

# MEDIA DATA

ZEIT ONLINE  
We initiate social discourses



# WE ARE VALUE MEDIA

RESPONSIBILITY BECOMES IMPACT

ZEIT  ONLINE



## WHAT DOES IQ DIGITAL STAND FOR?

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

**That makes us #VALUE MEDIA:**

**An environment of relevance, quality and impact!**

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

**Because values work!**

**+20%**

More positive attitude  
towards the advert

**+14%**

Higher purchase  
intention

# WHAT WE STAND FOR

Cutting-edge quality journalism with the highest journalistic standards

ZEIT<sup>ONLINE</sup> ONLINE



'ZEIT ONLINE stands for the analytical classification of world events, for elaborate data visualisations and digital storytelling, for a broad spectrum of viewpoints.'

*Jochen Wegner*

# WHAT MAKES US SPECIAL

ZEIT  ONLINE

ZEIT ONLINE triggers social discourse

## THE MOST IMPORTANT FACTS IN A BRIEF

ZEIT ONLINE reports confidently and calmly on the most important topics of the present while always keeping an eye on the future. All topics are covered in the reporting, with particular strength in news, politics, society, knowledge and culture. ZEITmagazin represents the emotional side of ZEIT ONLINE and offers magazine journalism on fashion & design, food & drink.

## SPECIAL STRENGTHS

- ◆ Comprehensive background reports and in-depth analyses.
- ◆ Classification and diversity of opinion take precedence over sensationalism and speed.
- ◆ Major focus on young target groups through sections such as ZEIT CAMPUS and ze.tt.
- ◆ Promotion of discourse through guest authors and an active reader community.

## INNOVATION

- ◆ Trend-setting data journalism with elaborate and interactive visualisations.
- ◆ Largest podcast portfolio in Germany.
- ◆ Democracy projects 'Deutschland spricht' and 'Europe talks' counteract the division in our society.
- ◆ The annual 'Z2X' festival brings together young people with ideas that make our world a little better.

# WHO MAKES US STAND OUT

ZEIT ONLINE

Our promise of quality is honoured

DIE REDAKTIONEN  
DES JAHRES 2023



The ZEIT editorial team won 31 journalism prizes in 2023, including prestigious awards such as the Theodor Wolff Prize and the German Reporter:innen Prize. It was therefore named **Editorial Team of the Year 2023**.



ZEIT ONLINE Editor-in-Chief Jochen Wegner was honoured as **"Editor-in-Chief of the Year"** by Medium magazine in 2017: "He has become a pioneer of digital quality journalism in Germany."

DIE ZEIT



Verbrechen

ZEIT Verbrechen by Sabine Rückert and Andreas Sentker is one of the most successful podcasts in Germany. They won the **Gold Lead Award** in 2019 and the German Podcast Award in the 'Best Journalistic Achievement' category in 2020. In 2024, the podcast was even filmed as a **series and documentary**.



Deutschland  
spricht

The 'Germany Speaks' democracy project developed by ZEIT ONLINE received the **Grimme Online Award** in 2018: 'Journalism that counteracts polarisation and promotes mutual respect between political opponents,' was the jury's verdict.

# OUR REACH

ZEIT<sup>ONLINE</sup>

Reach millions of loyal and interested users

## DISPLAY

**10.5 m**

Unique User

**66.4 m**

Visits

**149.5 m**

Page Impressions

## PODCAST

**14.1 m**

Downloads

# OUR DECISION-MAKERS

ZEIT  ONLINE

According to LAE 2024, ZEIT ONLINE reaches 747 thousand **decision-makers** in Germany

## C-LEVEL

178 thous  
28% reach<sup>1</sup>

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

## MEDIUM-SIZED

376 thous  
21% reach<sup>3</sup>

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

## FINANCE

414 thous  
23% reach<sup>2</sup>

<sup>2</sup>Sole/delegation/  
co-decision-  
makers Finances

## MANAGE- MENT BOARD

588 thous  
25% reach<sup>4</sup>

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

Source: LAE (reader analysis of decision-makers in business and administration) 2024, digital reach Ø month | Reading example: 747 thousand users who use ZEIT ONLINE are decision-makers. This corresponds to a reach of 24% of all decision-makers in Germany.

# OUR USERS

Reach exactly the right target group for your campaign



## DECISON MAKERS & OPINION LEADERS

36 % are between 40 - 59 years old

55 % have a net household income of over €3,000

79 % have a high awareness of quality



## YOUNG ELITE

37 % are between 20 and 39 years old

62 % are educated above average

84 % attach great importance to individuality

22 % are trendsetters

# EXCITING?

ZEIT<sup>ONLINE</sup> 

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



DISPLAY



DISPLAY CHANNEL



CONTENT



TARGETING



PODCAST



NEWSLETTER

# DAS\_UMFELD IN A NEW DIMENSION

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

[international@iqdigital.de](mailto:international@iqdigital.de)

HERE YOU WILL FIND FURTHER [CONTACTS](#)

