts.

TARGETGROUP

Age Range



Gender



Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

monthly
35 minutes

MACHTPROBE

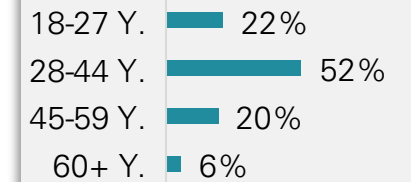
The F.A.Z. foreign podcast (*Showdown*)



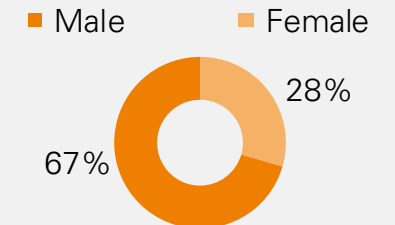
"Machtprobe" offers to all of those interested in foreign affairs, observers of international politics and globetrotters in-depth discussions and conversations on international politics, business and society with top experts, analysts and decision-makers every second Saturday. Accompanied by interviews with F.A.Z. foreign correspondents and interesting guests, the podcast sharpens listeners' understanding of international politics and its geopolitical contexts.

TARGET GROUP

Age Range



Gender



Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

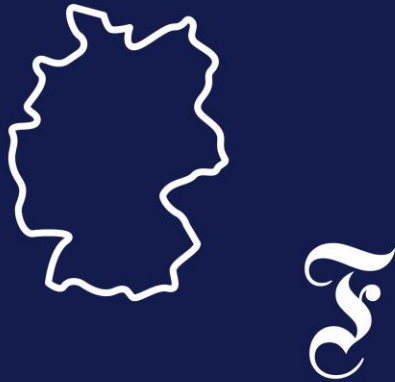
fortnightly
55 minutes

PODCAST FÜR DEUTSCHLAND

The F.A.Z.-News-Podcast (*Germany's Podcast*)

Quality
Media

Podcast für Deutschland



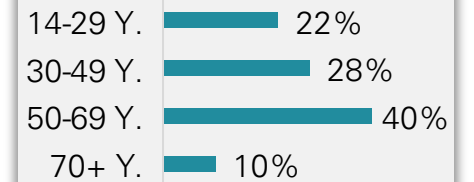
Der „Podcast für Deutschland“ erreicht jeden Monat mehr als eine Millionen Hörer:innen und ist damit einer der reichweitenstärksten News Podcasts in Deutschland.

Der ausführliche Nachrichten-Podcast der F.A.Z. **börsentäglich um 17 Uhr** mit exklusiven Experteninterviews zu aktuellen Themen aus Politik, Wirtschaft, Gesellschaft und Wissenschaft bietet hintergründige und kontroverse Diskussionen mit F.A.Z.-Redakteuren.

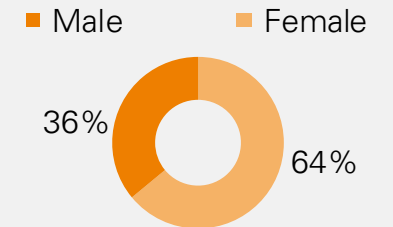
So werden vor allem Berufstätige mit hohem Bildungsniveau erreicht, die außerdem loyale Podcasthörer:innen sind, von denen die meisten mehrmals täglich Podcasts hören und ihnen ihre ungeteilte Aufmerksamkeit schenken.

TARGET GROUP

Age Range



Gender



AGMA-REACH

939,665 Downloads
03/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

Monday to Friday
25 minutes

Source: ma podcast

WIE ERKLÄR ICH'S MEINEM KIND?

Parents and children get answers to numerous questions here (*How do I tell my child?*)

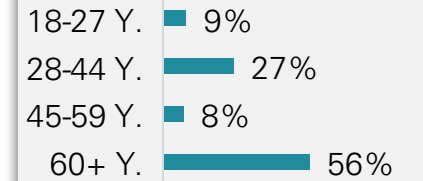
Wie erklär ich's meinem Kind?



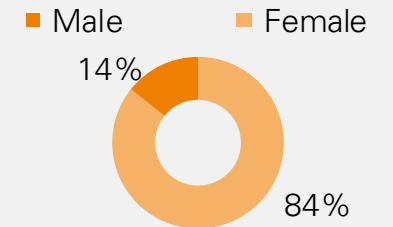
Exploring the world through the eyes of children: Every two weeks on Fridays, a wide variety of questions are answered using entertaining content that arouses curiosity and encourages learning. Using child-friendly language, the program deals with a wide range of topics such as economics, space exploration, nature, historical events, inventions and much more, so that not only children can learn a lot.

TARGET GROUP

Age Range



Gender



Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

fortnightly
55 minutes

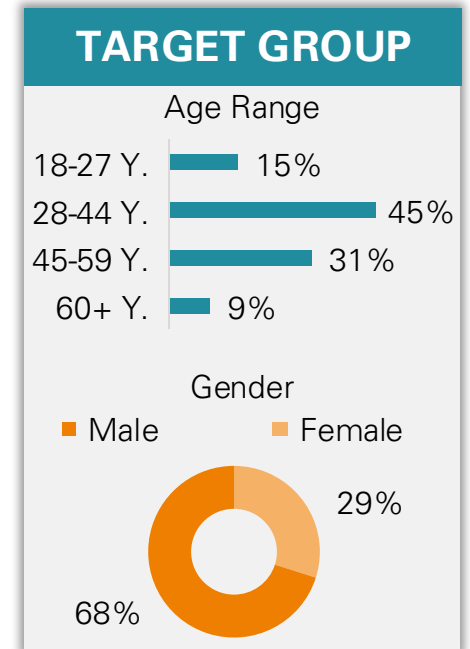
WISSEN

The F.A.Z. update from the world of science (*knowledge*)

Knowledge



Science can be so exciting: Following the same named newsletter with around 9 thousand readers, this podcast offers a new treasure trove of knowledge - insightful discussions, interviews with experts and in-depth analyses form a wide range of fascinating topics. The topics range from medicine and nutrition to space, life and climate and social issues. Every second Thursday, listeners are taken into the depths of human knowledge and gain a deeper understanding of the world around them.



AGMA-REACH

17,806 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

fortnightly
35 minutes

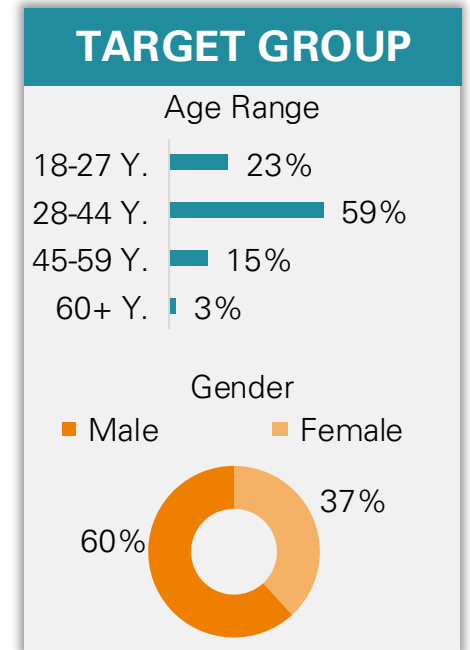
Source: ma podcast

CRIME

The most spectacular white-collar crimes



Corruption, unscrupulousness, megalomania: this podcast reports **every two weeks** on the most spectacular crimes and disputes in the German economy. The podcast accompanies the Handelsblatt Investigativ team into the dark and absurd side of the German business world.



AGMA-REACH
221,207 Downloads
03/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
fortnightly
45 minutes

Source: ma podcast

DISRUPT

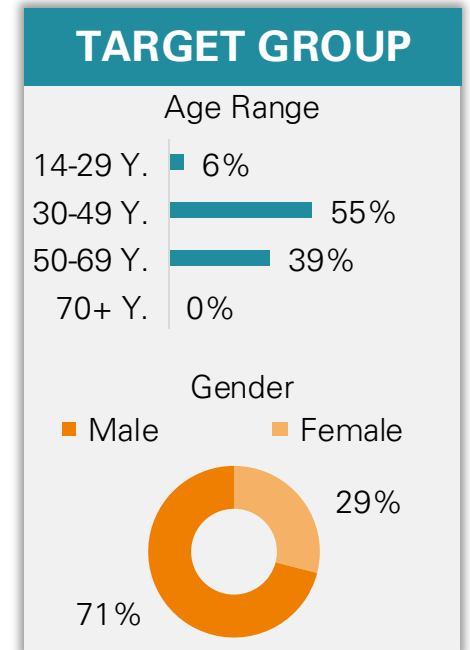
The Handelsblatt podcast about groundbreaking innovations



This award-winning podcast is all about the big changes and the future of business, with a clear focus on ground-breaking, disruptive technologies.

Every Friday, Handelsblatt editor-in-chief Sebastian Matthes discusses this with CEOs, entrepreneurs, politicians, investors and innovators.

"Disrupt" is one of the **podcasts with the widest reach** in the niche area of technology/science, where it reaches a top target group of working, information-savvy experts with a high net household income. These listeners are also loyal, intensive listeners who listen to focused podcasts several times a day.



AGMA-REACH

134,328 Downloads
03/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

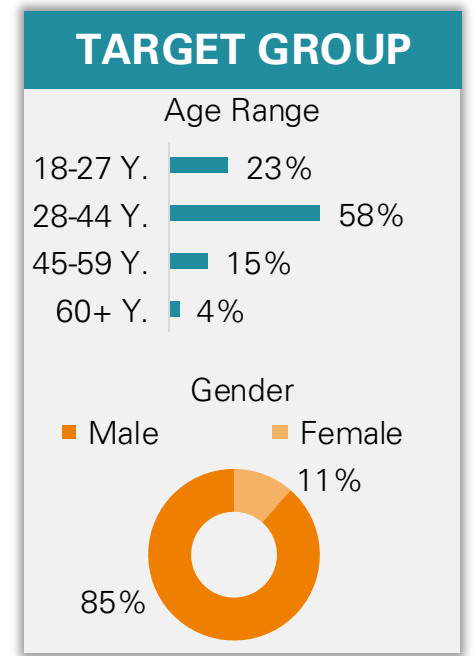
Weekly
50 minutes

ECONOMIC CHALLENGES

The Handelsblatt podcast on global economic policy



With a keen eye on the ever-changing economy, this podcast offers expert perspectives, in-depth discussions and practical insights **every Friday** to help listeners navigate the complex world of business. Key topics such as market fluctuations, political changes, technological upheavals and societal trends give listeners a comprehensive understanding of the economic forces shaping our world.



AGMA-REACH
61,658 Downloads
03/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
Weekly
30 minutes

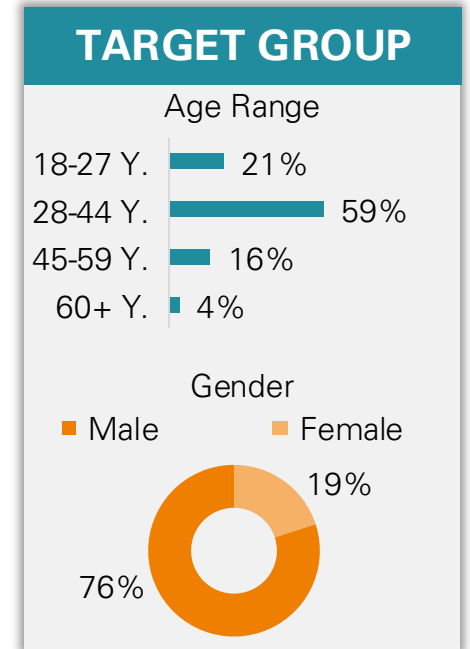
Source: ma podcast

GREEN & ENERGY

Facts, trends and controversies surrounding sustainability, climate and the energy transition



How do scientists envision a society that no longer consumes fossil fuels? The specialist editors get to the bottom of these and other questions **every second Tuesday at 6 am**. Together with experts from business, science and politics, the challenges and opportunities surrounding the topics of sustainability, climate and energy are discussed in this podcast.



AGMA-REACH
70,627 Downloads
03/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
fortnightly
40 minutes

Source: ma podcast

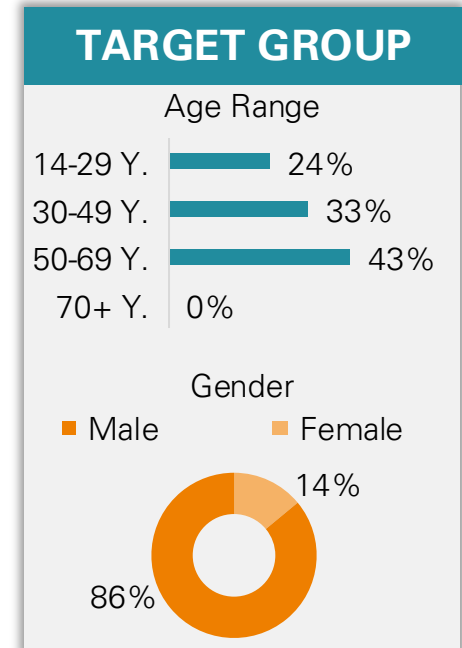
MORNING BRIEFING

The classic of news podcasts



Einer der absoluten Spitzenreiter unter den News-Podcasts. Nicht nur bei aktuell über 400 Tsd. Newsletter-Abonnenten ist das Morning Briefing morgens die erste Adresse für einen kompakten Nachrichtenüberblick. Mit über **zwei Mio. monatlichen Downloads** ist er einer der gefragtesten Podcasts in Deutschland.

Persönlich, meinungsstark und unterhaltsam werden **werktags um 6:00 Uhr** alle relevanten News aus Wirtschaft, Politik und Finanzen aus der weltweiten 24-h-Redaktion des Handelsblatts diskutiert. Das Morning Briefing erreicht besonders berufstätige, wissensdurstige Young Professionals, von denen fast die Hälfte mehrmals täglich Podcast hören.



AGMA-REACH

1,863,320 Downloads
03/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

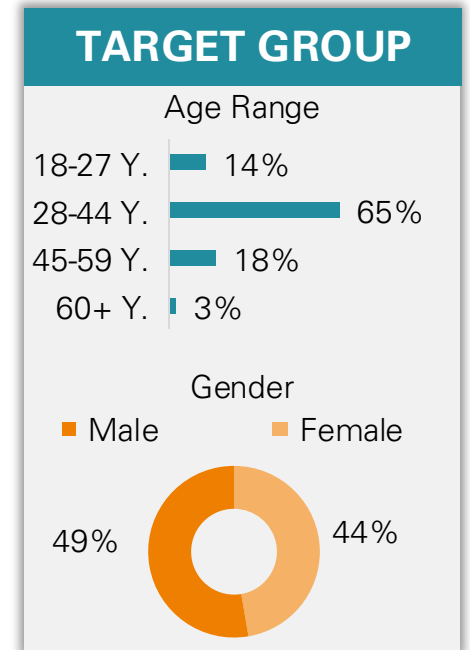
Monday to Friday
9 minutes

RETHINK WORK

The podcast about the new world of work and leadership



By focusing on innovations and trends in the professional world, "Rethink Work" offers valuable insights and practical advice to help listeners navigate the changing dynamics of the modern workplace. **Every other Monday**, the podcast features interviews with influential thought leaders, successful entrepreneurs and industry pioneers who share their experiences, strategies and perspectives on various work-related topics.



AGMA-REACH

46,525 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

fortnightly
50 minutes

Source: ma podcast

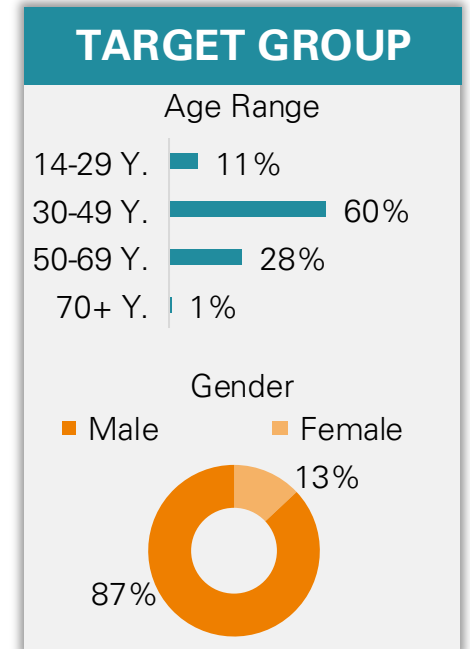
TODAY

The most important topics from the world of business and finance



This financial podcast from the Handelsblatt newsroom draws on the concentrated expertise of renowned analysts, industry experts, politicians and correspondents from around the world. Every day, the most relevant stock market topics of the day and their impact on the financial markets are analyzed.

The 30-minute program reaches a top target **group every trading day at 5:30 pm**: listeners with an interest in finance and a general thirst for knowledge, working professionals with a very high income and level of education. In addition, Today fans are intensive podcast listeners who listen to podcasts in almost every situation, whether at home or on the go.



AGMA-REACH

841,060 Downloads
03/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monday to Friday
30 minutes

WIRTSCHAFT EINFACH ERKLÄRT

The most important topics from the world of business presented simply (*economy simply explained*)



The podcast Economy simply explained by Orange by Handelsblatt, the young portal of the Handelsblatt, sheds light on the most important economic topic of the week and explains economic relationships. Exciting companies, steep careers and constant change are explained in a way that everyone can understand using exciting examples.

Placement Options

Only bookable in the channel*

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

-
15 minutes

* No new podcast episodes appear | Playout only within archive range
Source: Spotify Audience

LAGE DER NATION

The podcast for daily political updates (*state of the nation*)

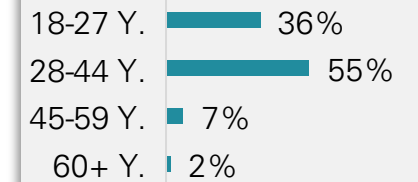


From the recent elections to hospital reform and the digitalisation of administration - the 'State of the Nation' provides an in-depth understanding of the most important political issues.

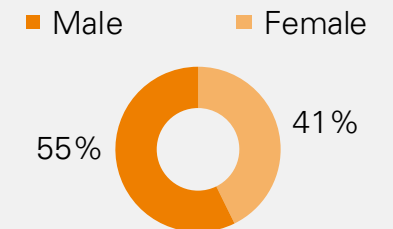
Every week, journalist Philip Banse and lawyer Ulf Buermeyer summarise current political developments at national and international level objectively, in depth and with a clear stance. In their conversation, they shed light on why things are going wrong and, in the spirit of constructive journalism, outline how problems can be solved. Thanks to their legal and journalistic expertise, listeners gain an in-depth understanding of national and international news.

TARGET GROUP

Age Range



Gender



Placement Options

Only bookable in the channel

Ad Slots

Pre- &
Mid-Roll

Rhythm & Average duration

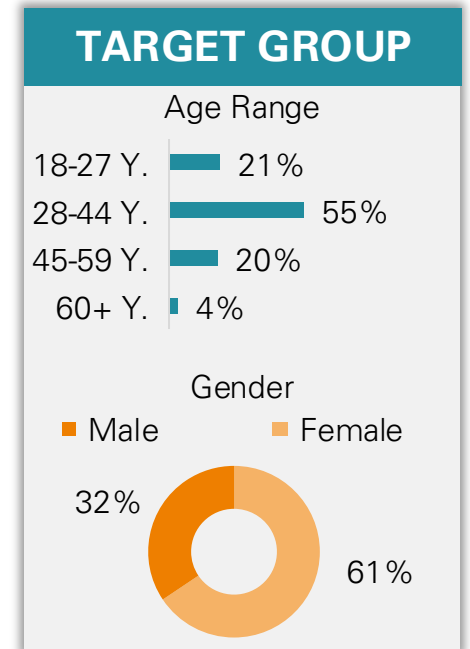
Weekly
70 minutes

GRAMS' SPRECHSTUNDE

The Spektrum.de health podcast (*Grams' office hours*)



In "Grams' Consultation Hour", doctor Natalie Grams discusses the question of how all stakeholders in society can work together to provide 'genuinely good medicine' with a wide variety of people from everyday life, practice and research **every second Thursday**.



Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Average duration

fournightly
40-50 minutes

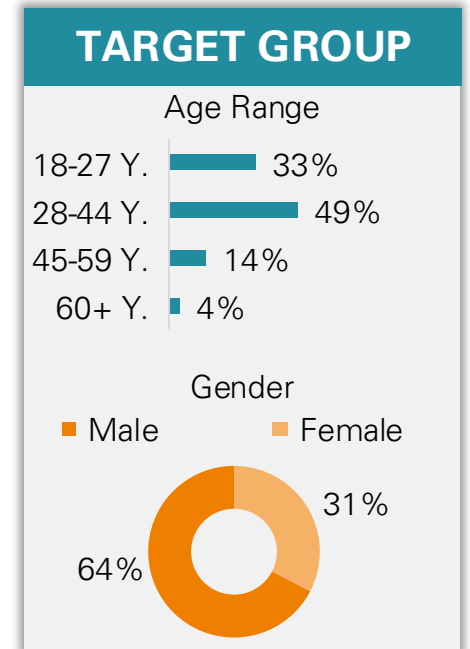
SPEKTRUM DER WISSENSCHAFT

The podcast from detektor.fm (*spectrum of science*)

Knowledge



Spektrum der Wissenschaft is one of the most renowned science magazines in the German-speaking world. The magazine highlights current developments from all facets of research. In the weekly Spektrum podcast, the authors talk about the most exciting topics **every Friday**.



Placement Options

Only bookable in the Channel

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Average duration

fortnightly
20 minutes

Source: Spotify Audience

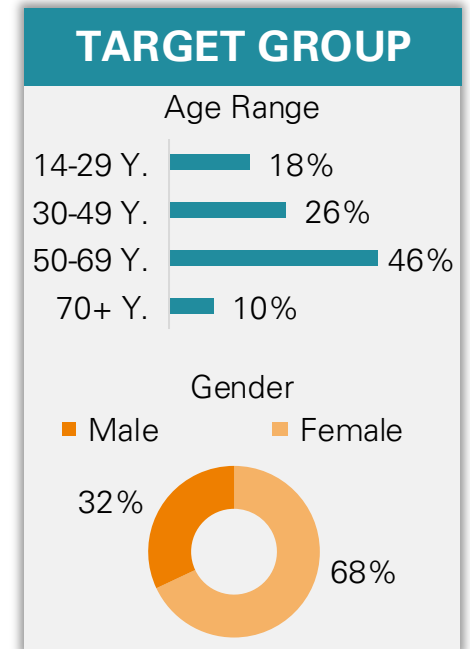
AUF DEN PUNKT

The news podcast of Süddeutsche Zeitung (*to the point*)



One of the iq digital champions: "Auf den Punkt" consistently achieves more than two million monthly downloads. The most important news of the day is presented here in a compact and up-to-the-minute format. **Monday to Friday around 5 p.m. and Saturdays around 7 a.m.** there are reports, interviews and background reports on politics, society and culture.

Almost half of the listeners have a very high net household income of more than EUR 5,000, often coupled with a very high level of education. The audience is urban (almost 70% live in large cities with more than 500 thousand inhabitants) and likes to listen to podcasts without doing anything else.



AGMA-REACH

1,864,602 Downloads
03/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

Weekdays
15 minutes

AUF DEN PUNKT: DIE US-WAHL

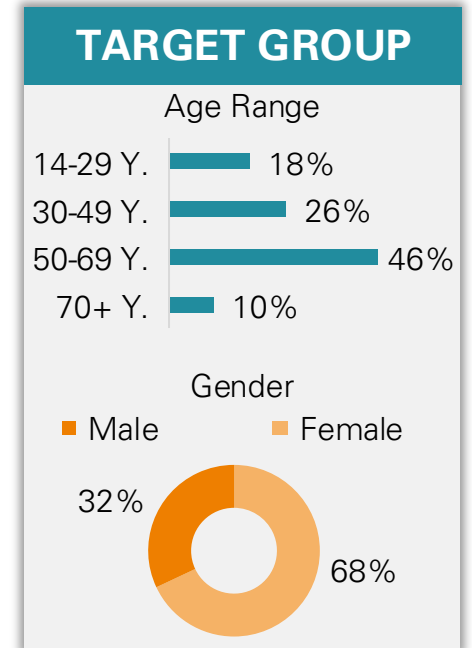
The news podcast of Süddeutsche Zeitung (*to the point: the election in the US*)



Who will be the next US president? What would an election winner Donald Trump mean for the USA and the world? What is the mood in the US ahead of the election and what geopolitical positions is the country currently taking? These and many other questions are addressed in our podcast "From the point: The US election"

Every week, SZ head of politics Stefan Kornelius and SZ podcast editor Nadja Schlüter talk about the upcoming elections, provide political background and explain the madness and confusion of the US election campaign.

The SZ correspondents in the USA provide insights into their day-to-day work in the election year and life on the other side of the Atlantic. A podcast for anyone who wants to have their say when it comes to swing states, super PACS and the MAGA movement - and who doesn't want to miss any developments in this US election year.



Placement Options

Volume booking
Fixed placement

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

Weekly

DAS THEMA

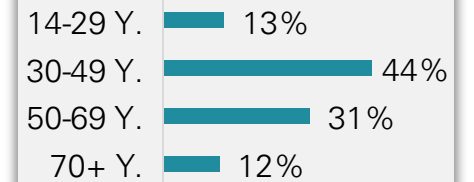
The SZ's research podcast (*the topic*)



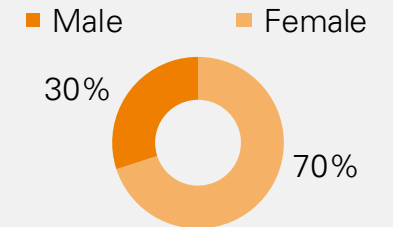
Which topic is particularly topical this week? In each episode of "The Topic", the hosts shed light on current topics, social issues, political developments and cultural phenomena. **Every other Wednesday**, the podcast delves into the complexity of these topics, offering comprehensive insights into national and international issues and providing a global perspective on important topics that affect our world. The best of SZ's stories - to listen to.

TARGET GROUP

Age Range



Gender



AGMA-REACH

169,577 Downloads
03/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

fortnightly
35 minutes

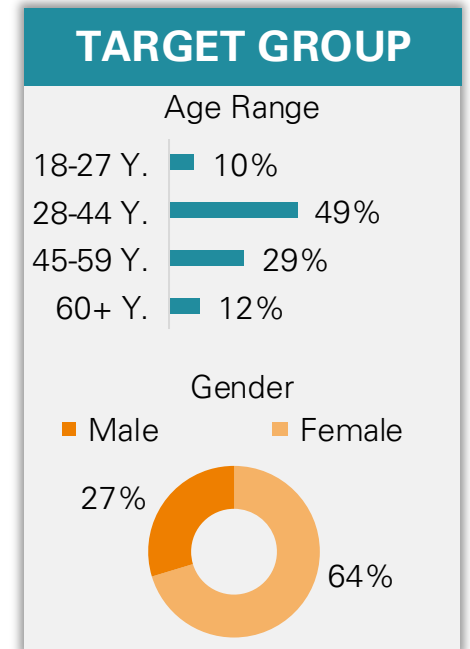
Source: ma podcast

IN ALLER RUHE

The SZ's debating podcast (*calmly*)



In today's fast-paced world, it is often difficult to properly understand and categorize the rapid developments and major social debates and their consequences. **Every two weeks on Saturdays**, the philosopher and journalist Carolin Emcke joins activists, authors and artists to take around 1.5 hours to inform listeners about political and philosophical questions on the background to current events.



AGMA-REACH

29,280 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

fortnightly
90 minutes

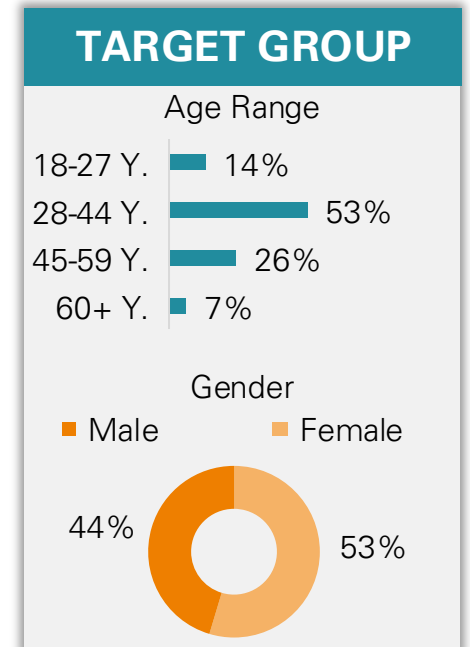
Source: Spotify Audience

MÜNCHEN PERSÖNLICH

The Munich podcast (*Munich personally*)



Every other Wednesday, this podcast invites its listeners to discover the vibrant city of Munich through personal conversations with remarkable personalities who call this city home. Each episode provides an authentic and insightful look into the experiences and stories of Munich residents, including artists, entrepreneurs and public figures who have made a significant impact on the city.



AGMA-REACH

10,197 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

fortnightly
35 minutes

UND NUN ZUM SPORT

The SZ soccer podcast (*and now to the sport*)

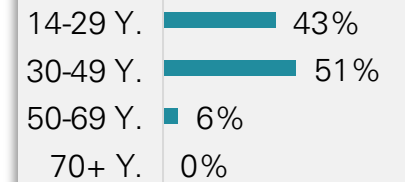


From popular team sports like soccer, basketball and ice hockey to individual disciplines like track and field, tennis and cycling, different sports and their exciting stories are featured **every Monday**.

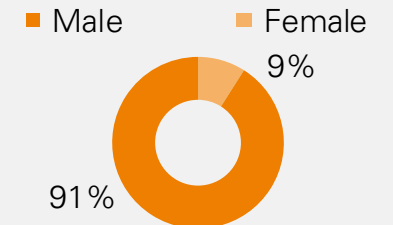
The podcast offers expert insights, post-game analysis and discussions on strategies, performances and results of key sports moments.

TARGET GROUP

Age Range



Gender



AGMA-REACH

60,522 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
30 minutes

Source: ma podcast

CHECKPOINT

The Berlin-Podcast

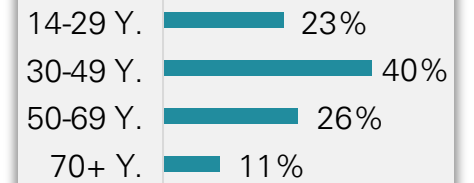
Quality
Media



The ultimate podcast for Berlin connoisseurs and those who want to become one provides insights into the heart of the capital. **Every Friday**, deputy Tagesspiegel editor-in-chief Anke Myrrhe and Berlin experts decode a political topic that is currently moving Berlin.

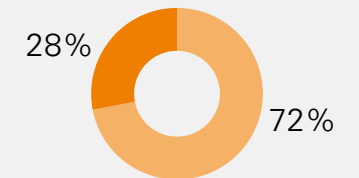
TARGET GROUP

Age Range



Gender

Male Female



AGMA-REACH

20,624 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

Weekly
35 minutes

Source: ma podcast

EINE RUNDE BERLIN

The interview podcast from Berlin (*a round of Berlin*)

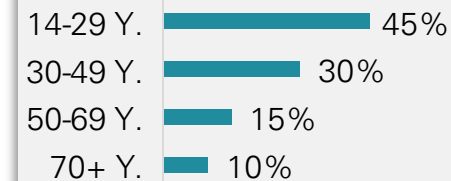


On the **second Saturday of every month**, "Eine Runde Berlin" interviews prominent Berlin personalities such as Kurt Krömer and Karoline Herfurth on the Berlin Ringbahn. The program reaches people who live in Berlin in particular, but also a broad audience beyond Berlin due to the high profile of many of the guests.

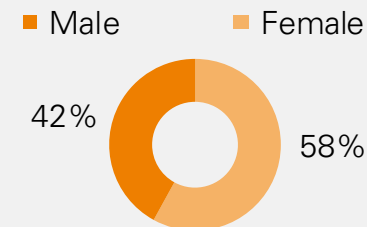
The majority of listeners are in full-time employment and have a comparatively high net household income. The podcast is listened to most by listeners aged between 30 and 39.

TARGET GROUP

Age Range



Gender



AGMA-REACH

14,562 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monthly
1 hour

Source: ma podcast

GRADMESSER

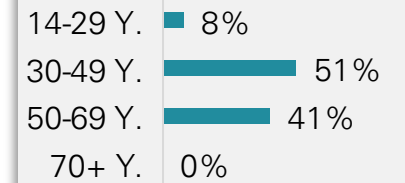
The Tagespiegel podcast about climate change (*the yardstick*)



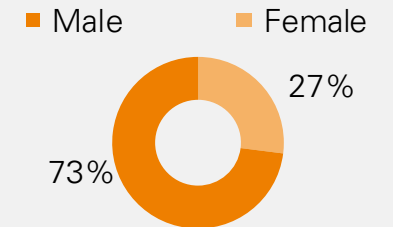
In this podcast, listeners join journalist Ruth Ciesinger **every other Friday** as she explores the most important and pressing climate issues. Stimulating discussions with experts who shed light on these critical issues, as well as insightful explanations and context, help listeners understand the complexities of our changing climate and adapt their lives accordingly.

TARGET GROUP

Age Range



Gender



AGMA-REACH

11,398 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

fortnightly
35 minutes

Source: ma podcast

GYNCAST

The Tagesspiegel podcast all about women

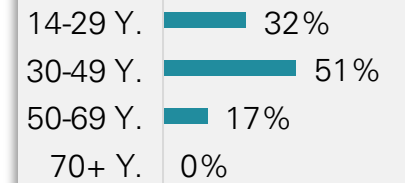


In this podcast, Tagesspiegel editor Esther Kogelboom and ZEITMagazin editor Anna Kemper discuss the areas of sexuality, menstrual cycles and pregnancy in a scientifically sound and cliché-free manner together with head physician Prof. Dr. Mandy Mangler.

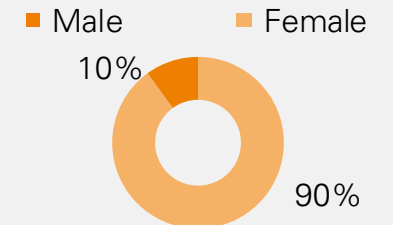
The podcast, which is published on **the second Thursday of the month**, is enjoying a growing listener base.

TARGET GROUP

Age Range



Gender



AGMA-REACH

35,938 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Monthly
1 hour

Source: ma podcast

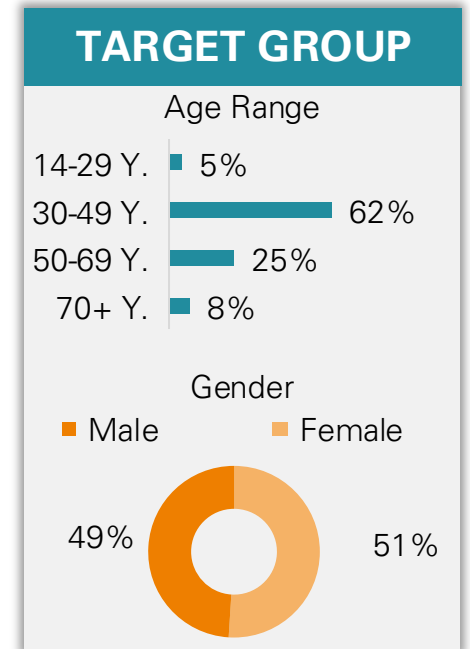
TATORT BERLIN

The Tagesspiegel crime-podcast (crime-scene Berlin)



In this True Crime podcast, investigators from Berlin talk about their most exciting cases every second Saturday of the month, which are investigated by Tagesspiegel reporters Katja Füchsel and Sebastian Leber.

True Crime is one of the most popular podcast categories, especially among listeners aged between 30 and 49.



AGMA-REACH
127,809 Downloads
03/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
Fortnightly
45 minutes

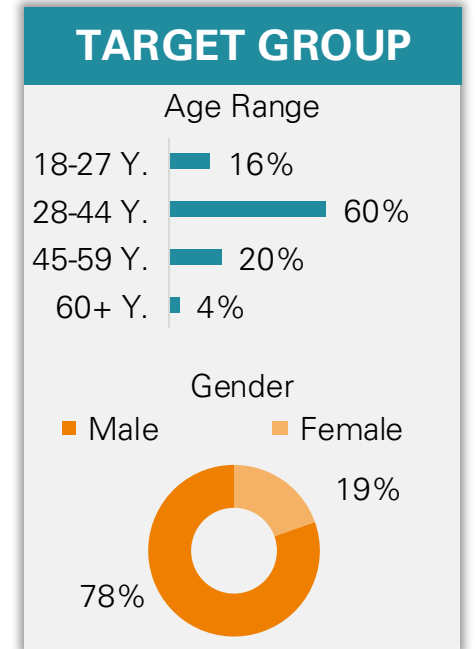
Source: ma podcast

BÖRSENWOCHE

The WirtschaftsWoche Podcast on investing (*Stock market week*)



In this podcast, WirtschaftsWoche editor Philipp Frohn discusses the most important stock market topic with experts **once a week**. A wide range of topics related to the stock market are covered, including market trends, investment strategies, analyses of companies and sectors, economic developments and discussions on various financial instruments. The focus is always on how private investors can benefit.



AGMA-REACH
69,696 Downloads
03/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
Weekly
30 minutes

Source: Spotify Audience

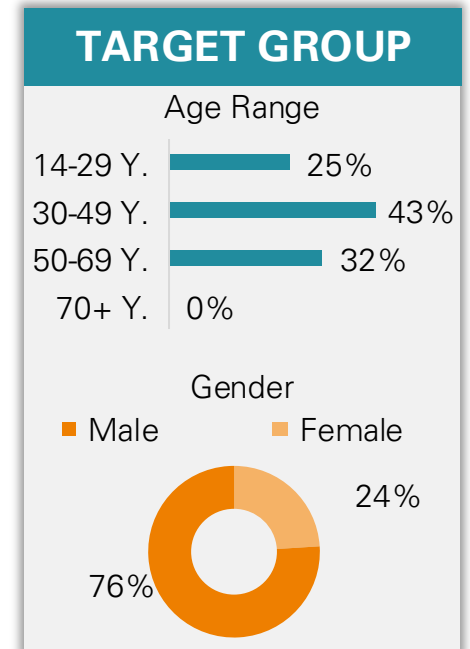
CHEFGESPRÄCH

The podcast with and for business decision-makers (*executive talk*)



Varinia Bernau (Head of Management & Career) and Konrad Fischer (Head of Company & Technology) alternate with Germany's most important family entrepreneurs, top managers and CEOs to discuss how to successfully manage a company in the current situation - and how they became successful themselves. The guests provide fascinating and entertaining insights into their lives - as inspiration for your career path.

In the executive interview, the listeners are at eye level with the guests. We give them insights into worlds they would otherwise not have access to. What distinguishes this podcast is its approachability, it serves as inspiration for successful CVs or for listeners who want to become one. It is intended to educate and entertain at the same time.



AGMA-REACH

80,449 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
50 minutes

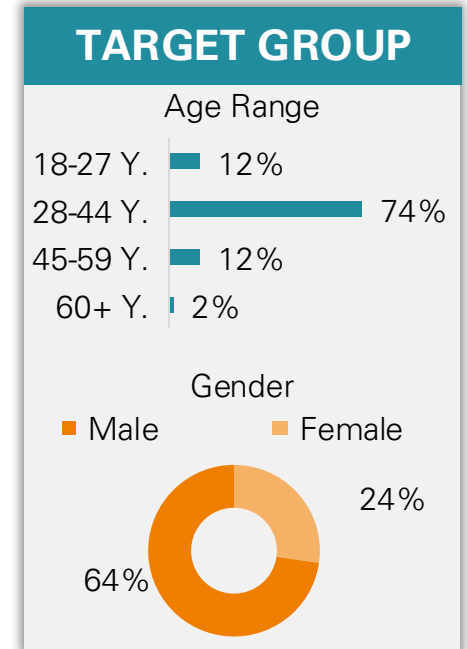
Source: ma podcast

HIGH VOLTAGE

Renewable energies and the mobility transition are the order of the day here



In this podcast, WirtschaftsWoche editors Florian Güßgen, Theresa Rauffmann and Martin Seiwert take turns **every Wednesday** to talk about the mobility of tomorrow. Experts from science, business and politics discuss the radical transformation of energy supply and mobility, as well as the consequences this will have for us humans.



Placement Options
Only bookable in the Channel*

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
discontinued

*No new podcast episodes appear | Playout only within archive range
Source: Spotify Audience

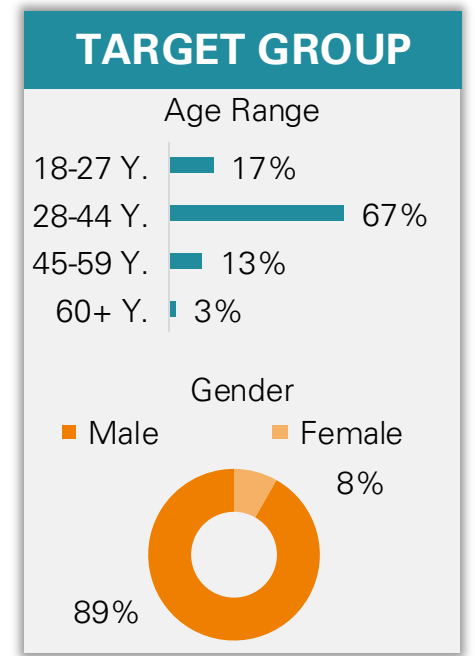
LEBEN MIT AKTIEN

The WirtschaftsWoche podcast on the topic of wealth accumulation (*living with stocks*)



The renowned podcast (formerly "Aktien fürs Leben") by Horst von Buttlar, one of Germany's best-known business journalists and editor-in-chief of WirtschaftsWoche: **every Wednesday**, exciting questions relating to wealth accumulation are discussed here.

The format, which also appears as a column in WirtschaftsWoche, is aimed at a top target group, namely private investors interested in finance who already have experience on the stock market and save in ETFs and funds, but would like to invest more specifically in individual shares from now on.



AGMA-REACH
76,427 Downloads
03/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
Weekly
40 minutes

Source: Spotify Audience

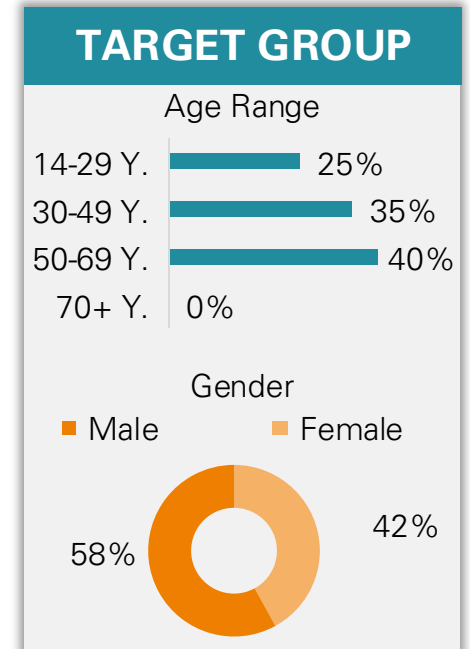
ALLES GESAGT?

The infinite ZEIT ONLINE interview podcast (*everything said*)



This innovative interview format is now one of the **top players** among the numerous ZEIT ONLINE podcasts. **About once a month**, editor-in-chief Jochen Wegner and ZEITmagazin editor-in-chief Christoph Amend prepare hundreds of questions and sometimes games for guests from a wide variety of fields. They are interviewed until they declare that "everything has been said". This means that the broadcasting time can sometimes be 10 minutes, sometimes several hours - here the guest is allowed to finish speaking.

More than half of the growing audience of "Alles gesagt?" are urban young professionals with a high level of education, and around half are intensive podcast listeners who listen to podcasts several times a day.



AGMA-REACH
917,062 Downloads
03/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
Monthly
6 hours

Source: ma podcast

AUCH DAS NOCH?

The friendly crisis podcast (even that?)

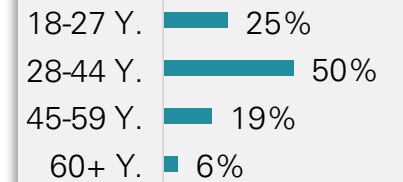


Not because they despair, but because understanding is the first step towards a solution, the science editors of Die Zeit talk about a crisis of the present **every two weeks, always on Wednesdays**.

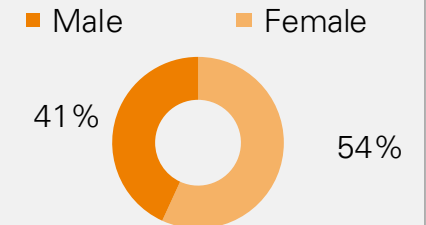
This podcast offers a lively and thought-provoking look at a wide range of current and social issues.

TARGET GROUP

Age Range



Gender



AGMA-REACH

50,124 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
50 minutes

Source: Spotify Audience

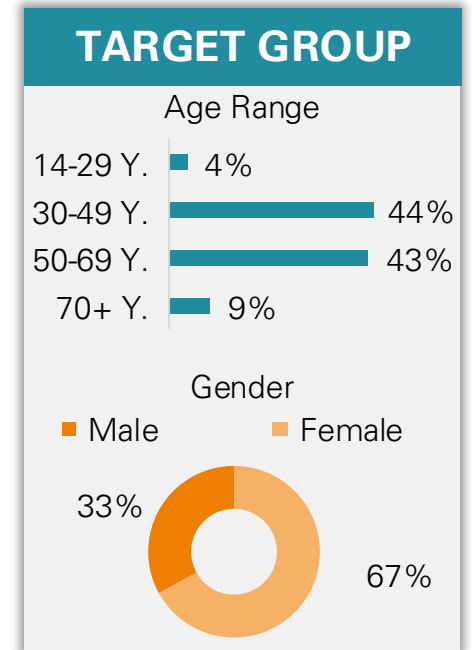
AUGEN ZU

Der ZEIT Kunstpodcast (*eyes closed*)



With passion, expertise and humor, ZEIT editor-in-chief and art lover Giovanni di Lorenzo and art expert Florian Illies take their listeners into the wonderful world of art **once a month on Wednesdays**.

Each episode is dedicated to an artist, their biographical twists and turns, their best works and their strangest views. Surprising telephone jokers offer additional refreshing insights for listeners interested in art.



AGMA-REACH
231,618 Downloads
03/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
Monthly
45 minutes

Source: ma podcast

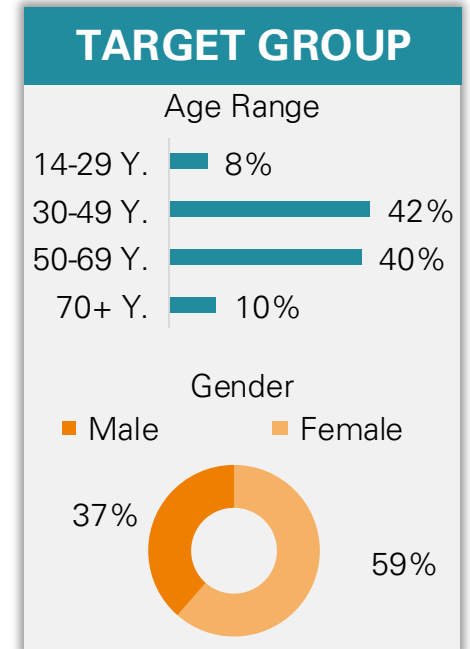
DAS POLITIKTEIL

The ZEIT ONLINE politics podcast (politics section)



Of the many ZEIT ONLINE podcasts, this one is one of the most successful: "Das Politikteil" is the politics podcast from ZEIT ONLINE and discusses the drivers, consequences and potentials, as well as the background and contexts of politics on **Fridays**.

Almost half of all podcast listeners regularly listen to politics podcasts. The listenership of "Das Politikteil" consists mainly of intensive podcast listeners who are interested in politics and listen to podcasts several times a day. Around half are urban young professionals with a high level of education and income.



AGMA-REACH
818,688 Downloads
03/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
Weekly
60 minutes

Source: ma podcast

DER OSTCAST

The podcast about Russia and Eastern Europe (*The eastcast*)



ZEIT editors Alice Bota and Michael Thumann write about Eastern Europe for DIE ZEIT and ZEIT ONLINE and talk about it **every three weeks on Thursdays** in this podcast.

With a combined experience of more than 50 years in Eastern Europe, the two are contemporary witnesses and experts and talk with joy and disgust about the war, but also about life, the small freedoms and the big Russian prisons - and about Berlin as the new capital of exile.

AGMA-REICHWEITE

63,957 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Three-weekly
30-60 minutes

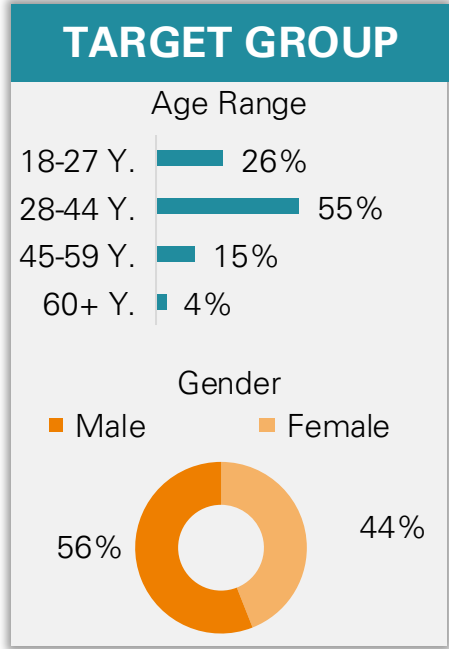
DER SPION IN UNSEREN HANDYS

ZEIT ONLINE on perhaps the most dangerous software in the world(The spy in our cellphones)



This investigative podcast delves into the world of Pegasus spy software, a digital surveillance tool. With the ability to take full control of smartphones undetected, Pegasus has been used by security agencies to track down criminals.

Recent research by a large international collaboration, including ZEIT Verlag, has uncovered misuse of Pegasus and discusses the topic in an exciting way in this podcast.



Placement Options
Only bookable in the channel*

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
Seasonal format, 6 episodes
30 minutes

*No new podcast episodes appear | Playout only within archive range
Source: Spotify Audience

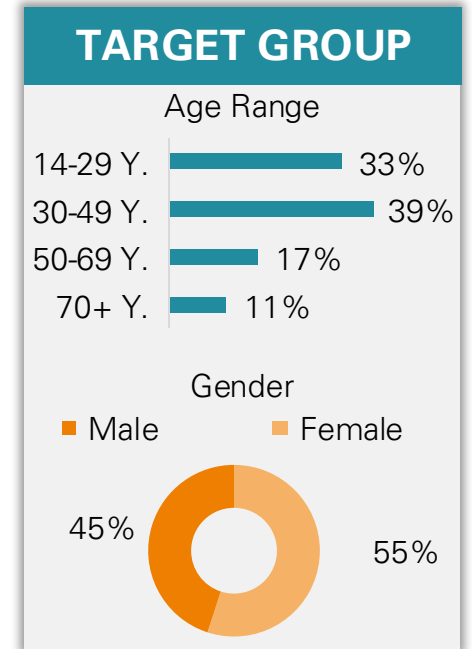
DIE SOGENANNTTE GEGENWART

The ZEIT Feuilleton Podcast (*The so called present*)



The feature editors of Die Zeit accompany listeners through the present **every second Monday**, tracking down cultural trends and movements and their impact on society and contemporary life.

Film reviews, discussions about sociological phenomena and analyses of human traditions and lifestyles are often on the agenda.



AGMA-REACH

183,631 Downloads
03/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
65 minutes

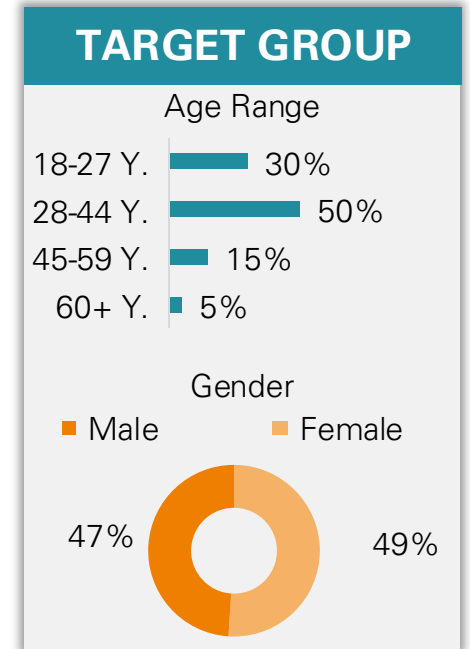
EHRLICH JETZT?

The slightly different politics podcast (*honestly now?*)



Yasmine M'Barek, who was named one of the "Top 30 to 30" journalists by Medium magazine, interviews top politicians **every other Tuesday** about their favorite topics. This is where the questions are asked for which there is no room in talk shows and news programs.

The likeable ZEIT editor takes **50 minutes** for the in-depth interview on a very personal level and is close to young listeners.



AGMA-REACH
89,683 Downloads
03/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
Fortnightly
50 minutes

Source: ma podcast

ENGLISH, PLEASE!

The ZEIT ONLINE english podcast



The English podcast from the language magazine Spotlight. **Every second Sunday**, editor-in-chief Inez Sharp and the Spotlight team invite you to brush up on your English in an entertaining way.

in an entertaining way.

If you still don't know what terms like "bite the bullet" and "nitty-gritty" mean, word nerd Owen Connors will enlighten you.

The Spotlight team then discusses a wide range of topics from the English-speaking world. Finally, there's a book tip - sometimes a crime thriller from Ireland, sometimes a social novel from the USA.

With English, please! you can improve your English in just 15 minutes.

AGMA-REACH

tdb

Placement Options

Volume booking

Ad Slots

Pre- &
Post-Roll

Rhythm & Average duration

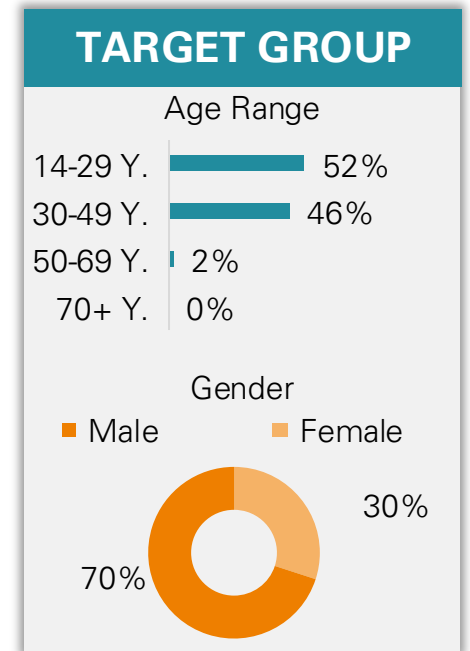
Fournightly
15 minutes

FRISCH AN DIE ARBEIT

The ZEIT ONLINE Job Podcast (*fresh to work*)



Regardless of whether the listeners are already experienced professionals or are just starting their careers, "Frisch an die Arbeit" provides moving and impressive insights into the everyday working lives of a wide variety of people every **fortnight on Tuesdays**. A pop star, a celebrity chef, an archbishop, a pilot and many other people talk about their work - and what it does to them.



AGMA-REACH
76,866 Downloads
03/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
Fortnightly
40 minutes

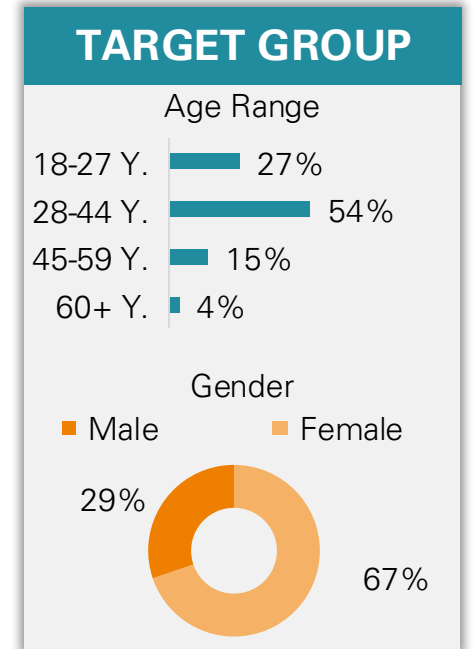
Source: ma podcast

GEHT DA NOCH WAS?

The ZEIT optimization *Podcast (Is there anything left?)*



A podcast that makes life easier: **every two weeks on Mondays**, deputy editor-in-chief of ZEIT ONLINE Sebastian Horn and development editor Rose Tremlett share tips and tricks that make their everyday lives easier and more relaxed. The big and small agonies of everyday life are cleared out of the way with practical strategies.



AGMA-REACH
76,117 Downloads
03/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
Fortnightly
30 minutes

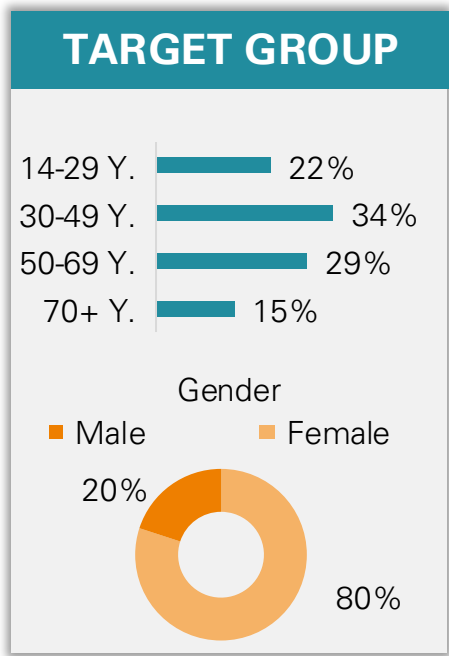
Source: ma podcast

HINTER DER GESCHICHTE

History podcast by the "Friends of DIE ZEIT" (behind the story)



"Behind the Story" offers listeners interested in history the unique opportunity to get to know the background behind the various stories and to experience the journalistic craft at first hand. The dedicated team of editors from various departments of DIE ZEIT takes listeners on an exclusive journey into their everyday work and offers personal insights and stories from their exciting research.



Placement Options
Only bookable in the channel*

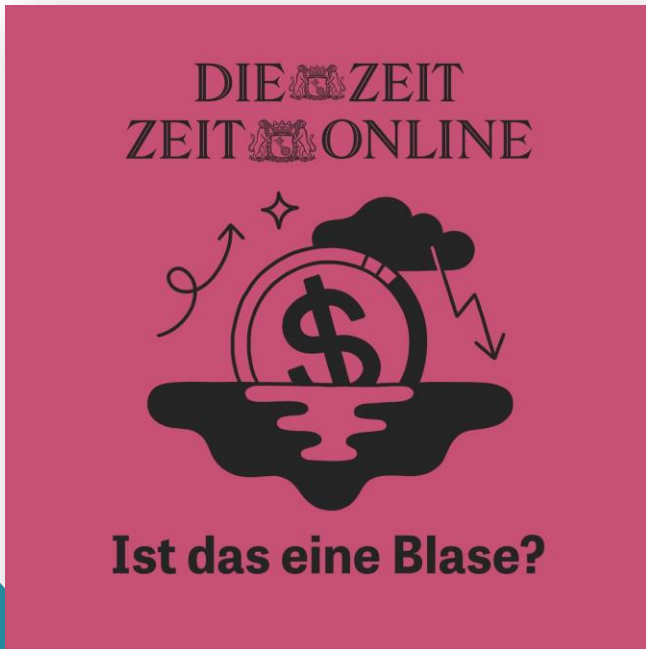
Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
_*
25 minutes

*No new podcast episodes appear | Playout only within archive range
Source: ma podcast

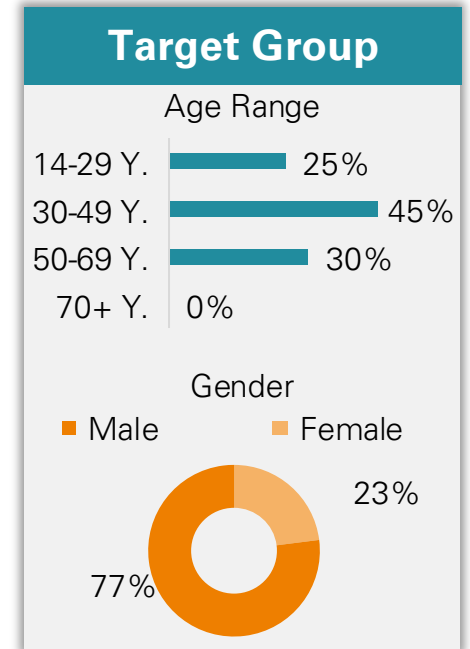
IST DAS EINE BLASE?

The ZEIT ONLINE Economics Podcast *(is that a bubble?)*



Listeners of "Is this a bubble" can look forward to in-depth discussions about the big economic picture.

Every Monday, this podcast uses in-depth specialist knowledge to answer relevant questions about money, power and justice that every person with an interest in economics has asked themselves at some point.



AGMA-REACH
57,359 Downloads
03/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
Weekly
1 hour

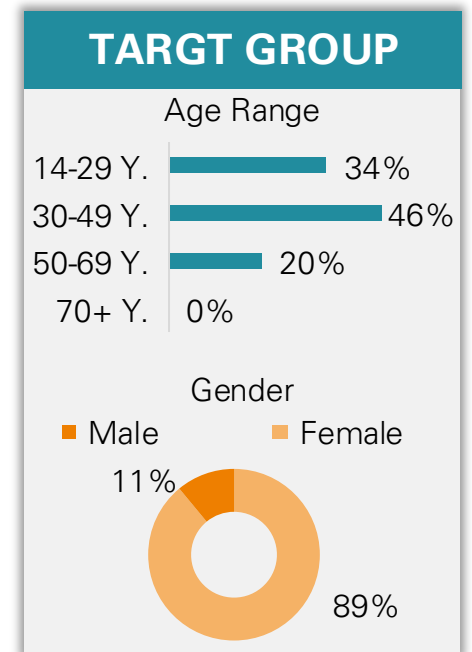
Source: ma podcast

IST DAS NORMAL?

The ZEIT ONLINE sex podcast (*Is that normal?*)



"Is this normal?" focuses on providing information on sexual health, relationships, intimacy and pleasure. These podcasts aim to create a safe and supportive space for discussion about sexual wellbeing and empowerment. **Always on Mondays, every two weeks** and with exciting guests.



AGMA-REACH

195,638 Downloads
03/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
1 hour

Source: ma podcast

KICKEN KANN ER

The ZEIT soccer podcast (*he/she can kick*)

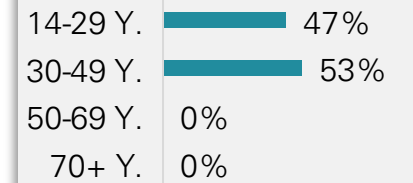


"Kicken kann er" is the soccer podcast that goes beyond match results and conveys a deep understanding of the cultural significance of the sport and the individuality of the players.

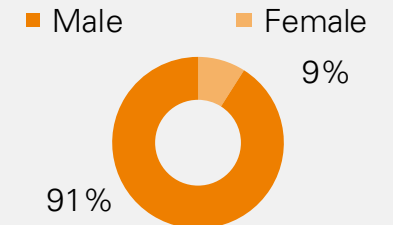
Every second Wednesday, ZEIT-ONLINE sports editors discuss a footballer in all his facets and also let scouts, coaches and advisors have their say.

TARGET GROUP

Age Range



Gender



AGMA-REACH

47,428 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Fortnightly
1 hour

Source: ma podcast

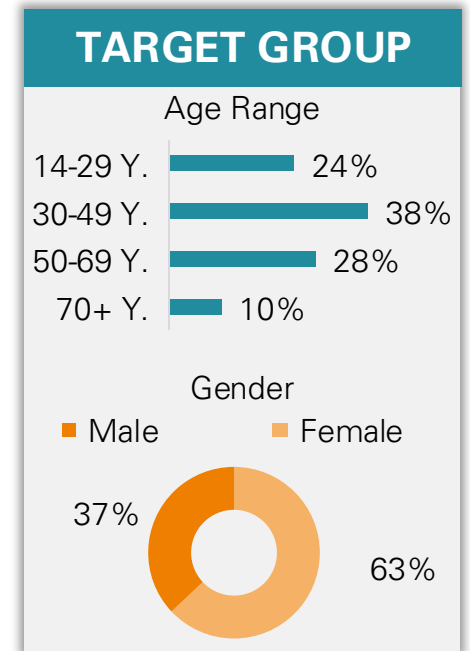
OK, AMERICA?

The ZEIT ONLINE us-politics podcast



This podcast explores the political, social and cultural landscape of the United States and provides in-depth analysis and insight into American society and the global influence of the United States.

Listeners can expect insightful reporting **every other week on Thursdays** and discussions about the political situation, life and challenges facing people in the United States.



AGMA-REACH

205,363 Downloads
03/2024

Placement Options

Volume booking
Fixed placement

Ad Slots

Pre-, Mid- &
Post-Roll

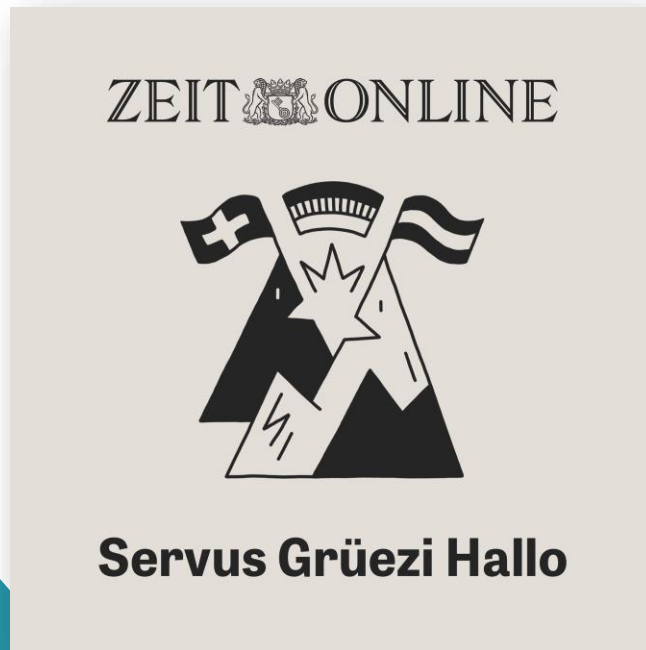
Rhythm & Average duration

Fortnightly
1 Hour

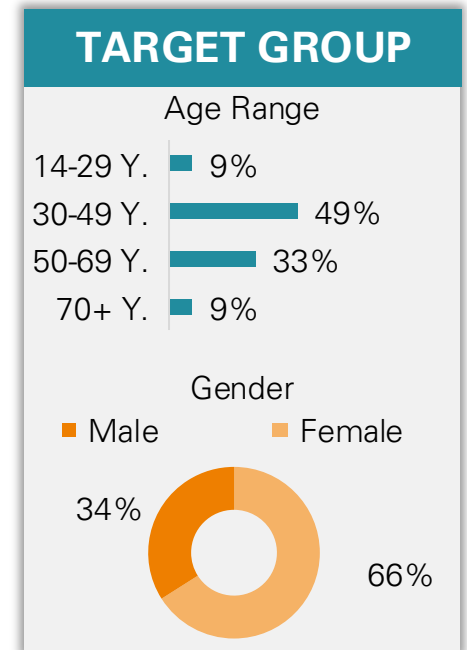
Source: ma podcast

SERVUS. GRÜEZI. HALLO

The transalpine Politikpodcast von ZEIT ONLINE (transalpine hello)



In this political podcast, listeners can enjoy entertaining and stimulating discussions about political and social issues in Germany, Austria and Switzerland **every Wednesday**. The three presenters provide refreshing changes of perspective and surprising insights into the similarities and differences between the three nations.



AGMA-REACH

352,683 Downloads
03/2024

Placement Options

Volume booking
Fixed Placement

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

Weekly
1 hour

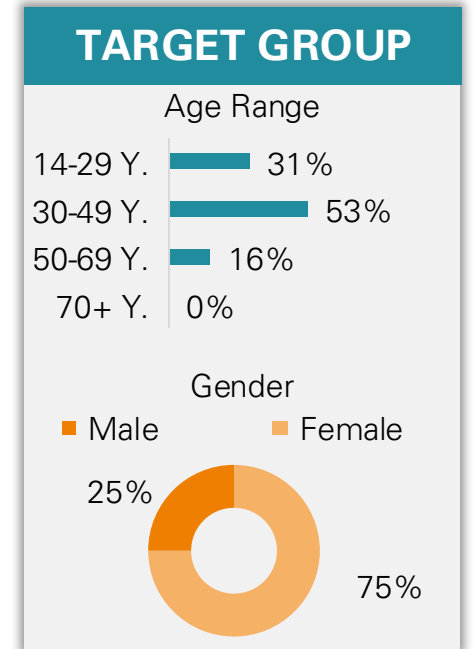
Source: ma podcast

UND WAS MACHST DU AM WOCHENENDE?

The ZEITmagazin podcast with tips for the weekend *(What are you doing this weekend?)*



On **Thursdays**, editors Ubin Eoh and Christoph Amend sit down with fascinating guests and ask: "And what do you do at the weekend? During the hour-long conversation about these most precious two days of the week, they reveal their favorite rituals and a wealth of recommendations, from books and exciting games to series and films.



AGMA-REACH
212,709 Downloads
03/2024

Placement Options
Volume booking

Ad Slots
Pre-, Mid- & Post-Roll

Rhythm & Average duration
Weekly
1 hour

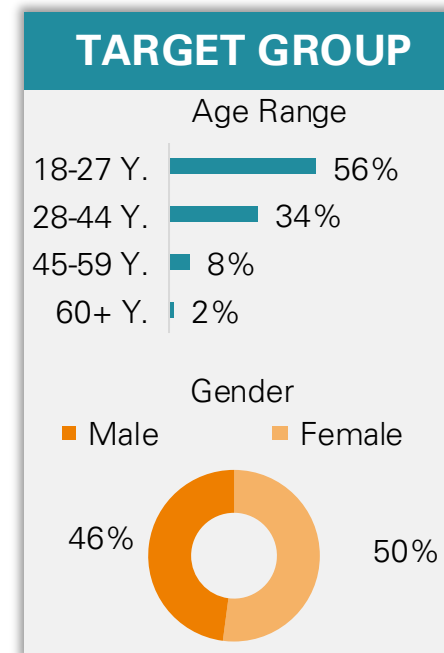
Source: ma podcast

UND WAS MACHT DIE UNI?

The ZEIT Campus podcast about the life of students *(And what does the university do?)*



The bright audience of students and young professionals interested in higher education and personal development is welcomed **once a month on Wednesdays** by the ZEIT Campus editorial team and a guest to talk about the topics that really interest students: Parties and relationships, but also crises and career choices.



AGMA-REICHWEITE

9,402 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Average duration

Monthly
50 minutes

Source: ma podcast

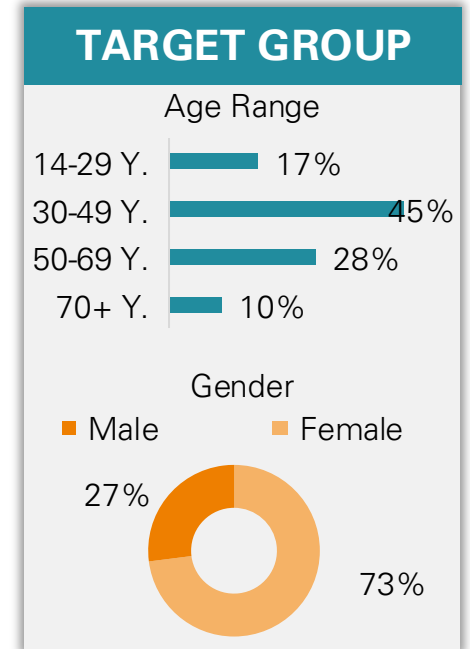
UNTER PFARRERSTÖCHTERN

The ZEIT podcast about the bible (*Among Pastors' Daughters*)



Every two weeks on Fridays, the Bible podcast unravels the secrets of the Bible - accompanied by Sabine Rückert, deputy editor-in-chief of DIE ZEIT, and Johanna Haberer, professor of theology.

On an enlightening journey through the ancient scriptures, they dispel kitsch and clichés and ask: What do the ancient myths of the Bible tell us today?



AGMA-REACH
450,928 Downloads
03/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
Fortnightly
35 minutes

Source: ma podcast

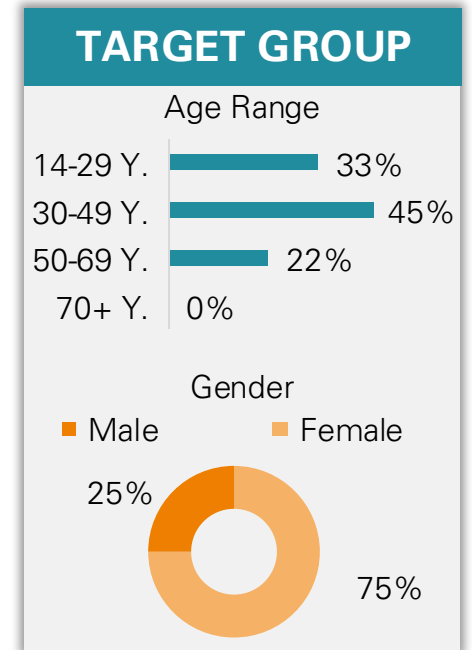
VERBRECHEN

The ZEIT Crime Podcast (*Crimes*)



Germany's first, most successful and widest-reaching true crime podcast: "Verbrechen" reports on extraordinary criminal cases and, with **3.6 million monthly downloads**, has deservedly been one of Germany's most successful podcasts for years - across all genres.

The ZEIT brand has won several awards and, in addition to the podcast, includes a magazine, newsletter, live events and merchandising. It is considered a template for many other true crime formats, which is one of the most popular podcast genres and is listened to regularly by well over a third of all listeners. "Verbrechen" is listened to a lot by young listeners under 30 and urban young professionals with a high level of education.



AGMA-REACH
4,274,112 Downloads
03/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre- &
Post-Roll

Rhythm & Average duration
Fortnightly
1 Hour

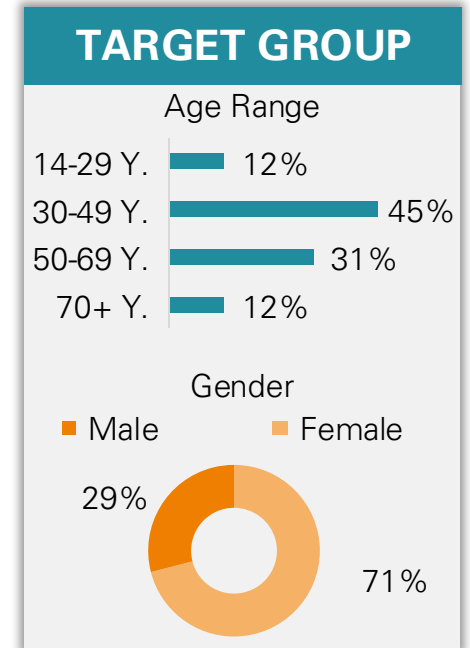
Source: ma podcast

WARUM DENKEN SIE DAS?

The ZEIT discussion podcast (*Why do you think that?*)



Two people. Two opinions. And an attempt to understand each other. From politics and society to culture and science - "Why do you think that?" deals with a wide range of topics **once a month**. In a respectful and inquisitive dialog, the hosts and guests try to understand the reasons for the different points of view and the thought processes that shape them.



AGMA-REACH
30,063 Downloads
03/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
Monthly
90 minutes

Source: ma podcast

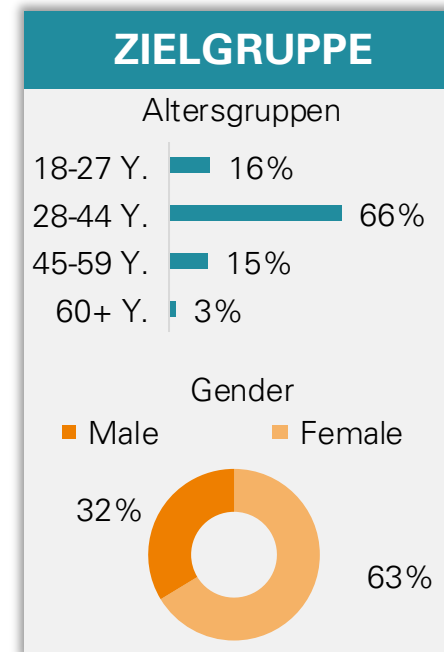
WAS CHEFINNEN WIRKLICH DENKEN

The podcast from and for managers (*What bosses really think*)



Every two weeks on Tuesdays, Leonie Seifert, Deputy Editor-in-Chief of ZEIT ONLINE and Moritz Müller-Wirth, Deputy Editor-in-Chief of ZEIT, provide insights into the everyday working lives of various managers from a wide range of industries.

Bosses share their success stories and the odd practical tip, with a focus on leadership, career development and work-life balance.



AGMA-REACH

5,435 Downloads
03/2024

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Average duration

fourtightly
50 minutes

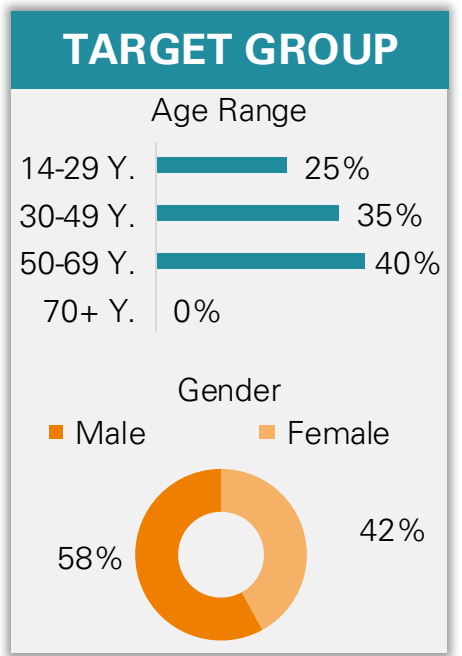
WAS JETZT?

The ZEIT ONLINE news-podcast (*What now?*)



Germany's most successful podcast: The news podcast from ZEIT ONLINE consistently occupies first place in the agma ranking by providing its listeners with the most important topics of the day in a short and concise manner.

With more than 150 thousand subscribers to the newsletter of the same name, "Was jetzt?" has established itself as the top news podcast among a broad audience. **Every weekday and Saturday at 6:00 a.m. and 5:00 p.m.**, as well as once on Sunday, it reaches a listenership that consists mainly of working people with high incomes who live in large cities. Many of them are heavy podcast listeners who listen to podcasts several times a day, often when they are on the move.



AGMA-REACH
5,978,345 Downloads
03/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre- &
Post-Roll

Rhythm & Average duration
Daily
10 minutes

Source: ma podcast

WAS LIEST DU GERADE?

The ZEIT ONLINE podcast for bookworms (*What are you currently reading?*)



So who is better: Kehlmann or Kafka? And what does a really good book do to its readers? **Twice a month** we argue and rave about books. We select the most interesting and important books from the wealth of new publications - preferably those that have given us new ideas. It's about current novels and non-fiction books and, in every second episode, a literary classic that sheds a surprising light on our present.

Adam Soboczynski and Iris Radisch from the ZEIT feature section take turns to talk about literature, while Maja Beckers and Alexander Cammann talk about non-fiction.

Placement Options

Volume booking

Ad Slots

Pre-, Mid- & Post-Roll

Rhythm & Average duration

Fortnightly
45-60 minutes

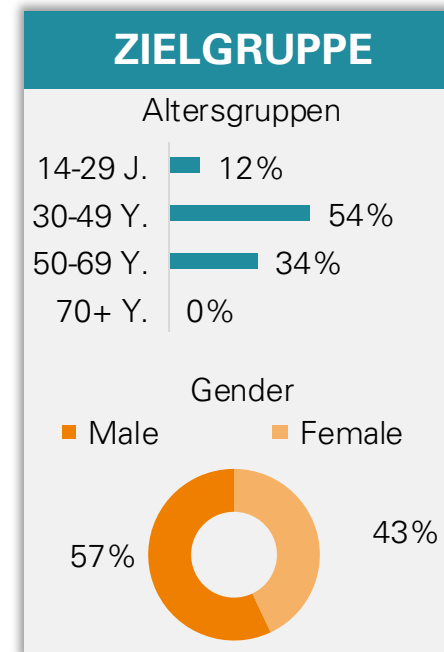
WIE WAR DAS NOCH MAL?

The ZEIT history podcast (*What was that again?*)



Together, Markus Flohr and Judith Scholter, two passionate historians and editors of ZEIT Geschichte, shed light on historical events and personalities and connect the past with the present.

Every month on Saturdays, a new, exciting topic from the current issue of ZEIT Geschichte is taken up, providing new insights and uncovering hidden stories.



AGMA-REACH
253,223 Downloads
02/2024

Placement Options
Volume booking
Fixed Placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
Monthly
1 hour

Source: ma podcast

WOCHENMARKT

Der ZEIT Koch-Podcast



Every month in this culinary journey, esteemed ZEITmagazin columnist Elisabeth Raether shares her passion for cooking with simple but remarkable recipes that are both delicious and easy to prepare. Elisabeth thinks outside the box and invites interesting guests who may not be known for their cooking skills but are active in other areas - for example, politicians.

AGMA-REICHWEITE

24,718 Downloads
03/2024

Placement Options:

Volume booking

Ad Slots

Pre-, Mid- &
Post-Roll

Rhythm & Average duration

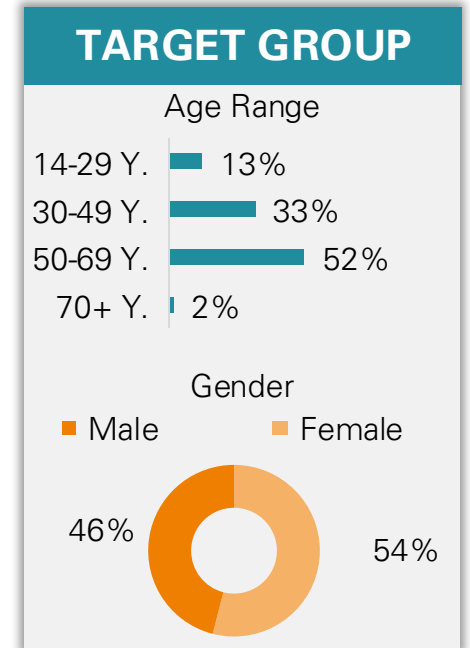
Monthly
5-10 minutes

WOHER WEIßT DU DAS?

The ZEIT ONLINE english podcast (*How do you know that?*)



The podcast "How do you know that?" is presented by the popular magazine ZEIT Wissen and offers a highly informative and varied listening experience. Twice a month on Sundays, enriching reports, in-depth research and stimulating conversations offer listeners insight into the most exciting topics in science, society and everyday life.



AGMA-REACH
479,412 Downloads
03/2024

Placement Options
Volume booking
Fixed placement

Ad Slots
Pre-, Mid- &
Post-Roll

Rhythm & Average duration
Fournightly
30 minutes

Source: ma podcast



PROCESSING AND PRODUCTION

NATIVE AUDIO ADS

iq digital übernimmt die komplette Produktion für Sie



- Briefing e-mail to the customer regarding campaign objectives (spot content, speaker:in, tonality).
- The client receives two native text suggestions per audio ad to choose from
- Production of the native audio ad by iq digital
- Approval of the spot by the client
- At the end of the campaign, the client receives a report on the audio impressions played
- Lead time: 3 to 4 weeks

PRODUCTION

Pricing

Single Native Audio Ads

Native Audio Ad

Pre-, Mid- or PostRoll (max. 30 Sek.)

1.000€

Native 3D Audio Ad

Pre-, Mid- or PostRoll (max. 30 Sek.)

1.500€

Native Dialogue Audio Ad

Pre-, Mid- or PostRoll (max. 30 Sek.)

1.500€

Native Extended Content Audio Ad

PostRoll (max. 240 Sek.)

3.000€

Native Audio Ads in combination

Native Storytelling Audio Ad

Combination Pre- and PostRoll (max. 30 + 60 Sek.)

1.700€

Native 3D Storytelling Audio Ad

Combination Pre- and PostRoll (max. 30 + 60 Sek.)

2.500€

Native Dialogue Storytelling Audio Ad

Combination Pre- and PostRoll (max. 30 + 60 Sek.)

2.500€

Native Advertorial Ad

Combination Pre- and PostRoll (max. 30 + 240 Sek.)

3.500€

Each additional Native Audio Ad per booking +700€, each additional Native 3D or Dialogue Audio Ad per booking +1.000€.

AUDIO SAMPLES OF THE SPEAKERS

We give your messages the right voice.



Speaker list for general audio ads

Listen to the audio examples and choose the voice that best suits your campaign and your brand.

We will be happy to advise you.
Just get in touch with us.



Speaker list for Native-Dialogue-Ads

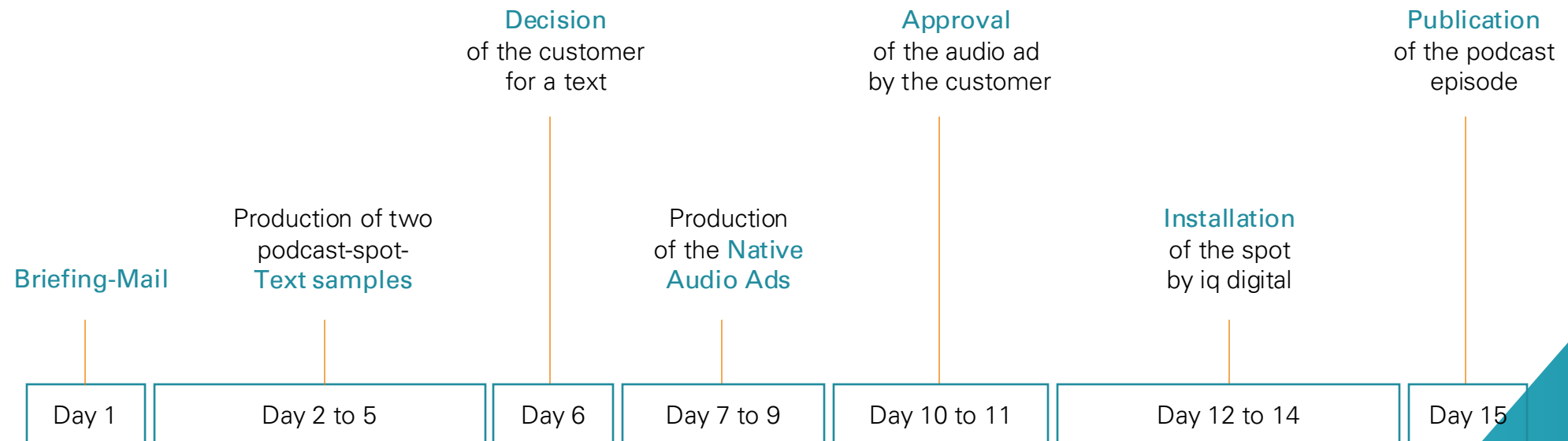
To produce special conversions such as Native-Dialogue-Ads, chosen speakers must record in the same studio. This is how we achieve the best sound result.

This is why we recommend a combination of two speakers of the same studio.



PRODUCTION NATIVE AUDIO AD

Procedure and timings



* all other Native Audio Ads (3D, Dialogue, Storytelling, Advertorial and Extended Content) have lead times of at least 4 weeks

REPORTING

Our services - your possibilities

Reporting Basic



- Excel Reporting
- Reporting on a daily basis (audio impressions)
- Included with every podcast booking

Reporting Plus



- Excel Reporting + advanced PowerPoint
- Reporting on a daily basis (audio impressions, Unique User)
- Plus other KPIs: Gender Break, Age Break
- For podcast bookings from 25,000€ net included
- Additionally bookable for 1,000€ net

Reporting Tailormade



- Excel Reporting + advanced PowerPoint
- Reporting on a daily basis (audio impressions, Unique User)
- Plus Gender Break, Age Break + 3 further KPIs according to individual agreement
- For podcast bookings from 75,000€ net included
- Additionally bookable for 2,500€ net