

iqd finance.net
The financial theme network



Facts & Figures



iq digital Portfolio

Quality coverage both online and mobile



General News	Editorial special interest		Community	
<p>Frankfurter Allgemeine FAZ.NET</p> <p>Süddeutsche.de</p> <p>ZEITUNG ONLINE</p> <p>Süddeutsche Zeitung Magazin</p> <p> REUTERS</p>	<p>INGENIEUR.de</p> <p>fachmedien mittelstand digital</p> <p>karriere.de</p> <p>jetzt.de <small>Süddeutsche Zeitung</small></p> <p>Spektrum.de</p>	<p> golem.de <small>IT-NEWS FÜR PROFIS</small></p> <p> </p> <p>Handelsblatt</p> <p>Wirtschafts Woche</p> <p>finanztreff.de: <small>part of the vwd group</small></p> <p>ARIVA.DE</p>	<p>LinkedIn</p> <p>VZ </p>	<p>Vertical theme networks</p> <p>iqdtec.net <small>powered by iq digital</small></p> <p>iqdfinance.net <small>powered by iq digital</small></p>



Online: 16,22 Mio. UU; AGOF if 2014-12
Mobile: 4,58 Mio. UU; AGOF mf 2014-III

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The financial theme network



Websites in network

finanztreff.de:
part of the vwd group

AD HOC NEWS

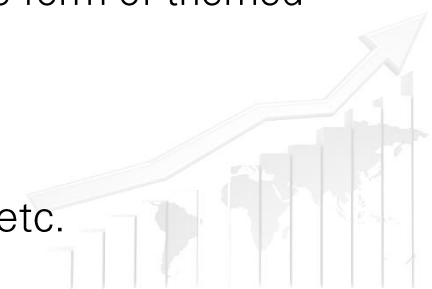
GOLD.DE
GOLD & SILBER PREISVERGLEICH

FN FinanzNachrichten.de
Alle News zu Aktien, Börse und Wirtschaft

Reach

1,45 Mio. UU/Month*
20,29 Mio. PIs/Month**

- The network pools the expertise of established financial websites with high-quality editorial content to create a high-reach network
- Theme focus on topics like finance, stock markets and securities, insurance
- High-quality editorial positioning enables advertising clients to showcase their brands in a themed setting
- Combination of broadly based content and uniform topic depth in the form of themed environments:
 - Securities
 - Accounts & credit etc.



Source: *AGOF internet facts 2014-12 / **own measurement 2015-02



Target Audience / iq target

What kind of audience addresses iqd finance.net? It mainly reaches professional and institutional investors



72 percent are **male** and
58 percent are **20-49** years old.



62 percent have a net-household-income of **4.000€ +**



Users **care actively** about their **financial investments**



Users are mainly **professional and institutional investors**

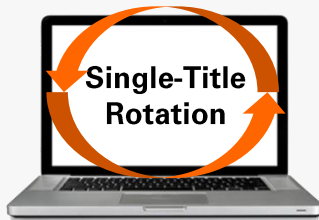


75 percent are content to pay more money for **Quality**

Source: AGOF internet facts 2014-12;



Booking Options



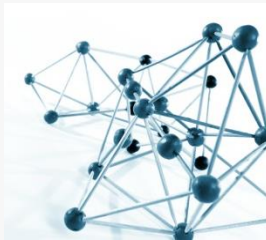
Each single website is (on demand) separately bookable



Environment Rotation

It is possible to define client specific topic rotations via topic modulation

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powered by iq digital



Total usage of high reach via RoN booking



iq target Rotation

Total network can be displayed via iq target

Theme targeting

- Bank account & loans
- Insurance
- Retirement saving
- Securities & markets



Audience targeting

Precision targeting based on:

- Sociodemographics
- Interests

Targeting of decision-makers by

- Section
- Position

Reach

Rotation on all portals in iqd finance.net to ensure cost-effective targeting of users in financial environments.

Let`s examine the network websites carefully...



finanztreff.de

The financial portal with valuable information for private investors



- finanztreff.de is one of the most successful financial websites in the German-language Internet.
- finanztreff.de provides fast and comprehensive information on stock markets and finance, innovative tools for stock research and analysis, funds and structured investment products as well as free watchlist and portfolio features.



Target group

- 82% are males and 75% are between the ages of 20 and 69
- 44% have a degree from – or an entrance qualification for – a university (of applied sciences)
- 53% have a Net-HH income of 3.000€+
- 83% are interested in investments, shares, securities and funds

Source: publisher's own data / Start of marketing: Aug 1, 2014 / AGOF internet facts 2014-11

Gold.de

The highest-reach price comparison site for gold, silver and other precious metals

- Gold.de features the best online offers from certified and established precious metal traders for savers and investors who want to put their money in gold and silver.
- The website provides detailed price overviews of online traders as well as articles/news on precious metals and the financial markets.
- Gold.de is a byword for background information and high-quality product photos. The special services it provides include prices, Gold.de's own charts and statistics, a gold app and a precious metal calculator
- Users are also quality-conscious and are extremely interested in property, retirement saving, investment options and high-quality consumer and luxury goods as well as cars, household goods and electronic appliances.



Target group

- Mainly male best-agers with high net HH incomes, invested assets and a quality-conscious mindset
- Entrepreneurs, academics, self-employed business owners, management executives

Source: publisher's own data / Start of marketing: Aug 1, 2014

The very latest financial news at a glance

Ad Hoc News, Finanznachrichten.de

- First-rate news overview for shares, stock markets and business
- Pooling of over 11,000 news items every trading day
- Realtime stock exchange prices to keep users up to speed with activities on the international markets
- The meeting place for a well-educated financial community
- People increasingly obtain their information online



Target Audience

- 63% of users have a net monthly household income of 4,000 EUR plus
- 85% of users are extremely willing to pay for quality

Source: AGOF internet facts 2014-12, Single month, target audience 14+

Rate card





[You can find our current rate card here](#)



Advantages at a glance ...

- Pooled quality journalism from a single source
- Respected special-interest portals for all topic areas in the field of finance
- Daily updated news on finance, shares, certificates and securities as well as real-time stock exchange prices
- The themed environment makes it the ideal platform for both branding and performance-based advertising campaigns
- You profit from the strengths of iq target to drive your systematic communication strategy
- Low overlaps with the iqd premium portals, thereby optimising your contact potential and net reach
- Active private investors as well as professional and institutional investors
- A mainly male and high-earning target group

Please contact us for more information!



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