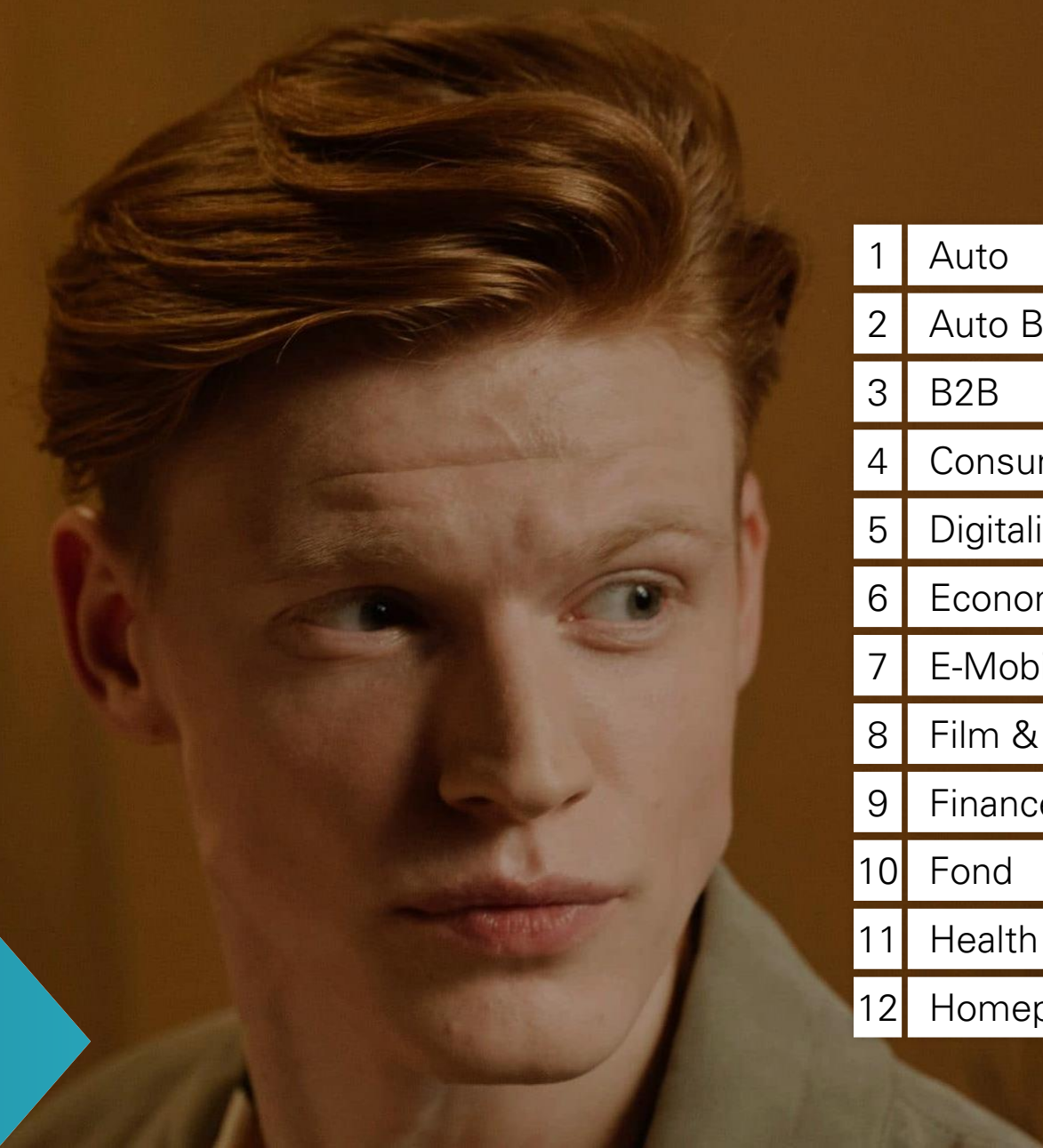


TOPIC-CHANNELS

Your message in environments for target groups with an affinity for the topic



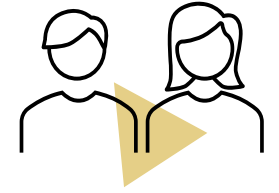
WE OFFER YOU THESE TOPIC CHANNELS



1	Auto	13	Lifestyle
2	Auto B2B	14	News
3	B2B	15	Politics
4	Consumer	16	Private Investment
5	Digitalization	17	Recruiting
6	Economy	18	Science
7	E-Mobility	19	SME
8	Film & Entertainment	20	Sports
9	Finance	21	Sustainability
10	Fond	22	Travel
11	Health	23	Women & more
12	Homepage	24	Young Generation

AUTO-CHANNEL

Digital reach: 3,6 million unique users



Edison

Overall

fachmedien
mittelstand digital

Fleet management

Handelsblatt

Mobility

manager magazin

Business/Automobile
industrie
Lifestyle/Car

DER SPIEGEL

Mobility

Markt
UND MITTELSTAND
DAS WACHSTUMSMAGAZIN

Overall

TAGESSPIEGEL

Mobility

The European

Overall

Wirtschafts
Woche

Automotive

ZEITUNG ONLINE

Mobility



56% have a net household income of over 3,000 €.



70% male users.



56% are between the ages of 20 and 49.



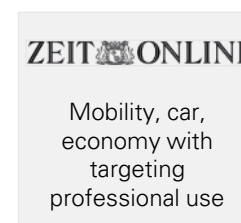
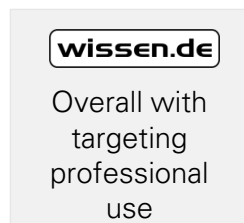
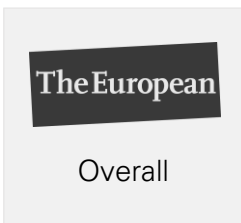
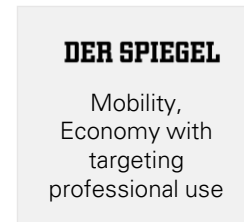
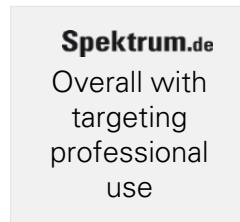
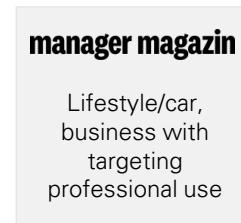
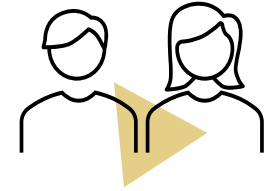
38% of users have a degree from a university (of applied sciences).



86% are willing to spend more on quality.

AUTO B2B-CHANNEL

Digital reach: 3.23 million unique users



66% are male.



31% self-employed/owners/freelancers.



74% are between the ages of 20 and 49.



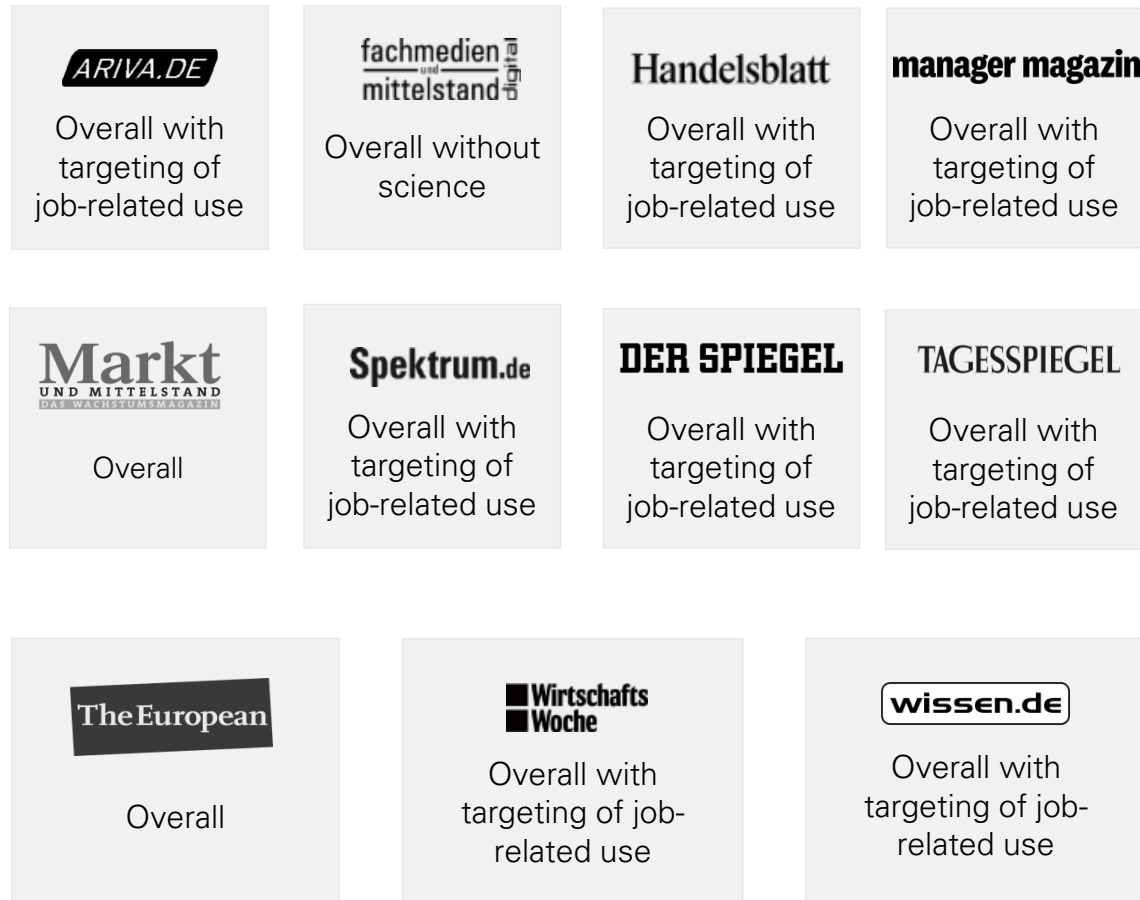
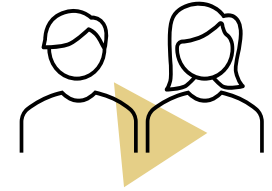
48% work in the finance, controlling and accounting.



88% are employed in SMEs.

B2B-CHANNEL

Digital reach: 7.8 million unique users



59% are male.



56% are between the ages of 20 and 49.



28% self-employed/owners/freelancers.



41% work in the finance, controlling and accounting.



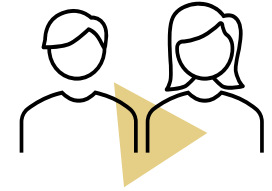
83% are employed.



87% are employed in SMEs.

CONSUMER-CHANNEL

Digital reach: approx. 20 million unique users



Frankfurter Allgemeine
FAZ.NET

Karriere &
Hochschule
Feuilleton,
Gesellschaft,
Stil, Rhein-Main

Handelsblatt

Arts & Style,
Politik,
Unternehmen

manager magazin

Job & Karriere
Harvard Business
Manager

Spektrum.de

Gesamt

DER SPIEGEL

Kultur, Panorama,
Start

Süddeutsche Zeitung

Geld
Karriere & Bildung
Stil, München &
Bayern

Süddeutsche Zeitung Magazin

Gesamt

TAGESSPIEGEL

Kultur
Gesellschaft
Meinung, Politik

**Wirtschafts
Woche**

Politik, Erfolg

ZEITUNG ONLINE

Arbeit, Kultur
Gesellschaft
ZEIT-Magazin
Reise, reisen



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



61% male users.



56% are between the ages of 20 and 49.



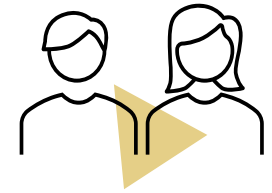
40% of users have a degree from a university (of applied sciences).








87% are willing to spend more on quality.




ECONOMY-CHANNEL

Digital reach: 15,01 million unique users



 Overall	 Overall	 Economy	 Finance & Economy	 Overall
--	--	--	--	--

 Overall	 Gesamt	 Economy	 Economy	 Economy
--	---	--	---	--

 Gesamt	 Overall	 Economy
---	--	--



54% have a net household income of over 3,000 €.



62% male users.



54% are between the ages of 20 and 49.



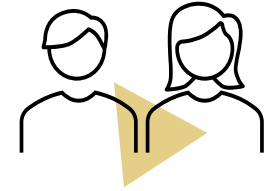
33% of users have a degree from a university (of applied sciences).



85% are willing to spend more on quality.

DIGITALIZATION-CHANNEL

Digital reach: 6.56 million unique users



BTCECHO

Overall

fachmedien
und
mittelstand digital

Production &
Technology

Handelsblatt

Technology

manager magazin

Business/Tech,
Harvard Business
Manager/Digitalization

Markt
UND MITTELSTAND
DAS WACHSTUMSMAGAZIN

Overall

Spektrum.de

IT/Tech

DER SPIEGEL

Netzwelt

The European

Overall

**Wirtschafts
Woche**

Technology

ZEITUNG ONLINE

Digital



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



62% male users.



58% are between the ages of 20 and 49.



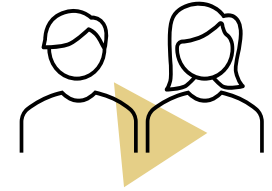
37% of users have a degree from a university (of applied sciences).








27% are among the first in their circle of acquaintances to try out new technologies.

E-MOBILITY-CHANNEL

Digital reach: 6.21 million unique users



 Overall	 Science & Fleet management	Handelsblatt Mobility, Technology/Energy & Environment	manager magazin Business/Automobil e industry Business/Energy Lifestyle/car
 Gesamt	Spektrum.de Overall	DER SPIEGEL Mobility Economy/Nature Climate crisis	TAGESSPIEGEL Mobility, Knowledge
 Overall	 Car, Green Technology, Company	ZEITUNG ONLINE Mobility, Car, Environment, Green	



54% have a net household income of over 3,000 €.



61% male users



76% are between the ages of 20 and 59.



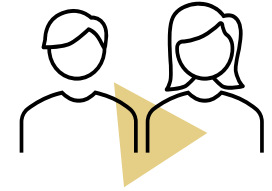
35% users have a degree from a university (of applied sciences).



61% of users are professionals.

FILM- AND ENTERTAINMENT-CHANNEL

Digital reach: 6.61 million unique users



Handelsblatt

Arts & Style

monopol
Magazin für Kunst und Leben

Overall

DER SPIEGEL

Culture/Cinema
Culture/Streaming
Culture/Music

TAGESSPIEGEL

Cinema

ZEITUNG ONLINE

Film & Music



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



53% male users.



54% are between the ages of 20 and 49.



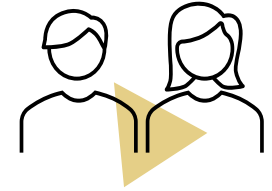
36% of users have a degree from a university (of applied sciences).



26% occasionally to frequently use the Internet to find out about movies.

FINANCE-CHANNEL

Digital reach: 3.72 million unique users



ARIVA.DE

Overall

BE BTC ECHO

Overall

Cicero
MAGAZIN FÜR POLITISCHE KULTUR

Economy

fachmedien
und
mittelstand
digital

Finance & Economy

Handelsblatt

Finance

manager magazin

Finance, Stock
exchange

Markt
UND MITTELSTAND
DAS WACHSTUMSMAGAZIN

Overall

The European

Overall

Wirtschafts
Woche

Finance

ZEITUNG ONLINE

Money



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



69% male users.



54% are between the ages of 20 and 49.



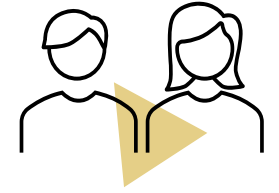
33% of users have a degree from a university (of applied sciences).



42% are interested in financial investments.

FOND-CHANNEL

Digital reach: 1.34 million unique users



ARIVA.DE

Funds, ETF

Handelsblatt

Investment Strategy

manager magazin

Finance/Investment
Stock exchange/Funds

**Wirtschafts
Woche**

Investment



56% have a net household income of over 3,000 €.



74% male users.



78% are between the ages of 20 and 59.



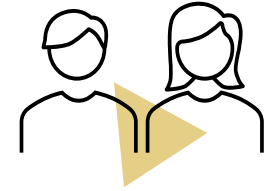
37% of users have a degree from a university (of applied sciences).



43% are interested in financial investments.

HEALTH-CHANNEL

Digital reach: 9.54 million unique users



Handelsblatt

Technology/
Medicine & Health

manager magazin

Business/
Pharma

Markt
UND MITTELSTAND
DAS WACHSTUMSMAGAZIN

Overall

Spektrum.de

Overall

DER SPIEGEL

Life/Health
Science/ Medicine

TAGESSPIEGEL

Health

The European

Science

wissen.de

Overall

ZEITUNG ONLINE

Health



54% have a net household income of over 3,000 €.



56% male users.



55% are between the ages of 20 and 49.



63% keep fit through regular exercise.



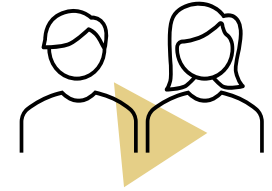
35% of users have a degree from a university (of applied sciences).



85% are willing to spend more on quality.

HOMEPAGE-CHANNEL

Digital reach: 7.89 million unique users



ARIVA.DE Homepage	BTC ECHO Homepage	Cicero MAGAZIN FÜR POLITISCHE KULTUR Homepage	Edison Homepage
The European Homepage	fachmedien und mittelstand digital Homepage	Düsseldorf Airport DUS Homepage	Handelsblatt Homepage
manager magazin Homepage	MONOPOL Magazin für Kunst und Leben Homepage	SÄCHSISCHE SZ DE Homepage	Spektrum.de Homepage
DER SPIEGEL Homepage	TAGESSPIEGEL Homepage	DEL2 Homepage	der Freitag Das Meinungsmedium Homepage
thefan.fm Homepage	Der Postillon Ethische Nachrichten - unabhängig, schnell, seit 1945 Homepage	WELTKUNST Homepage	Wirtschafts Woche Homepage
wissen.de Homepage	ZEIT ONLINE Homepage		



54% have a net household income of over 3,000 €.



63% male users.



59% are between the ages of 20 and 49.



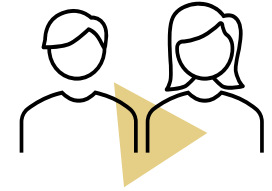
41% of users have a degree from a university (of applied sciences).





87% are willing to spend more on quality.

LIFESTYLE-CHANNEL

Digital reach: 9.1 million unique users



Cicero <small>MAGAZIN FÜR POLITISCHE KULTUR</small> Culture	der Freitag <small>Das Meinungsmedium</small> Culture	Handelsblatt Arts & Style	manager magazin Lifestyle	monopol <small>Magazin für Kunst und Leben</small> Overall
SÄCHSISCHE  DE Feuilleton, Style	Spektrum.de Culture	DER SPIEGEL Culture, Style	TAGESSPIEGEL Culture	Wirtschafts Woche Lifestyle
ZEIT  ONLINE Culture, ZEITmagazi n,				



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



45% female users.



52% are between the ages of 20 and 49.



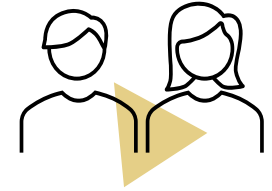
42% of users have a degree from a university (of applied sciences).



59% of users describe themselves as individualists.

NEWS-CHANNEL

Digital reach: 28.62 million unique users



Cicero
MAGAZIN FÜR POLITISCHE KULTUR

Overall

Handelsblatt

Overall

manager magazin

Overall

SÄCHSISCHE SZ DE*

Overall

DER SPIEGEL

Overall

TAGESSPIEGEL

Overall

**Wirtschafts
Woche**

Overall

ZEITUNG ONLINE

Overall



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



45% female users.



52% are between the ages of 20 and 49.



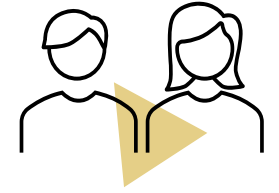
30% of users have a degree from a university (of applied sciences).



61% are employed.

POLITICS-CHANNEL

Digital reach: 9.84 million unique users



Cicero
MAGAZIN FÜR POLITISCHE KULTUR

Overall

der Freitag
Das Meinungsmedium

Politics

Handelsblatt

Politics

manager magazin

Politics

SÄCHSISCHE SZ DE

Politics

DER SPIEGEL

Politics,
Abroad

TAGESSPIEGEL

Politics

**Wirtschafts
Woche**

Politics

ZEITUNG ONLINE

Politics, ze.tt



54% have a net household income of over 3,000 €.



62% male users.



52% are between the ages of 20 and 49.



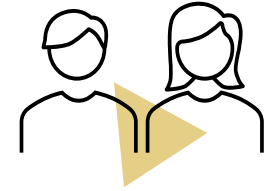
36% of users have a degree from a university (of applied sciences).



36% are generally the lead voice in meetings.

PRIVATE INVESTMENT-CHANNEL

Digital reach: 1.37 million unique users



ARIVA.DE

Stocks, Certificates,
ETF, Leverage
products, Foreign
exchange

BTC ECHO

Overall

Handelsblatt

Stock prices,
Markets, Investment
strategy

manager magazin

Finace/Stock
exchange

**Wirtschafts
Woche**

Stock exchange



56% have a net household income of
over 3,000 €.



80% male users.



76% are between the ages of 20 and 59.



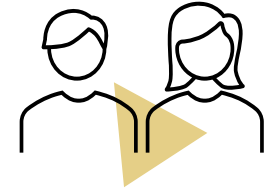
35% of users have a degree from a
university (of applied sciences).



44% are interested in financial
investments.

RECRUITING-CHANNEL

Digital reach: 11.45 million unique users



Handelsblatt

Career

manager magazin

Job & Career,
Harvard Business
Manager

Markt
UND MITTELSTAND
DAS WACHSTUMSMAGAZIN

Overall

DER SPIEGEL

Job & Carrer,
Start

TAGESSPIEGEL

Career

TheEuropean

Overall

**Wirtschafts
Woche**

Success

ZEIT ONLINE

Work, ZEIT Campus,
ze.tt



56% male users.



16% are between the ages of 20 and 29.



33% of users have a degree from a university (of applied sciences).



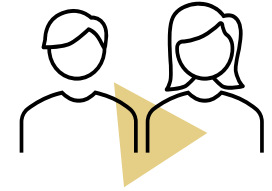
10% of all users are still undergoing training.



43% have frequently become aware of interesting products and new ideas through advertising.

SCIENCE-CHANNEL

Digital reach: 8.71 million unique users



Edison

Overall

fachmedien
und
mittelstand
digital

Science

Handelsblatt

Technology

manager magazin

Business/Phar
ma

Markt
UND MITTELSTAND
DAS WACHSTUMSMAGAZIN

Overall

Spektrum.de

Overall

DER SPIEGEL

Science

TAGESSPIEGEL

Knowledge

The European

Overall

Wirtschafts
Woche

Technology

ZEITUNG ONLINE

Knowledge



54% have a net household income of over 3,000 €.



58% male users.



55% are between the ages of 20 and 49.



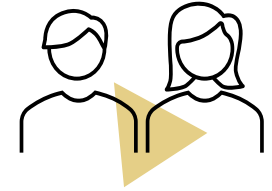
35% of users have a degree from a university (of applied sciences).



26% are among the first in their circle of acquaintances to try out new technologies.

SMES-CHANNEL

Digital reach: 12.10 million unique users



Cicero
MAGAZIN FÜR POLITISCHE KULTUR

Overall

**fachmedien
und
mittelstand**
digital

Overall

Handelsblatt

Finances, Company

manager magazin

Business/
Finance

Markt
UND MITTELSTAND
DAS WACHSTUMSMAGAZIN

Overall

DER SPIEGEL

Economy

SÄCHSISCHE SZ DE*

Economy

TAGESSPIEGEL

Economy

The European

Overall

**Wirtschafts
Woche**

Success,
Company

ZEITUNG ONLINE

Economy



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



63% male users.



54% are between the ages of 20 and 49.



34% of users have a degree from a university (of applied sciences).



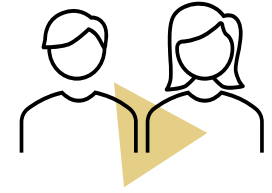
64% are employed.



41% are interested in financial investments.

SPORT-CHANNEL

Digital reach: 4.02 million unique users



11FREUNDE

Overall

DEL2

Overall

SÄCHSISCHE SZ DE*

Sport

DER SPIEGEL

Sport

TAGESSPIEGEL

Sport

thefan.fm

Overall

ZEITUNG ONLINE

Sport



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



65% male users.



72% are between the ages of 20 and 59.



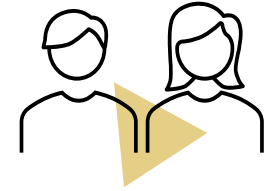
42% of users have a degree from a university (of applied sciences).









64% keep fit through regular exercise.

SUSTAINABILITY-CHANNEL

Digital reach: 8.37 million unique users



 Overall	 Science	Handelsblatt Mobility/ Electromobility, Technology/ Research & Innovation	manager magazin Business/ Energy
 Overall	SÄCHSISCHE SZ DE* Sustainability	Spektrum.de Overall	DER SPIEGEL Science/Nature, Climate crisis
 Overall	 Green, Technology, Company	 Overall	ZEITUNG ONLINE Environment, Green



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



40% female users.



57% are between the ages of 20 and 49.



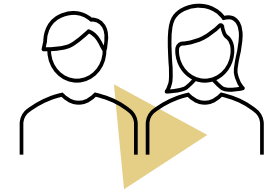
35% of users have a degree from a university (of applied sciences).



38% choose the bicycle as their means of transport more than one day a week.

TRAVEL-CHANNEL

Digital reach: 3.43 million unique users



Düsseldorf Airport **DUS**

Overall

fachmedien
und
mittelstand digital

Tourism & Business
Travel

Hamburg Airport

Overall

manager magazin

Travel

Markt
UND MITTELSTAND
DAS WACHSTUMSMAGAZIN

Overall

DER SPIEGEL

Life/Travel

TAGESSPIEGEL

Travel

ZEITUNG ONLINE

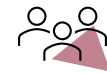
Exploring



54% have a net household income of over 3,000 €.



50% female users.



76% are between the ages of 20 and 59.



36% of users have a degree from a university (of applied sciences).



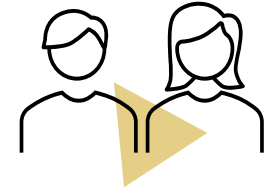
68% are interested in (longer) vacation trips.



32% book trips on the Internet once every quarter/half year.

WOMEN AND MORE-CHANNEL

Digital reach: 2.19 million unique users



Spektrum.de

Overall with
targeting women

ZEITUNG MAGAZIN

Overall with
targeting women

ZEITUNG ONLINE

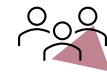
Ze.tt with targeting
women



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



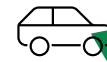
44% live in a household comprising three or
more people.



48% are between the ages of 16 and 39.



65% keep themselves fit through regular
sports and exercise.



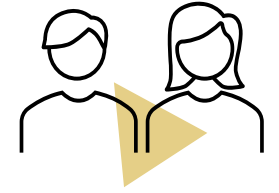
68% are very mobile and spend a lot of
time “on the go”.



38% of users have a degree from
a university (of applied sciences).

YOUNG GENERATION-CHANNEL

Digital reach: 1.29 millions unique users



DER SPIEGEL

Start

ZEITUNG ONLINE

ze.tt



56% have a net household income of over 3,000 €.



49% female users.



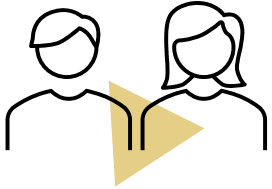
20% are between the ages of 20 and 29.



41% have a technical/college degree.

INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

iq digital media marketing gmbh

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Telephone +49 211 887-1330
international@iqdigital.de