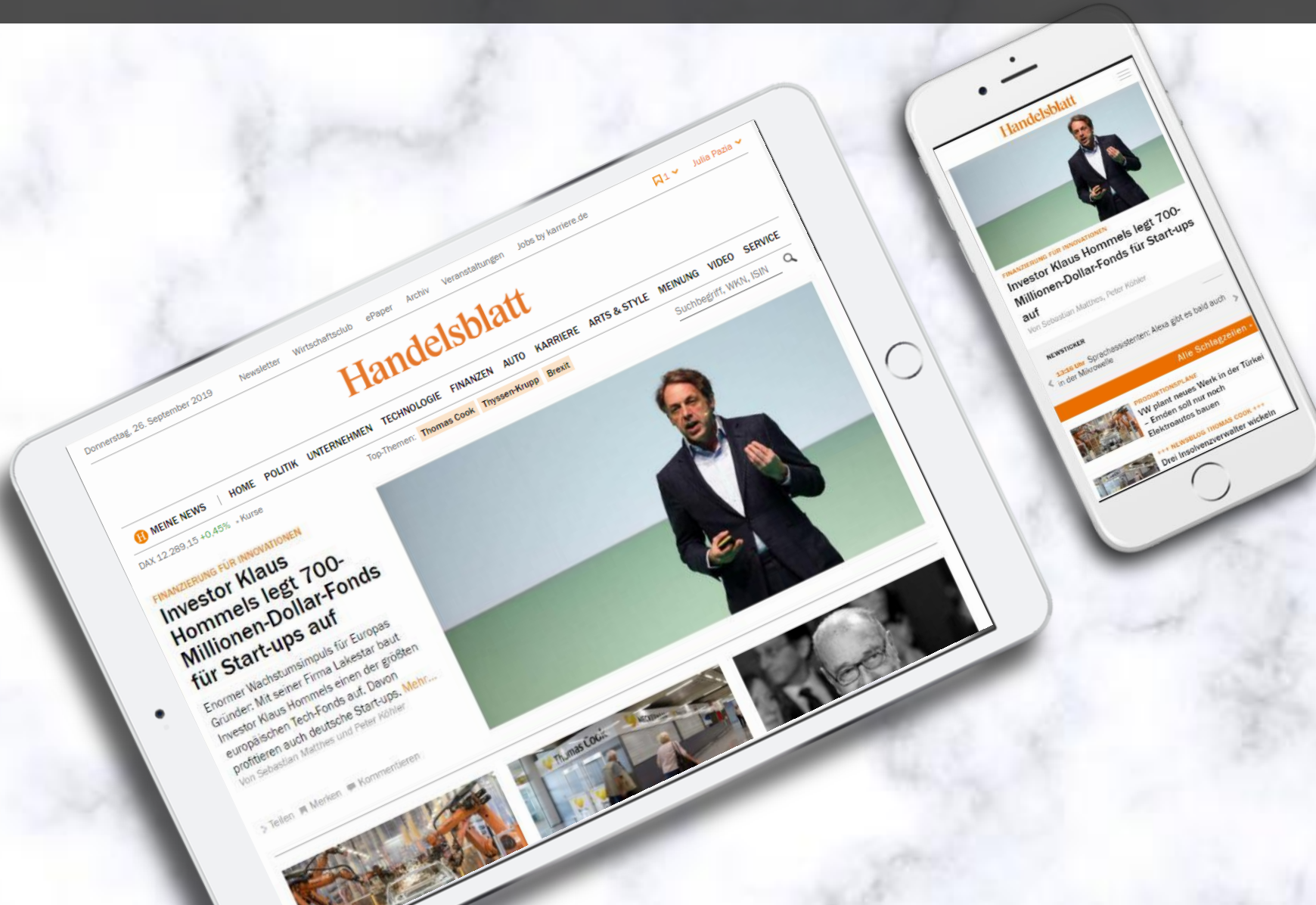


HANDELSBLATT ONLINE MEDIA DATA

All facts, no frills – on all channels



HANDELSBLATT ONLINE MEDIA DATA

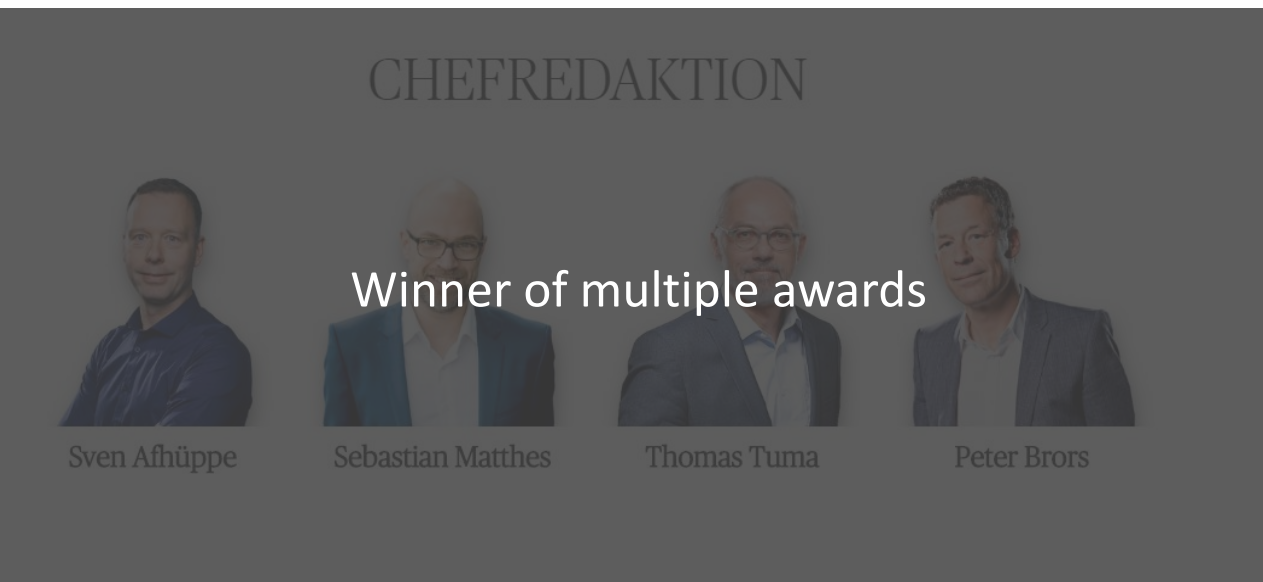
What can you expect?



What Handelsblatt stands for



Target group & key facts



Winner of multiple awards

Sven Afhüppe

Sebastian Matthes

Thomas Tuma

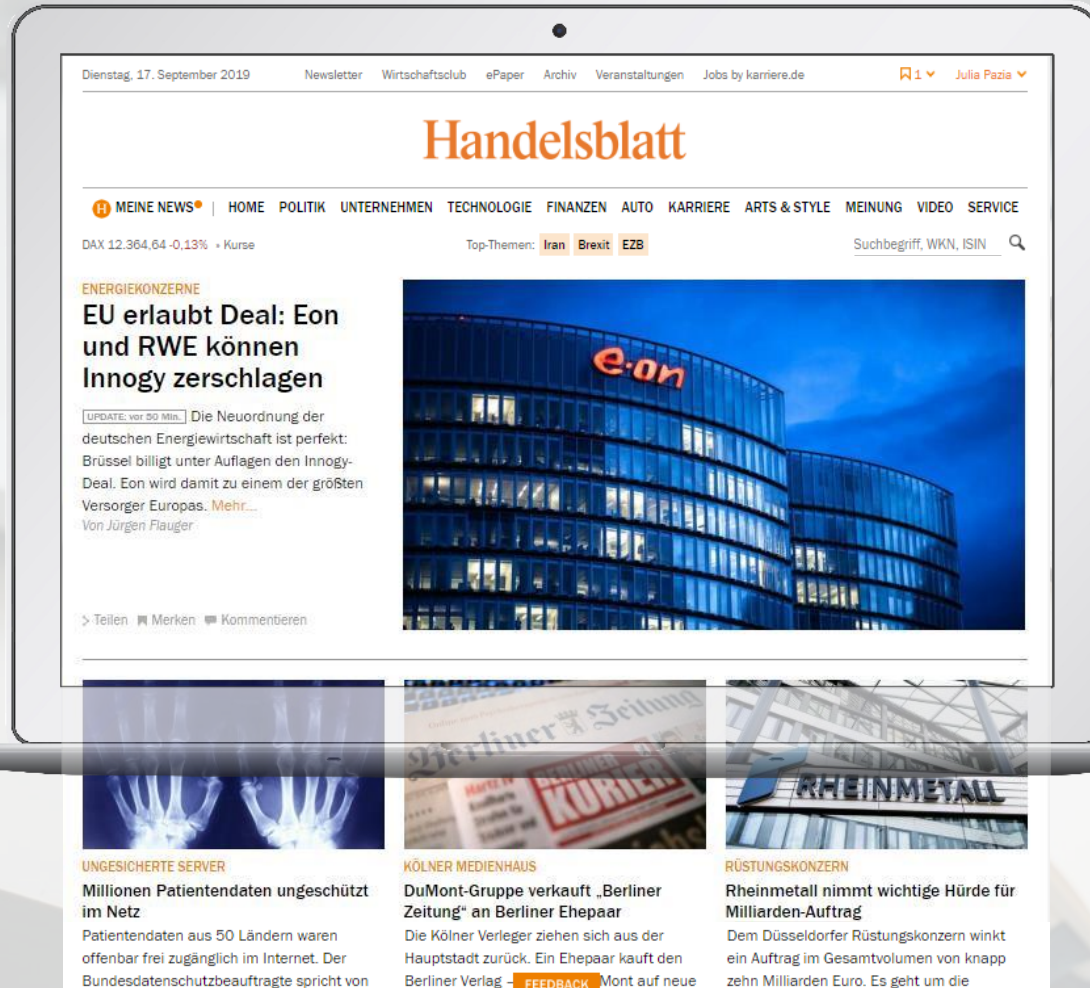
Peter Brors







New features & highlights

HANDELSBLATT ... WHAT WE STAND FOR

News, debate, facts



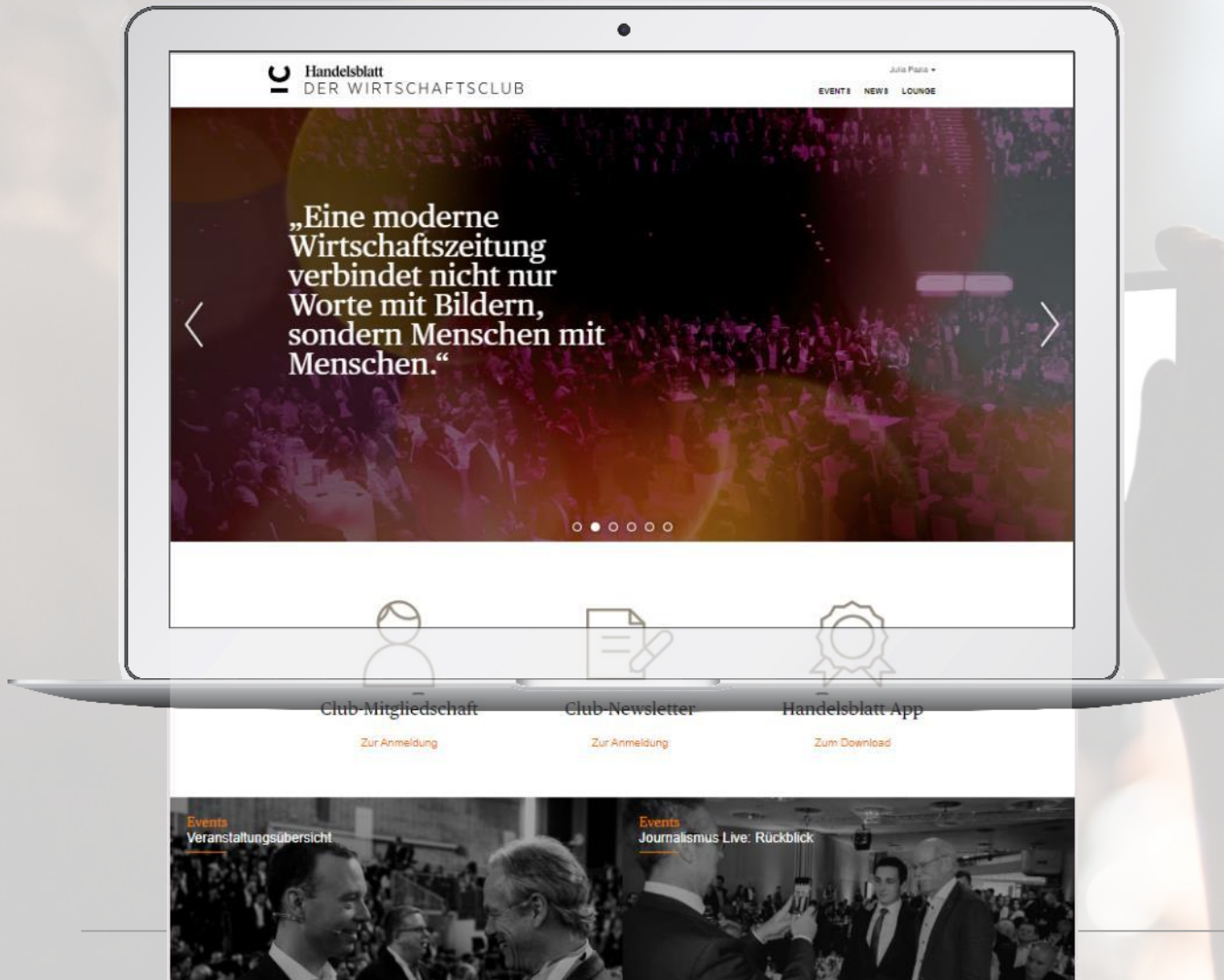
Handelsblatt ...

-  is the biggest business and financial newspaper published in the German language.
-  employs around 200 journalists, correspondents and permanent staff around the world, ensuring updated, comprehensive and well-researched reporting.
-  is the first German business newspaper to successfully introduce a paid-content strategy – comparable on the international stage with the Wall Street Journal.
-  promotes a constant dialogue between business and journalism with its “HB Live” event series.

Handelsblatt

HANDELSBLATT ... WHAT WE STAND FOR

We want to talk to each other.



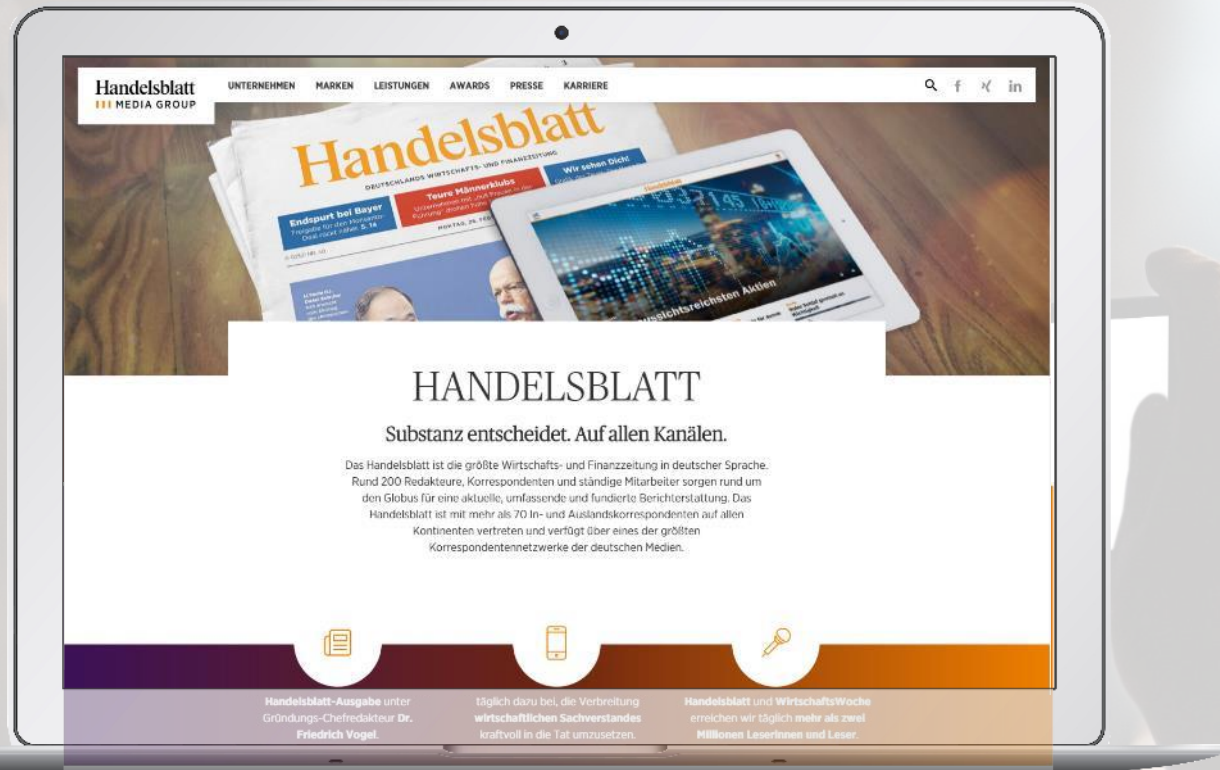
Networking of the highest standard

Personal interaction and contact building – particularly across different sectors of the economy – are becoming ever more important. The Handelsblatt “Wirtschaftsclub” provides its members with access to exclusive events.

HANDELSBLATT MEDIA GROUP ... WHAT WE STAND FOR



We forcefully and successfully pursue the goal of digital transformation.



Handelsblatt is part of Germany's leading media group for business and finance –and also has a voice on the international stage.

The Handelsblatt Media Group sees itself as a community whose mission is to help people understand economic issues and interrelationships. Every day, the editorial team and the employees at the publishing company play a key role in disseminating economic and business know-how.

Only those who understand the interplay of economic factors can make better decisions in their daily life – whether at school, on the campus or in their job.



Die führende Adresse für Wirtschaftsnews

» Alles zur Media Group



Unsere wichtigsten Publikationen

» Unsere Marken

Handelsblatt

HANDELSBLATT ONLINE ... OUR READERS

Your direct line to active trendsetters with high incomes in top jobs



Between the ages of
20 and 59

62% are male.

41% live in major cities¹ in
Germany.

54% are married.

18% have a net household income
of 5,000 € plus.



18% are management
personnel/executives in
Germany².

64% exercise regularly³.

33% are trendsetters and shape debate
within society⁴.

93% have both a smartphone as well
as a notebook and/or a desktop
PC in the household⁵.

Handelsblatt

HANDELBLATT ONLINE ... OUR DECISION-MAKERS



According to LAE 2021, handelsblatt.de reaches 28% of all C-Level decision-makers in Germany.



C-level decision-makers: 167k | 28% reach ¹

¹ Target group: Professional position: Senior executives/ Board member/ managing director/ director/ office/ operation/ works manager
Digital offerings: Handelsblatt: handelsblatt.com + App(s)



Financial decision-makers: 389k | 23% reach ²

² Target group: Sole/delegation/co-decision-makers in finance: Finances
Digital offers: Handelsblatt: handelsblatt.com + app(s)



SME decision-makers: 356k | 20% reach ³

³ Target group: Small and medium-sized enterprises (SMEs) in total (< 250 employees and up to 50 million euros turnover)
Digital services: Handelsblatt: handelsblatt.com + App(s)

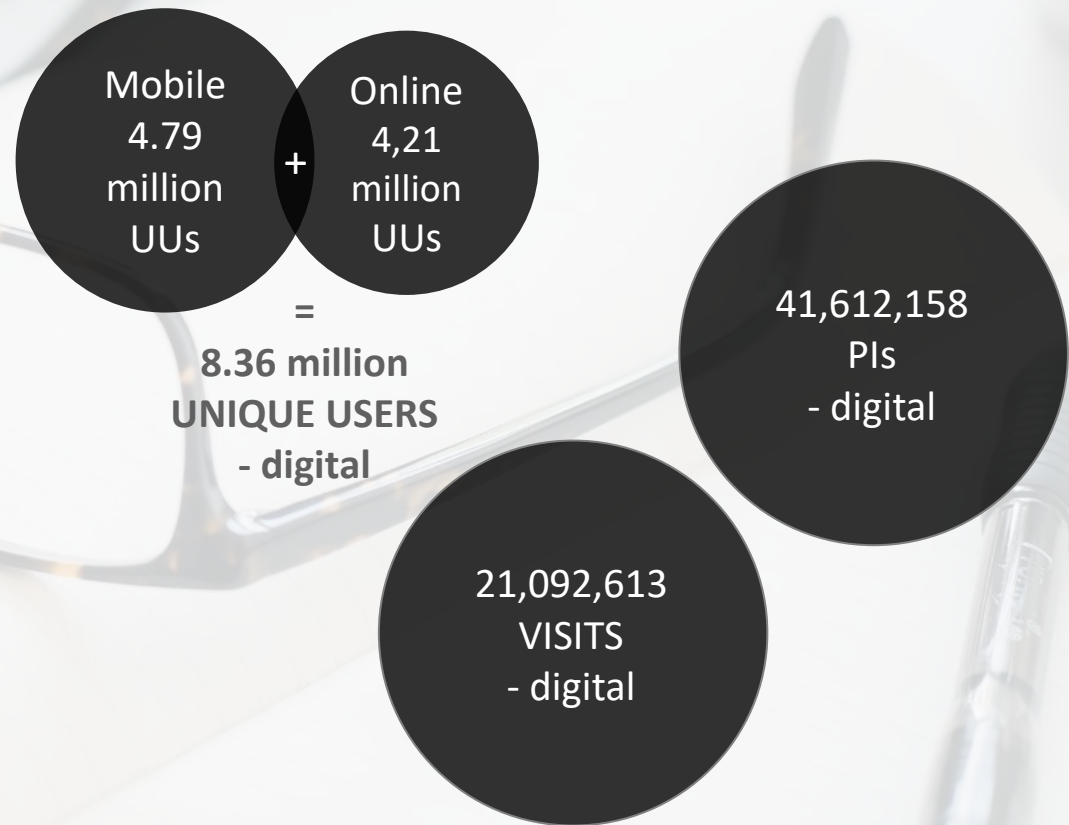
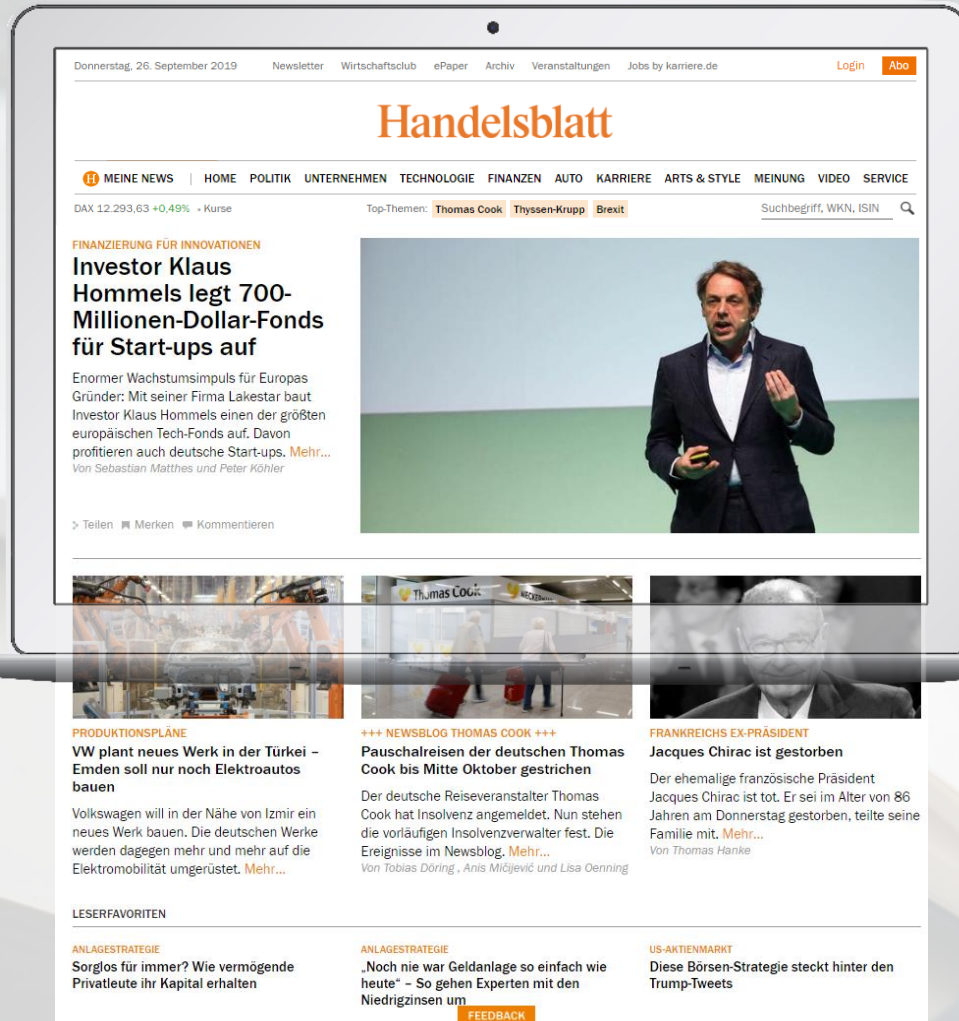


Business management decision-makers: 538k | 23% reach ⁴

⁴ Target group: Sole/delegation/co-decision-makers Company and management: Company and management
Digital offers: Handelsblatt: handelsblatt.com + App(s)

HANDELSBLATT ONLINE ... KEY FACTS

Reach over 6 million users interested in finance and politics.



Handelsblatt

HANDELSBLATT ... QUALITY IS REWARDED

Profit from the trustworthy environment.

DIE HANDELSBLATT CHEFREDAKTION



Sebastian Matthes
Chefredakteur

Peter Brors
Stv. Chefredakteur

Handelsblatt-Redakteur mit Axel-Springer-Preis ausgezeichnet

Der Handelsblatt-Redakteur Massimo Bognanni (30) wurde für seine Reportage „Der Spion in der Grauzone“ (ET: 24. Juli 2014) mit dem Axel-Springer-Preis für junge Journalisten in der Kategorie „Print – Überregional“ ausgezeichnet. Die Preisverleihung fand gestern Abend im feierlichen Ambiente des Berliner Axel-Springer-Hauses statt. Der Axel-Springer-Preis gilt als eine der begehrtesten Auszeichnungen für Nachwuchsreporter im deutschsprachigen [...]

Handelsblatt-Redakteur Sönke Iwersen erhält renommierten Kurt Tucholsky-Preis

Sönke Iwersen (46), Leiter des Handelsblatt Investigativ-Teams, wird mit dem renommierten Kurt Tucholsky-Preis für literarische Publizistik 2017 ausgezeichnet. Er erhält die Ehrung für seine am 7. September 2016 veröffentlichte Reportage „Edward Snowden – Schutzengel ganz unten“. Darin beschreibt Iwersen die zuvor unbekannte Geschichte des Fluchtwegs von Edward Snowden aus Hongkong – und die Geschichte der [...]

Handelsblatt wird mit European Digital Publishing Award ausgezeichnet

Das Handelsblatt wird mit dem European Digital Publishing Award für die erfolgreiche Einführung seiner Premium-Strategie („Subscription First: The New Handelsblatt Paywall“) ausgezeichnet. Seit Mai letzten Jahres setzt die Wirtschafts- und Finanzzeitung online auf eine neue Strategie, bei der alle Artikel, Infografiken und Recherchertools auf der Webseite www.handelsblatt.com sowie in der App kostenpflichtig sind. Einige wenige [...]

Handelsblatt-Autorenteam mit renommiertem Wächterpreis ausgezeichnet

Für seine Recherchen zum Dieselskandal hat ein Reporterteam des Handelsblatts einen der renommiertesten Journalistenpreise Deutschlands gewonnen: Der Wächterpreis der Tagespresse 2019 geht an Sönke Iwersen, Leiter des Investigativ-Teams beim Handelsblatt, und die Autoren René Bender, Markus Fasse, Mona Fromm, Jan Keuchel, Alina Liertz, Stefan Menzel, Martin Murphy und Volker Votsmeier. Gewürdigt wird eine Artikelserie, die [...]

NEWS... TOP TOPICS IN MEDIA

In 2020, Handelsblatt reported most frequently on important trends. The topics of digitization and e-mobility continue to be the focus in media.

Total share of trending topics		Handelsblatt	Frankfurter Allgemeine	Süddeutsche Zeitung	DER SPIEGEL	manager magazin
		29,7%	28,3%	19,0%	8,3%	5,2%
54%	Digitalization	3.225	3.114	2.185	723	387
	E-Mobility	2.483	2.387	1.690	864	660
32%	AI	998	1.074	642	334	116
	Robotic	594	688	614	293	108
	Automation	768	707	488	215	120
	Autonomous Driving	578	387	248	116	122
	Digital Currency	490	334	190	121	99

Book the editorial special "E-Mobility" on Handelsblatt as one of the most important trend topics.

Book the classic editorial special with co-branded banners.**

Duration/Runtime: **4 weeks** (flexible date)

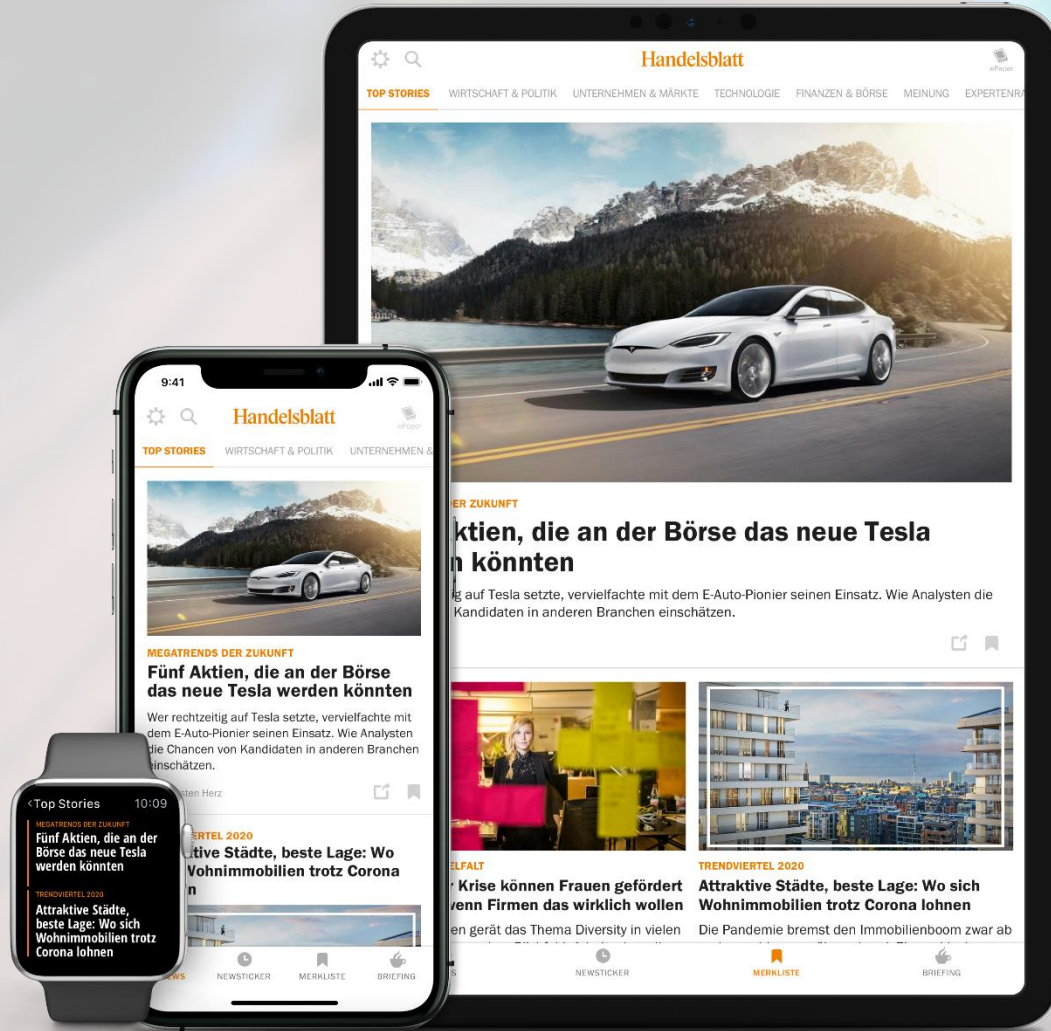
Expected Reach*: **75.000 AIs** (digital)

Minimum Booking Value: **25.000 EUR** (AE-Net)

Lead Time: **4 weeks**

NEW FEATURES ... HANDELSBLATT APP SPONSORING

Your exclusive presence in the premium app



You can book the “standalone” app and take advantage of the opportunity to be the sole advertiser using high-impact formats to communicate with our premium users:

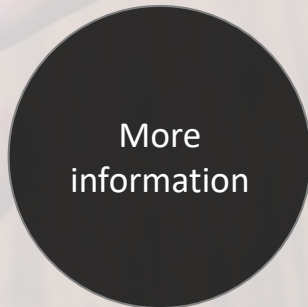
Opening page:

fullscreen ad after the first and second section

Fullscreen ads¹:

after the first section between all sections

You can also book video ads in fullscreen ad format.



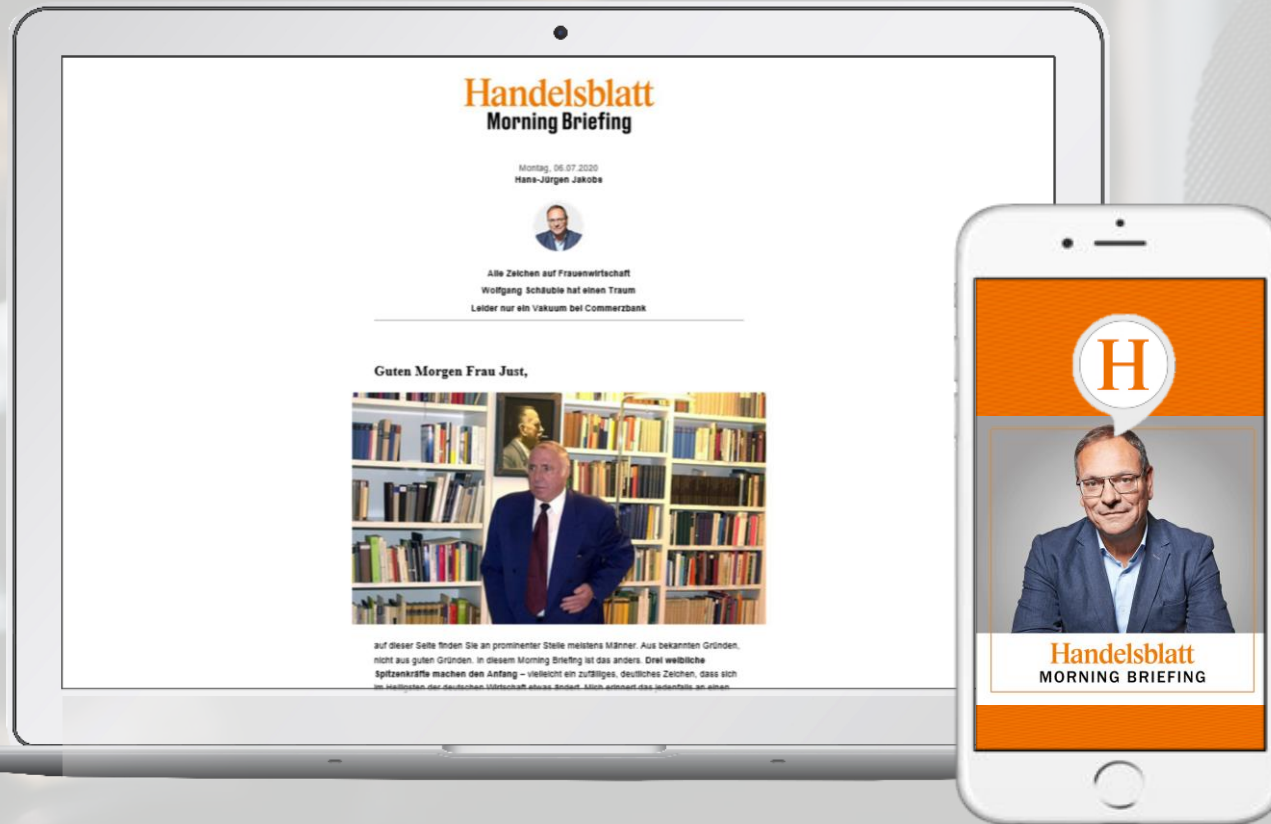
Handelsblatt

¹Tablet portrait mode 1536x2048px. Landscape mode (optional) 2048 x 1536; smartphone portrait mode

EVERGREEN ... HANDELSBLATT MORNING BRIEFING



Book the Morning Briefing format as a newsletter and a podcast.



The most important news early in the morning complete with a preview of the day ahead – penned by the Handelsblatt Editor-in-Chief every trading day.

Reach the target group of business and financial decision-makers every trading day for a full week ...

- in the newsletter with 455,000 subscribers and
- in the podcast with 85,000 podcast downloads¹ per week

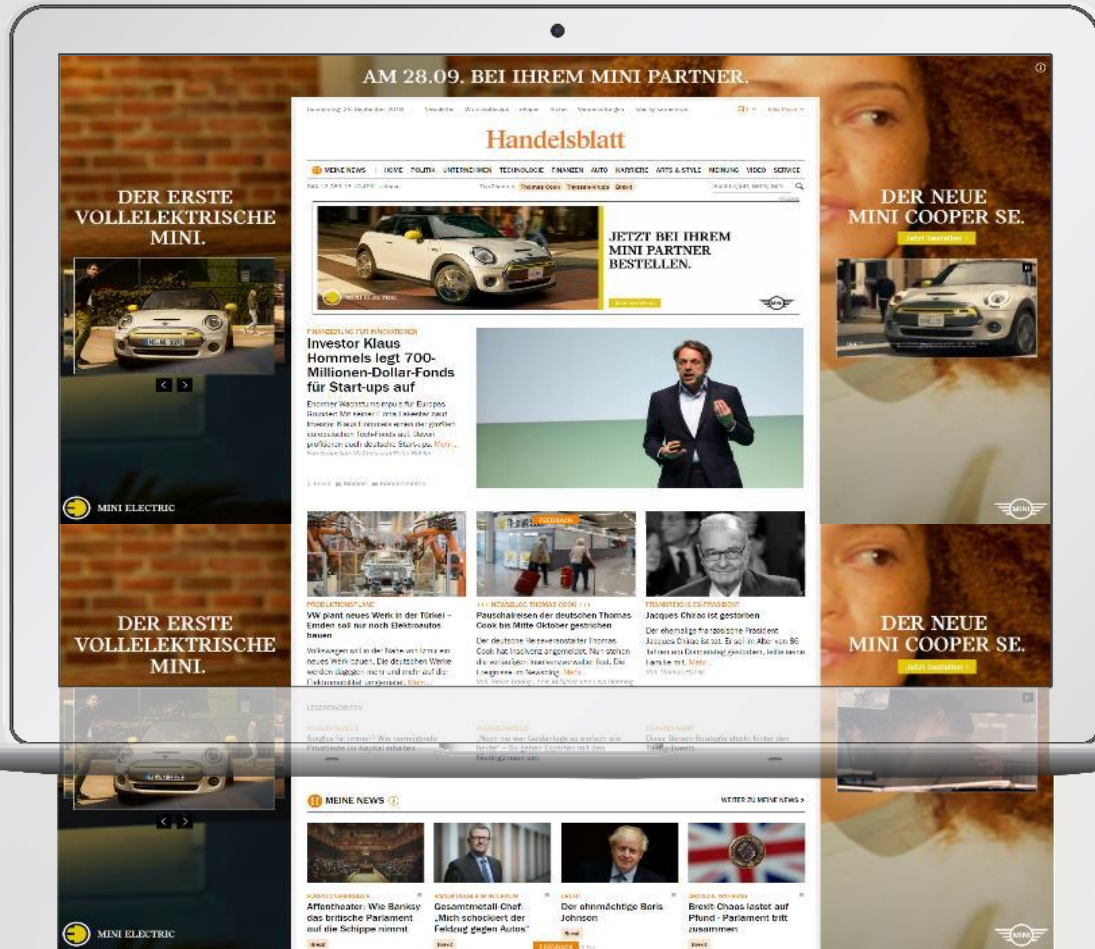
You can find more information in our rate card

Handelsblatt

¹ Downloads refers to the sum of completed downloads and completed streams..

EVERGREEN ... THE HOMEPAGE

Showcase your brand.



Use the powerful appeal of the Handelsblatt media brand and strong visuals to transfer the positive image and trustworthiness of our medium to your brand message!

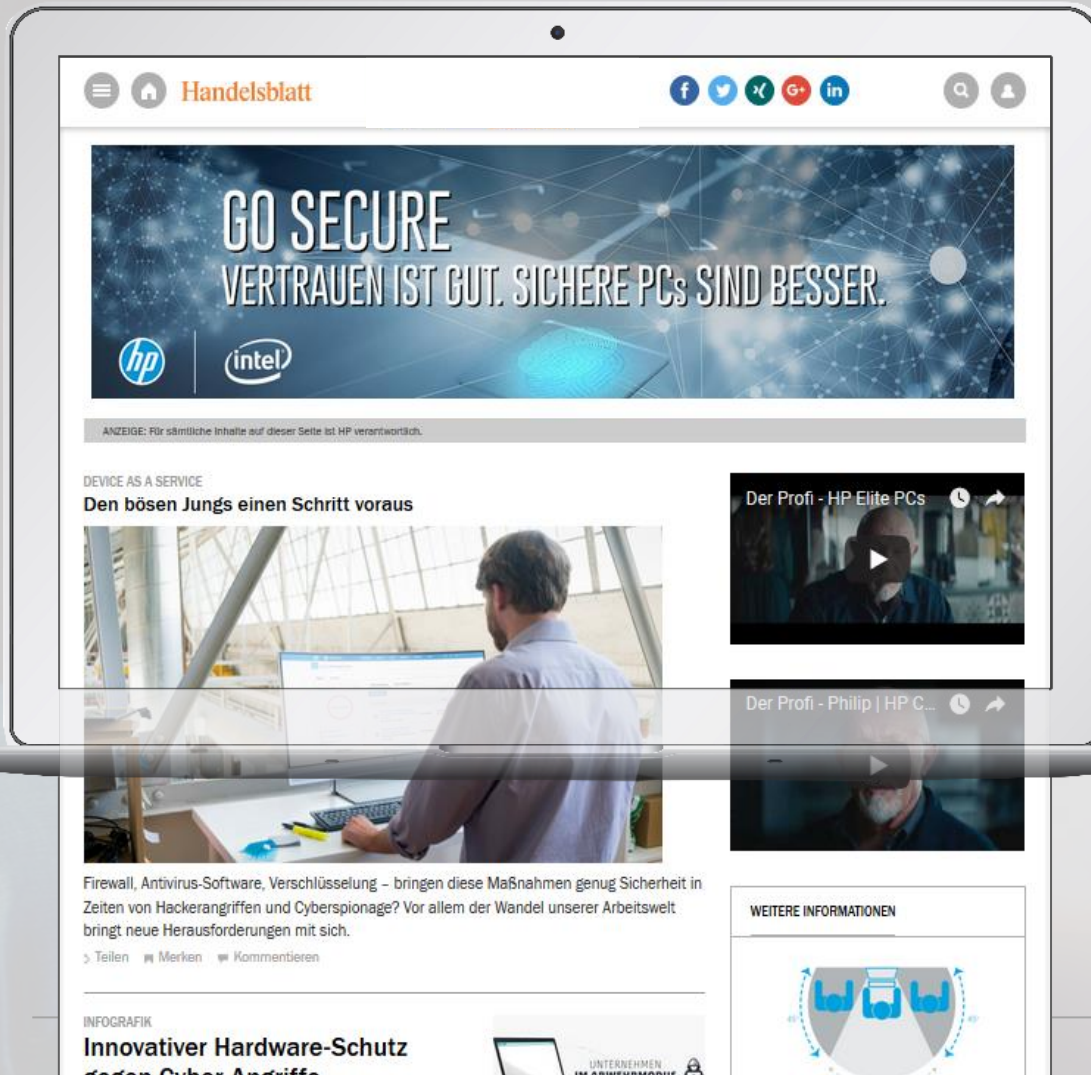
Our branding formats offer you the perfect solution to showcase your brand.

You can find more information in our rate card

Handelsblatt

SOMETHING SPECIAL ... THE NATIVE HUB

Position yourself as an expert and explore your topic in a credible manner in a trusted environment.



Present your brand in the native environment and position yourself as an expert in your specialist field.

Handelsblatt Online is the ideal stage for your campaign. The native layout of the website provides you with the opportunity to showcase yourself and your company.

You can book display ads and native teasers¹ as traffic drivers. If you want us to, we can also produce the content for you.

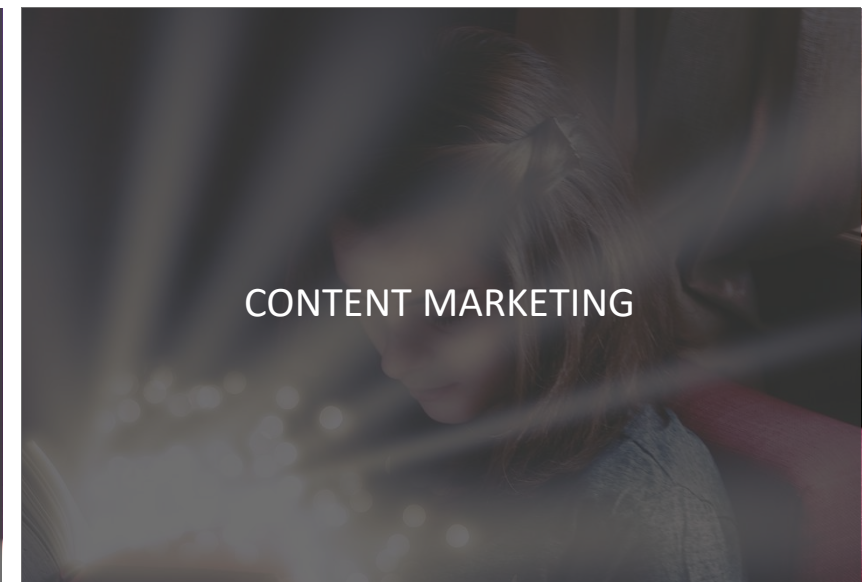
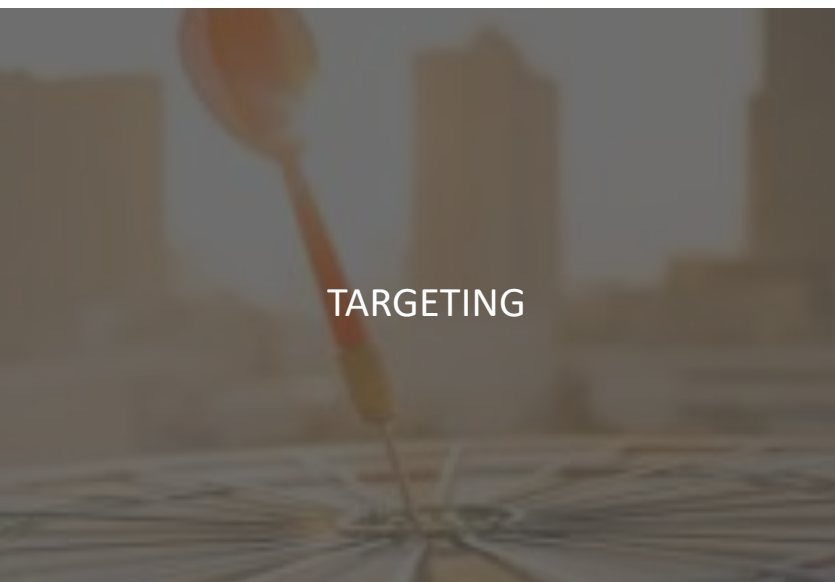
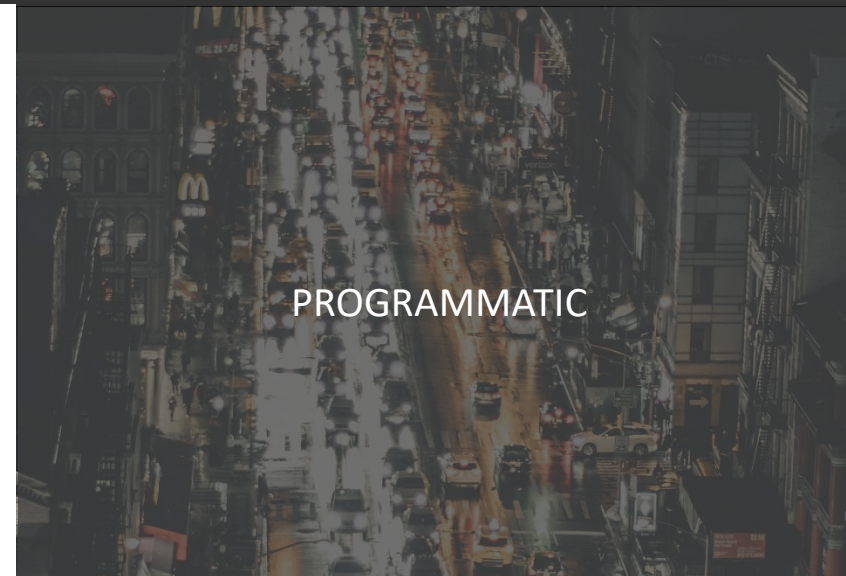
You can find more information in our **content solutions**

Handelsblatt

¹ From "Plus" products only

HANDELSBLATT ONLINE ... ALL ADVERTISING OPTIONS

One click away from more detailed information



INTERESTED?

Please call us. We'll be happy to advise you.



INTERNATIONAL
SALES

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