

IQ DIGITAL CHANNEL



PERFECT ENVIRONMENTS...

...for all topics and for your customised campaign



Auto



Auto B2B



B2B



Economy



E-Mobility



Film and Entertainment



Finance



Fond



Health



IT



Lifestyle



Millennials



News



Politics



Private investment



Production and technology



Recruiting



Science



SME



Sport



Sustainability



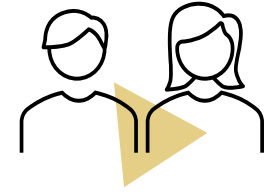
Travel









Woman and more

AUTO-CHANNEL

Digital reach: 0.54 million unique users



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 Overall	 Fleet management	 Mobility
 Mobility	 Automobiles	 Mobility



57% have a net household income of over 3,000 €.



67% male users.



58% are between the ages of 20 and 49.



43% of users have a degree from a university (of applied sciences).




87% are willing to spend more on quality.

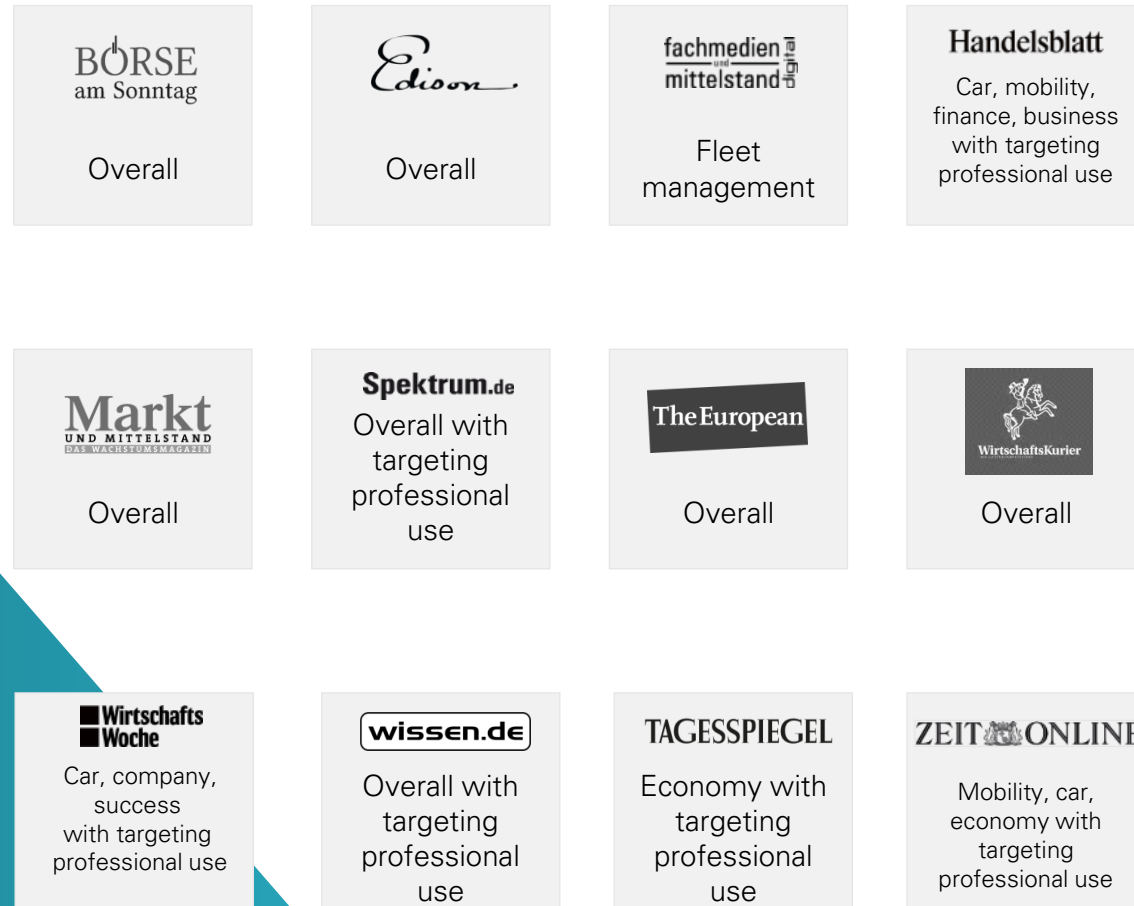
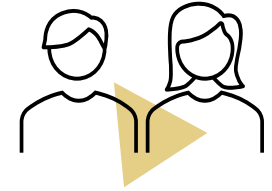







55% are interested in products in the automotive and mobility sectors.

AUTO B2B-CHANNEL

Digital reach: 3.23 million unique users

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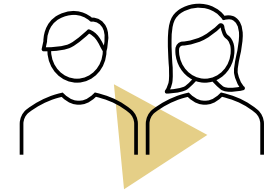
-  66% are male.
-  31% self-employed/owners/freelancers.
-  74% are between the ages of 20 and 49.
-  48% work in the finance, controlling and accounting.
-  88% are employed in SMEs.

Source: own measurements (Adobe Analytics); Ø 4rd quarter 2022, Media combination made up of the above-mentioned environments | Changes of the channel reserved

B2B-CHANNEL

Digital reach: 7.8 million unique users

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Overall without science



Overall without science

Handelsblatt
Overall with targeting of job-related use


Overall

Spektrum.de
Overall with targeting of job-related use

TAGESSPIEGEL
Overall with targeting of job-related use


Overall


Overall with targeting of job-related use


Overall with targeting of job-related use



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.



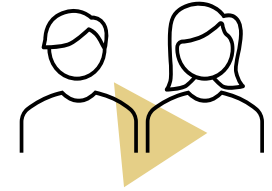
83% are employed.



87% are employed in SMEs.

ECONOMY-CHANNEL

Digital reach: 9.91 million unique users



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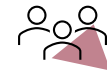
 Overall	 Overall	 Economy
 Finance & Economy	 Overall	 Economy
 Economy	 Overall	 Economy



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



63% male users.



53% are between the ages of 20 and 49.



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



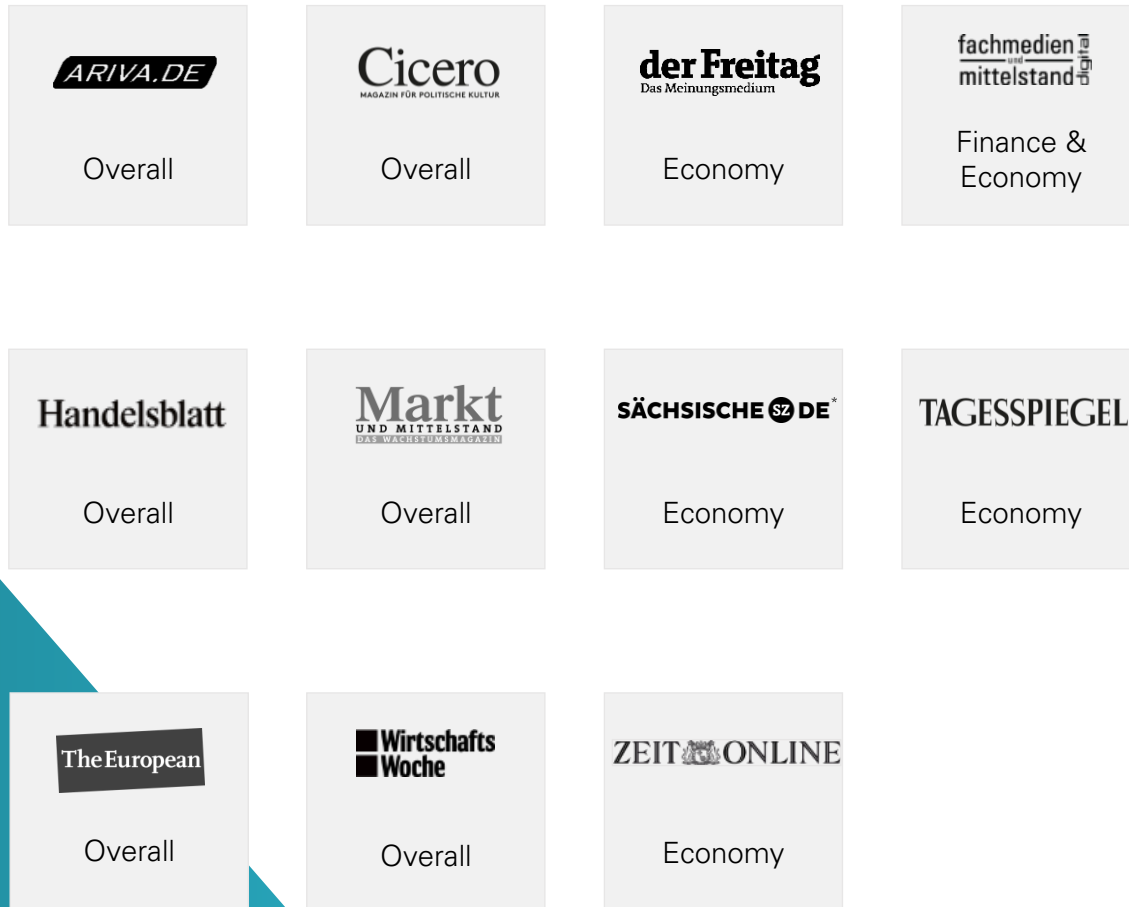
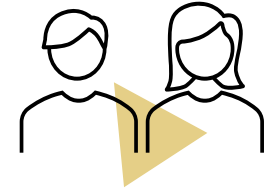
85% are willing to spend more on quality.

Source: agof daily digital facts, 20.03.2023, Ø month (of the last 3 months (Oct – Dec 2022)), total population 16+ (with b4p characteristics) | Media combination made up of the above-mentioned environments | Changes of the channel reserved

ECONOMY-CHANNEL

Digital reach: 9.91 million unique users

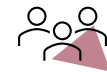
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55% have a net household income of over 3,000 €.



63% male users.



53% are between the ages of 20 and 49.



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




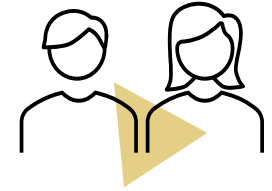
85% are willing to spend more on quality.






Source: agof daily digital facts, 20.03.2023, Ø month (of the last 3 months (Oct – Dec 2022)), total population 16+ (with b4p characteristics) | Media combination made up of the above-mentioned environments | Changes of the channel reserved

E-MOBILITY-CHANNEL

Digital reach: 4.5 million unique users

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 Overall	 Science & Fleet management	Handelsblatt Mobility, Technology/Energy & Environment
 Overall	Spektrum.de Overall	TAGESSPIEGEL Mobility, Knowledge
 Car, Green, Technology, Company	 Overall	ZEITUNG ONLINE Mobility, Car, Environment, Green



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



58% male users



75% are between the ages of 20 and 59.



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



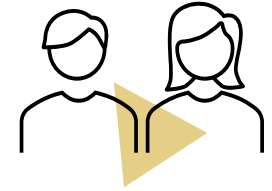
61% of users are professionals.

Source: agof daily digital facts, 20.03.2023, Ø month (of the last 3 months (Oct – Dec 2022)), total population 16+ (with b4p characteristics) | Media combination made up of the above-mentioned environments | Changes of the channel reserved

FILM- AND ENTERTAINMENT-CHANNEL

Digital reach: 2.02 million unique users

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Handelsblatt

Arts & Style

MONOPOL
Magazin für Kunst und Leben

Overall

TAGESSPIEGEL

Cinema

ZEITUNGSONLINE

Film & Music



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



54% male users.



59% are between the ages of 20 and 49.



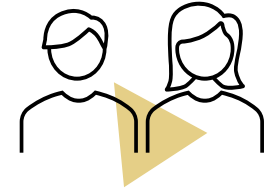
44% of users have a degree from a university (of applied sciences).



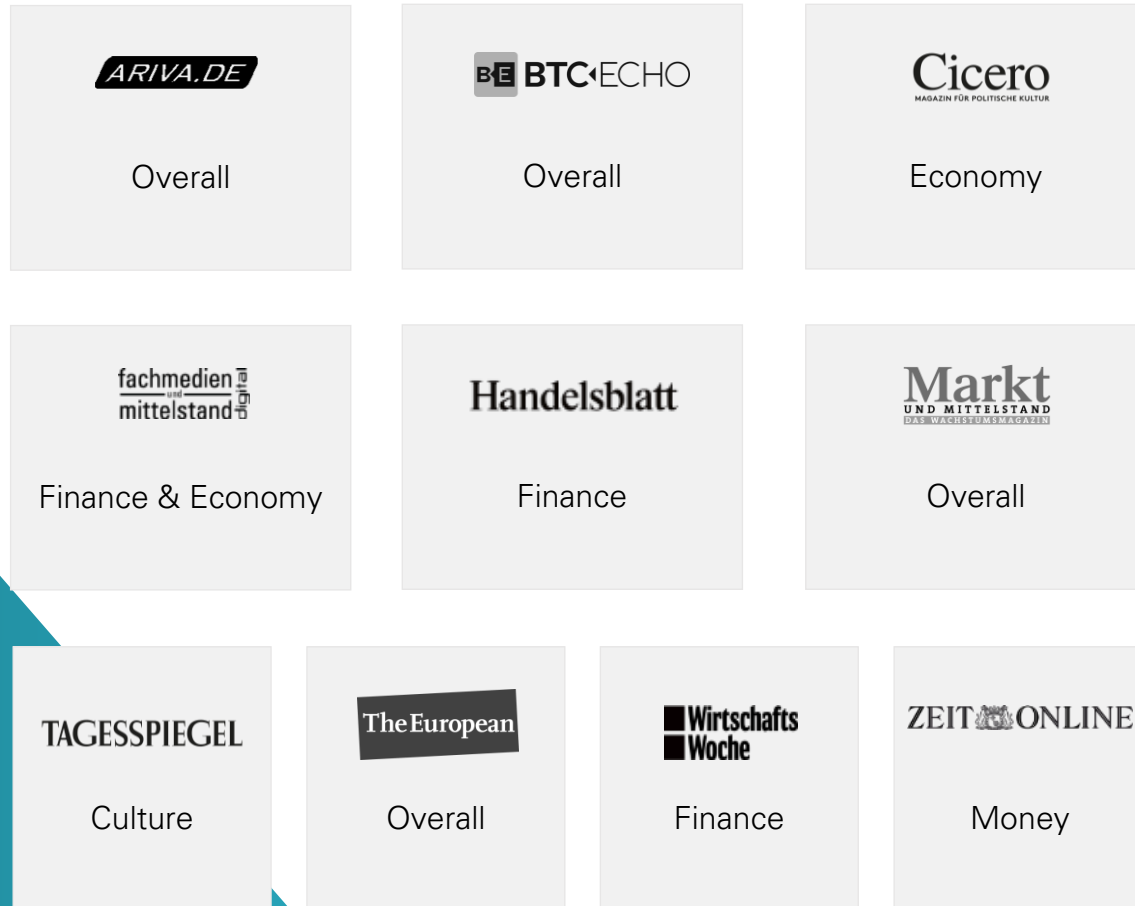
37% occasionally to frequently use the Internet to find out about movies.

FINANCE-CHANNEL

Digital reach: 3.22 million unique users



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



69% male users.



52% are between the ages of 20 and 49.



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

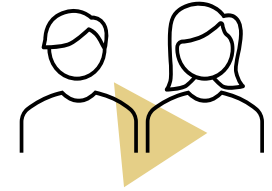


42% are interested in financial investments.

Source: agof daily digital facts, 20.03.2023, Ø month (of the last 3 months (Oct – Dec 2022)), total population 16+ (with b4p characteristics) | Media combination made up of the above-mentioned environments | Changes of the channel reserved

FOND-CHANNEL

Digital reach: 0.96 million unique users



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ARIVA.DE

Funds, ETF

Handelsblatt

Investment Strategy

**Wirtschafts
Woche**

Investment



57% have a net household income of over 3,000 €.



74% male users.



75% are between the ages of 20 and 59.



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

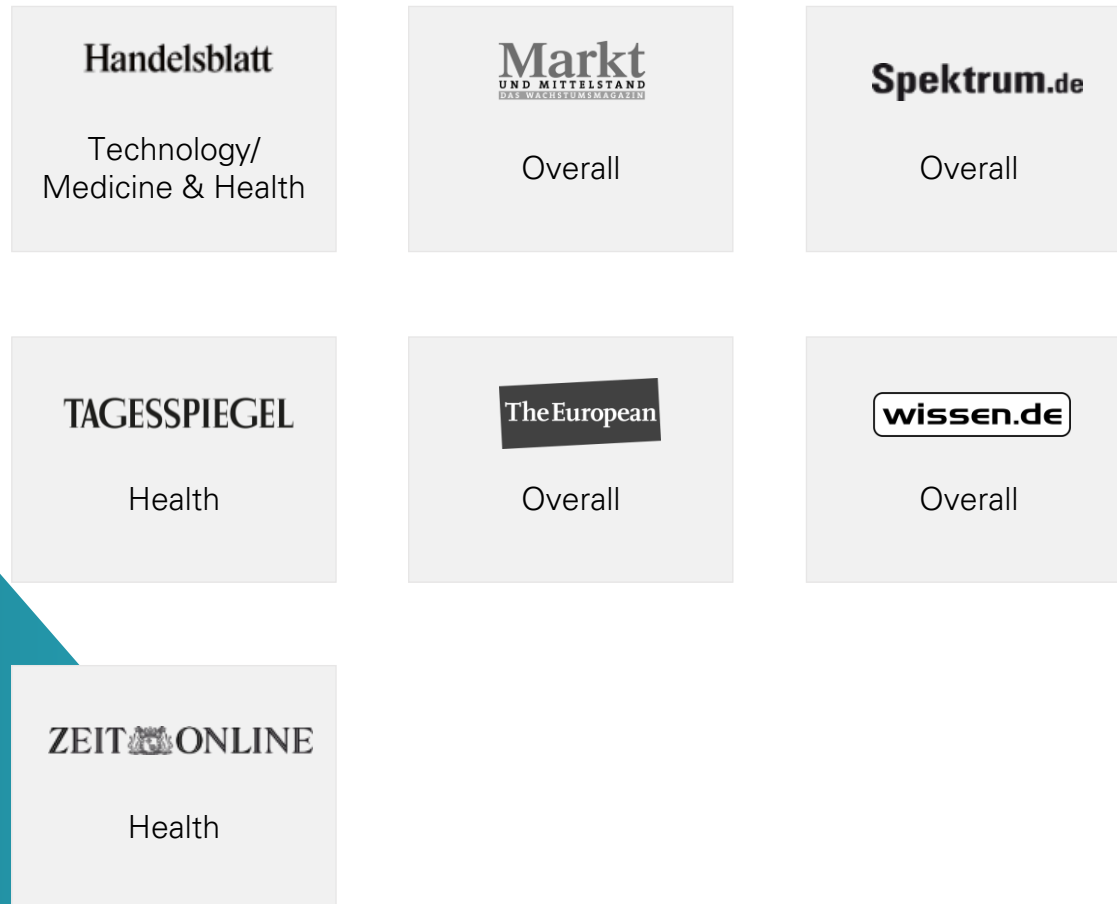
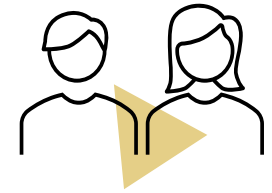


43% are interested in financial investments.

HEALTH-CHANNEL

Digital reach: 3.98 million unique users

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



52% male users.



58% are between the ages of 20 and 49.



64% keep fit through regular exercise.



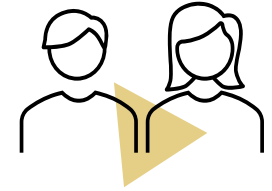
37% of users have a degree from a university (of applied sciences).



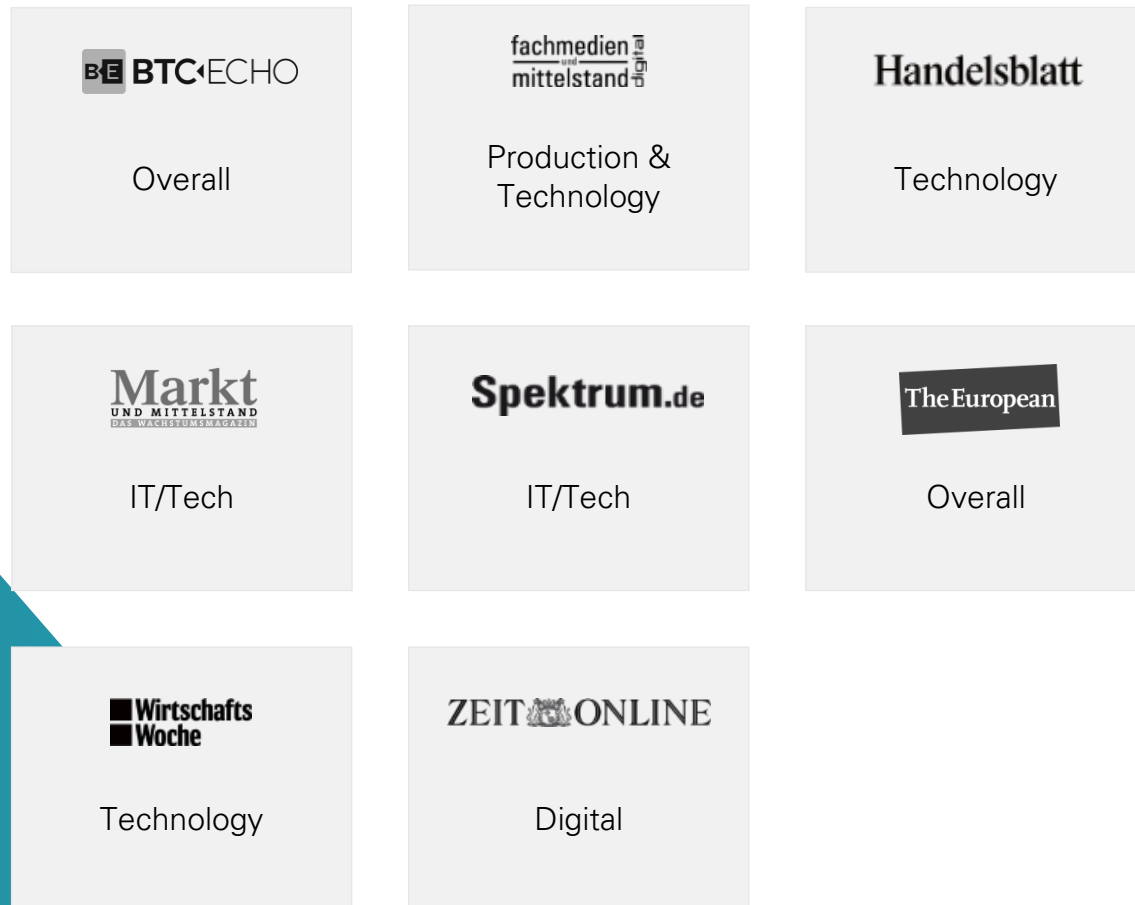
86% are willing to spend more on quality.

IT-CHANNEL

Digital reach: 1.71 million unique users



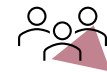
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57% have a net household income of over 3,000 €.



70% male users.



62% are between the ages of 20 and 49.



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

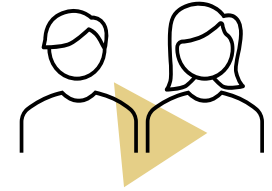


30% are among the first in their circle of acquaintances to try out new technologies.

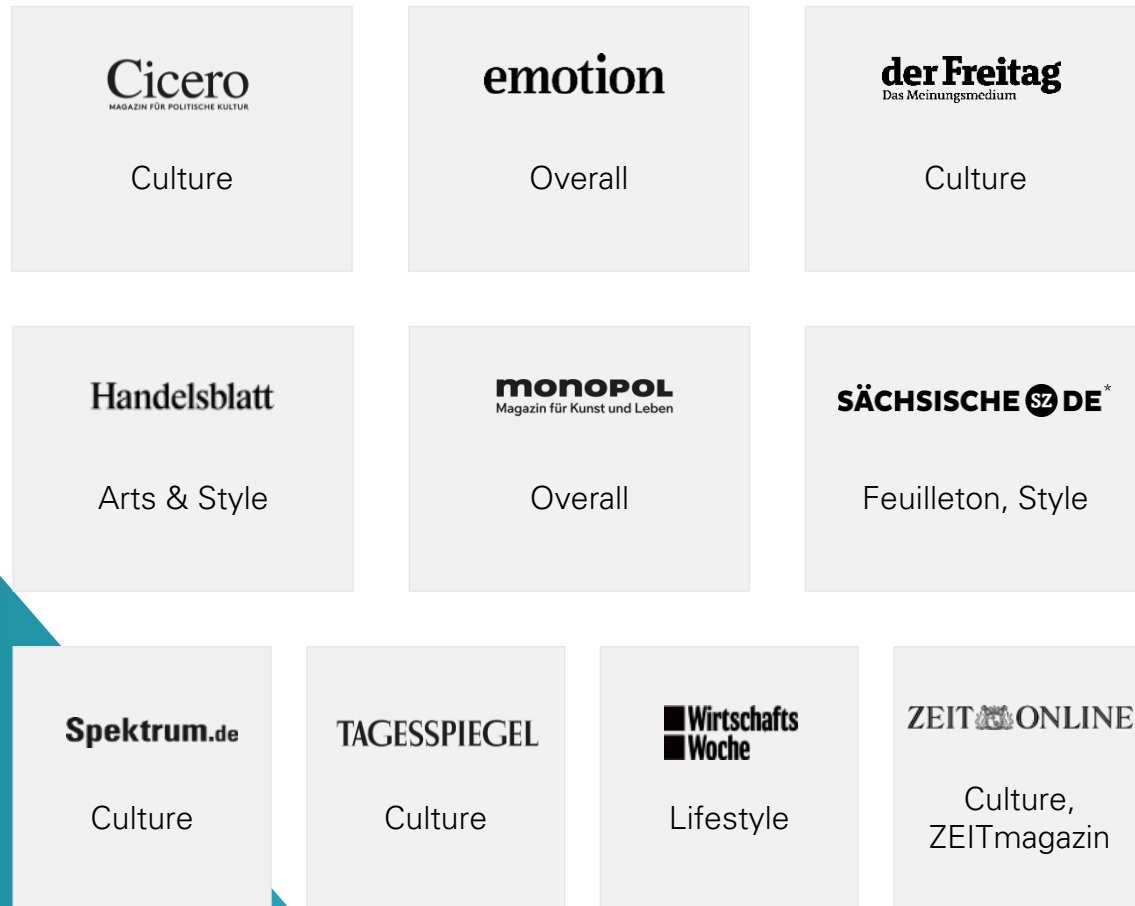
Source: agof daily digital facts, 20.03.2023, Ø month (of the last 3 months (Oct – Dec 2022)), total population 16+ (with b4p characteristics) | Media combination made up of the above-mentioned environments | Changes of the channel reserved

LIFESTYLE-CHANNEL

Digital reach: 4.6 million unique users



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



50% female users.



57% are between the ages of 20 and 49.



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



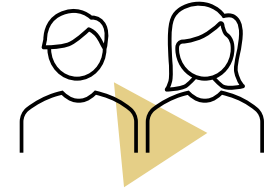
59% of users describe themselves as individualists.

Source: agof daily digital facts, 20.03.2023, Ø month (of the last 3 months (Oct – Dec 2022)), total population 16+ (with b4p characteristics) | Media combination made up of the above-mentioned environments | Changes of the channel reserved

MILLENNIAL-CHANNEL

Digital reach: 69,092 unique users

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ZEITUNG ONLINE

ze.tt



48% have a net household income of over 3,000 €.



51% female users.




29% are between the ages of 20 and 29.

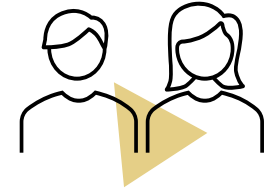


21% have a technical/college degree.

NEWS-CHANNEL

Digital reach: 18.77 million unique users

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Cicero
MAGAZIN FÜR POLITISCHE KULTUR

Overall

Handelsblatt

Overall

SÄCHSISCHE SZ DE*

Overall

TAGESSPIEGEL

Overall

**Wirtschafts
Woche**

Overall

ZEIT ONLINE

Overall



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



43% female users.



52% are between the ages of 20 and 49.



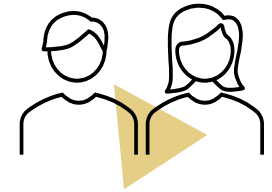
32% of users have a degree from a university (of applied sciences).



62% are employed.

PRIVATE INVESTMENT-CHANNEL

Digital reach: 1.05 million unique users



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ARIVA.DE
Stocks, Certificates,
ETF, Leverage
products, Foreign
exchange

BORSE
am Sonntag
Overall

BTC ECHO
Overall

Handelsblatt
Stock prices,
Markets, Investment
strategy

Wirtschaftskurier
Overall

**Wirtschafts
Woche**
Stock exchange



58% have a net household income of over 3,000 €.



82% male users.



74% are between the ages of 20 and 59.




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

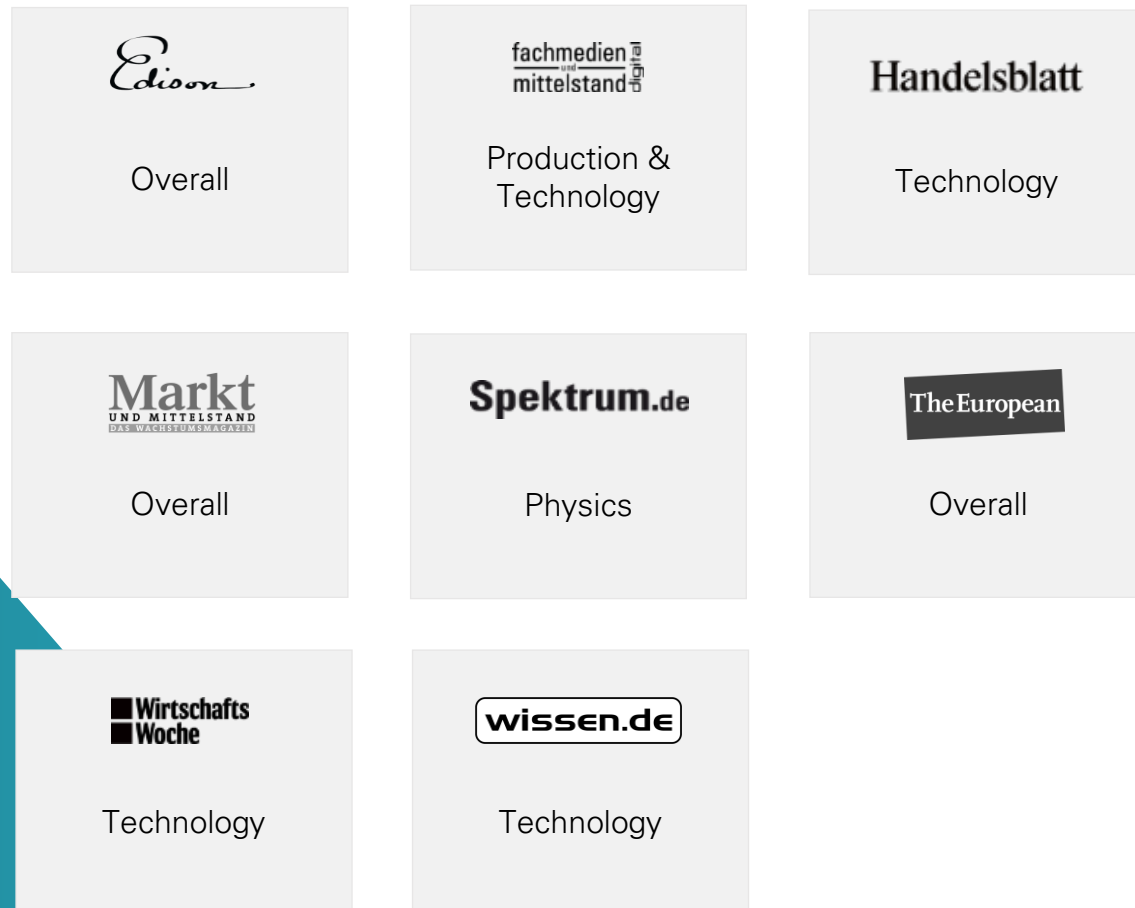
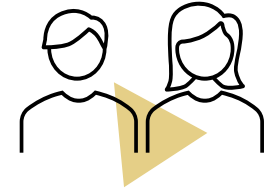








44% are interested in financial investments.

PRODUCTION AND TECHNOLOGY-CHANNEL

Digital reach: 1.16 million unique users

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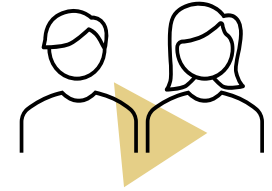


-  57% have a net household income of over 3,000 €.
-  73% male users.
-  57% are between the ages of 20 and 49.
-  37% of users have a degree from a university (of applied sciences).
-  86% are willing to spend more on quality.
-  30% are among the first in their circle of acquaintances to try out new technologies.

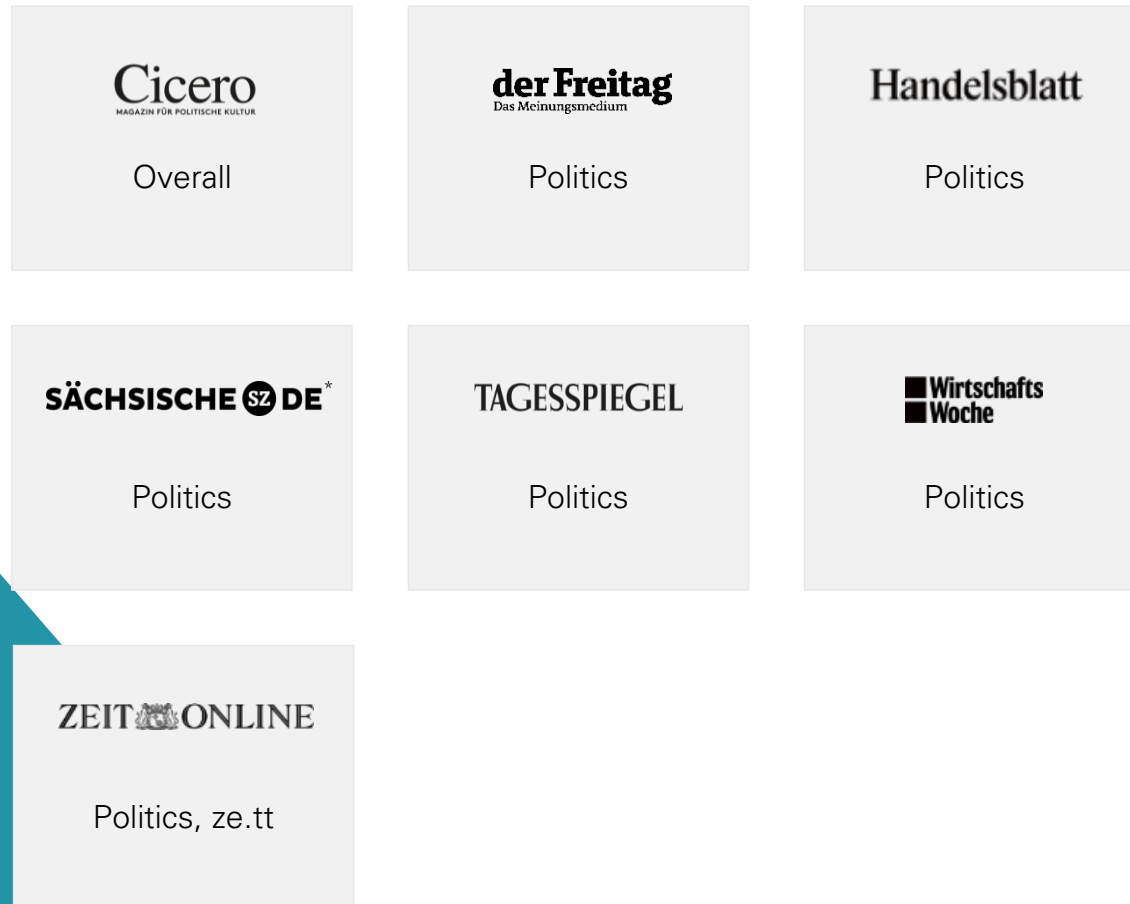
Source: agof daily digital facts, 20.03.2023, Ø month (of the last 3 months (Oct – Dec 2022)), total population 16+ (with b4p characteristics) | Media combination made up of the above-mentioned environments | Changes of the channel reserved

POLITICS-CHANNEL

Digital reach: 6.19 million unique users



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



38% female users.



54% are between the ages of 20 and 49.



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




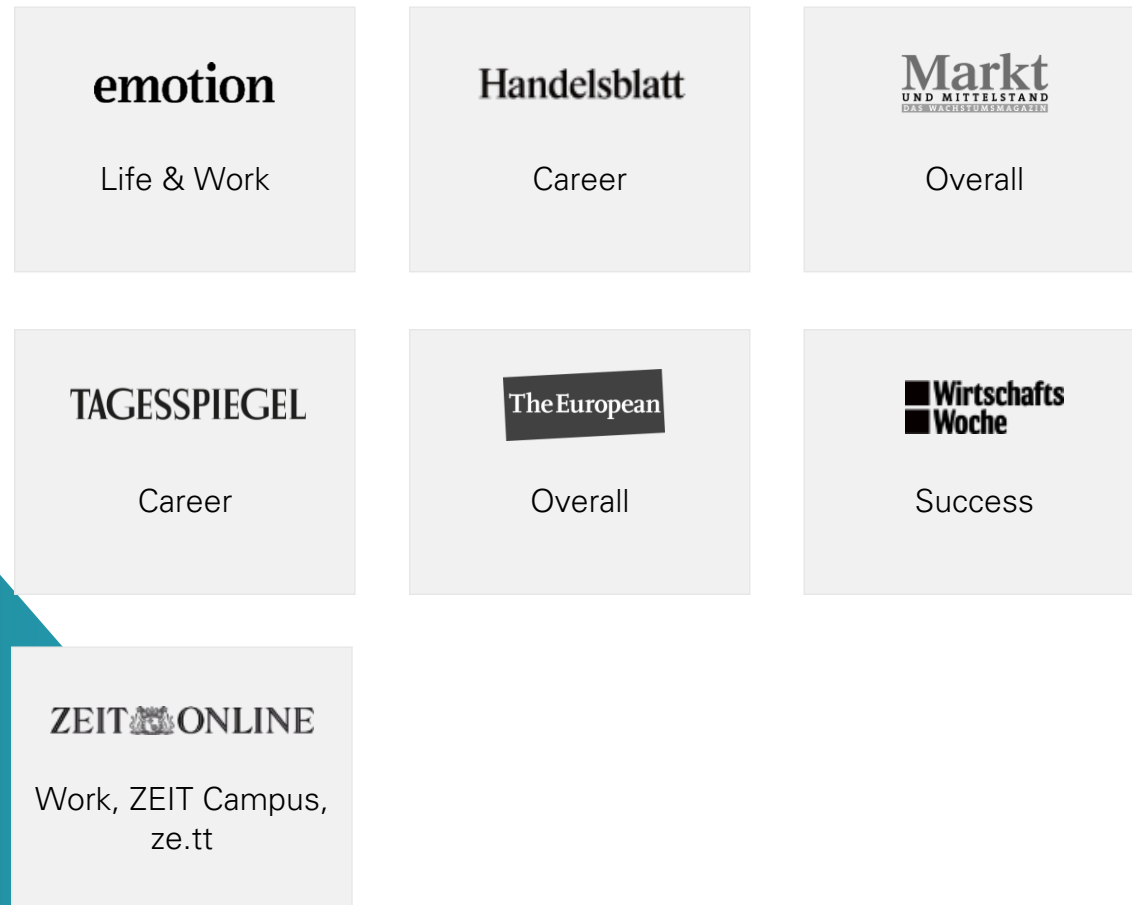
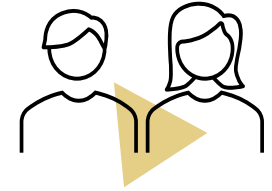
36% are generally the lead voice in meetings.

Source: agof daily digital facts, 20.03.2023, Ø month (of the last 3 months (Oct – Dec 2022)), total population 16+ (with b4p characteristics) | Media combination made up of the above-mentioned environments | Changes of the channel reserved

RECRUITING-CHANNEL

Digital reach: 2.71 million unique users

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51% male users.



23% are between the ages of 20 and 29.



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



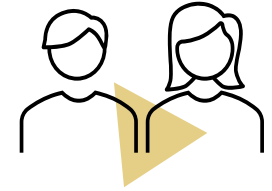
14% of all users are still undergoing training.












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

SCIENCE-CHANNEL

Digital reach: 4.75 million unique users



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 Overall	 Science	 Technology
 Overall	 Overall	 Knowledge
 Overall	 Technology	 Knowledge



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



53% male users.



58% are between the ages of 20 and 49.



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

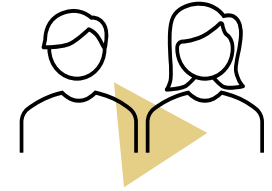


26% are among the first in their circle of acquaintances to try out new technologies.

SMES-CHANNEL



Digital reach: 7.05 million unique users


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 MAGAZIN FÜR POLITISCHE KULTUR Overall	 Overall	 Finances, Company
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 UND MITTELSTAND DAS WACHSTUMSMAGAZIN Overall	 Economy	 Economy	 Economy
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 Success, Company	 Economy
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 55% have a net household income of over 3,000 €.

 64% male users.

 53% are between the ages of 20 and 49.

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

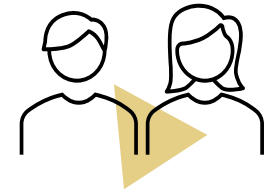
 64% are employed.

 41% are interested in financial investments.

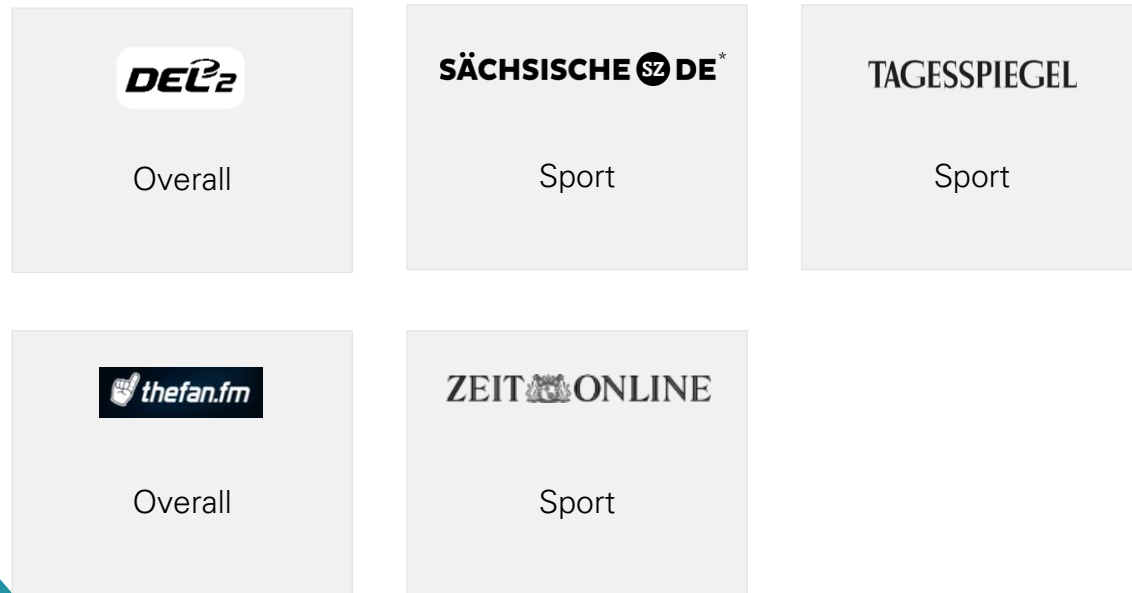
Source: agof daily digital facts, 20.03.2023, Ø month (of the last 3 months (Oct – Dec 2022)), total population 16+ (with b4p characteristics) | Media combination made up of the above-mentioned environments | Changes of the channel reserved

SPORT-CHANNEL

Digital reach: 1.12 million unique users



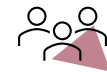
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57% have a net household income of over 3,000 €.



60% male users.



80% are between the ages of 20 and 59.



47% of users have a degree from a university (of applied sciences).



66% keep fit through regular exercise.

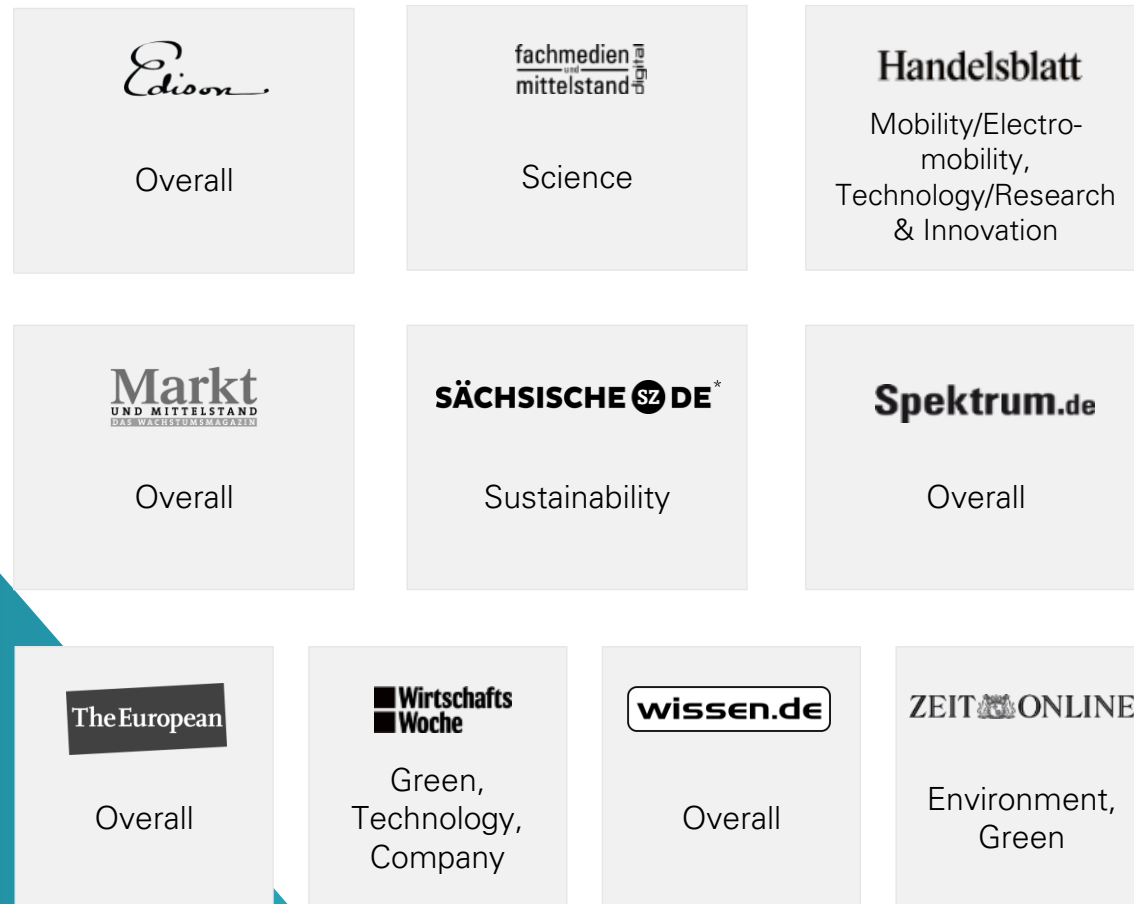
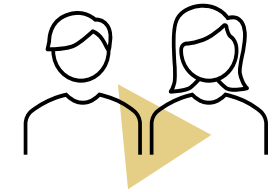







28% buy sporting goods online once a quarter/half a year.

SUSTAINABILITY-CHANNEL

Digital reach: 4.19 million unique users

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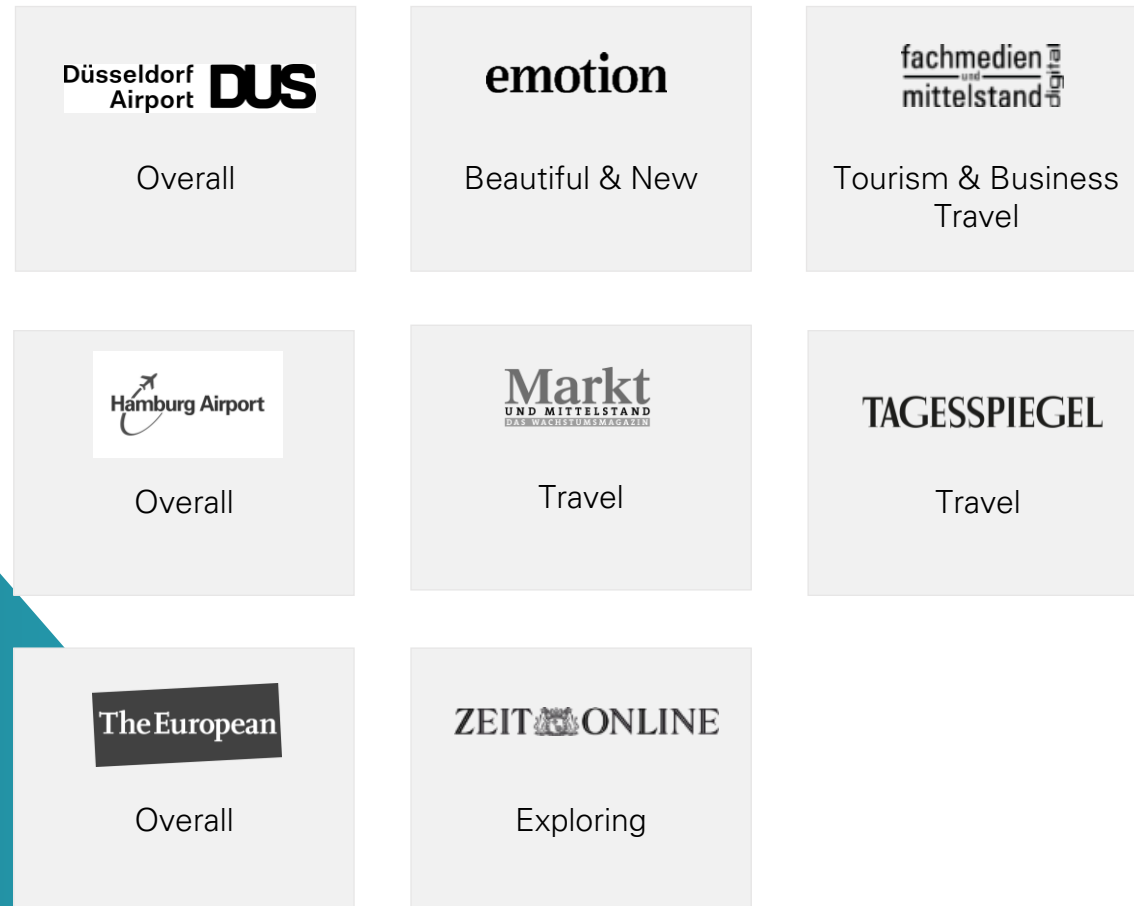
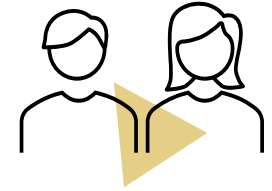
-  56% have a net household income of over 3,000 €.
-  43% female users.
-  57% are between the ages of 20 and 49.
-  36% of users have a degree from a university (of applied sciences).
-  39% choose the bicycle as their means of transport more than one day a week.

Source: agof daily digital facts, 20.03.2023, Ø month (of the last 3 months (Oct – Dec 2022)), total population 16+ (with b4p characteristics) | Media combination made up of the above-mentioned environments | Changes of the channel reserved

TRAVEL-CHANNEL

Digital reach: 0.49 million unique users

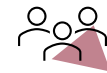
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56% have a net household income of over 3,000 €.



52% female users.



75% 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.




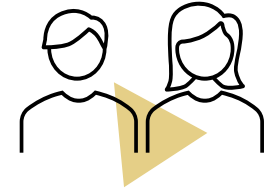
32% book trips on the Internet once every quarter/half year.

Source: agof daily digital facts, 20.03.2023, Ø month (of the last 3 months (Oct – Dec 2022)), total population 16+ (with b4p characteristics) | Media combination made up of the above-mentioned environments | Changes of the channel reserved

WOMEN AND MORE-CHANNEL

Digital reach: 2.19 million unique users

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emotion

Overall with targeting women

Spektrum.de

Overall with targeting women

ZEITUNGSMAGAZIN

Overall with targeting women

ZEITUNGSONLINE

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.



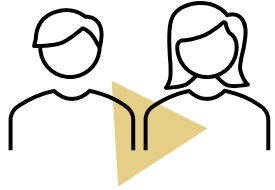
68% are very mobile and spend a lot of time "on the go".



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

INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

iq digital media marketing gmbh

Toulouser Allee 27
D-40211 Duesseldorf
Telephone +49 211 887-1330
international@iqdigital.de