

# PRESS RELEASE

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iq digital | iq media

## **A new dimension in leading media and quality: the SPIEGEL Group puts its faith in the premium marketing organisations iq media and iq digital**

**As of January 1, 2024 the Düsseldorf-based marketing experts for quality media are taking on the marketing operations for the digital, print, ePaper, newsletter and podcast formats of DER SPIEGEL, manager magazin and Harvard Business manager.**

The SPIEGEL Group and the other clients of iq digital and iq media share the conviction that quality and trust are timeless attributes of relevant media brands and are the properties that meet and will continue to meet the expectations of target groups in the future.

iq media and iq digital ensure that advertisers can profit from these strengths and are therefore the perfect partners for the SPIEGEL Group.

Starting on January 1, 2024, the media brands of the SPIEGEL Group will be marketed by the two companies iq digital and iq media marketing. This means that the two marketing specialists are adding key brands to what is already a unique marketing portfolio made up of Germany's most important leading media.

With media like Frankfurter Allgemeine Zeitung, Handelsblatt, Süddeutsche Zeitung, DIE ZEIT, WirtschaftsWoche, Tagesspiegel and now also Hamburg-based news and business portals SPIEGEL.de and manager-magazin.de, the Düsseldorf marketing specialist iq digital is in a position to offer enormous reach coupled with the highest standard of journalism. And this is precisely the strategy: "In today's world, it's no longer merely about reach per se but also about reach in strong, trustworthy environments and high-quality target groups. This is the only space where companies can advertise responsibly and engage in sustainable brand building. The SPIEGEL Group with its media brands is the ideal fit for us, and we will be able to herald in a new era of quality", says Steffen Bax, Managing Director of iq digital.

Magazines and newspapers still play an important role in the daily lives of many people; they are trustworthy sources of information and valued companions. The only way to maintain this status is by ensuring consistently relevant content, critical and independent journalism, and a passion for the right issues. These are things that unite our strong portfolio comprising Handelsblatt, DIE ZEIT, WirtschaftsWoche, Tagesspiegel and, in future, the publications of the SPIEGEL Group – guaranteeing attention and coverage in attractive target groups that are otherwise difficult to reach. "We are proud to be representing SPIEGEL, manager magazin and Harvard Business manager. Together they form an unparalleled segment in the field of quality media, enabling us to offer our customers and partners intelligent concepts with this unique portfolio", says iq media Managing Director Julia Schleunung.

“In the SPIEGEL Group we have gained a partner who shares our values and, like us, believes that quality journalism lays the foundation for success both in the readership market and for the successful ad marketing. The preparations for this cooperation are also marked by trust-based partnership, which provides a solid basis for successful collaboration”, says a satisfied Andrea Wasmuth, Managing Director of the Handelsblatt Media Group,

### **“Quality” as a media category**

For the iq companies, marketing is not an end in itself but is a key element in a quality-focused relationship between advertising and responsible journalism – and this has been the mission of both marketing organisations since they were founded. Because iq media and iq digital are convinced that the intensive efforts of the marketed brands to provide trustworthy information to readers as well as listeners and to ensure balanced and diverse reporting are of paramount importance – and in turn benefit all the companies who advertise in our leading media.

“Ensuring access to a broad range of news and background, not making a big deal of minor issues, and always making room for significant developments – these are the hallmarks of our media brands. The marketing of advertising spaces helps to fund this model, while the advertisers benefit from the reputation of these brands”, as Bax and Schleunung explain. The goal is therefore to underpin the profitable co-existence of both sides in a media environment that has recognisably always been a byword for quality.