

# DER TAGESSPIEGEL 2 YEARS AFTER THE RELAUNCH

## Reader analysis decision-makers

The Tagesspiegel was included in the LAE for the first time in July 2024 with the following **nationwide coverage**:

- almost 100,000 decision-makers every day
- monthly 458,000 Decisive cross-media

The relevance for the decision-makers in **Berlin** remains high:

- daily 45,000 Decisive
- Highest reach among the capital's political decision-makers



*Die Positionierung des Tagesspiegels als nationale Marke ist ein strategischer Meilenstein und bekräftigt unsere starke Marktposition als Qualitätsmedium.*

Nicolas Köhn  
Tagesspiegel-Geschäftsführer

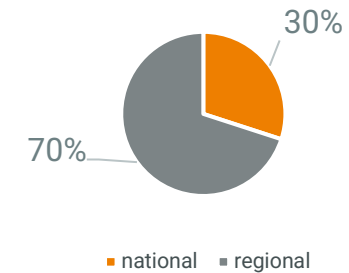


No other title reaches more decision-makers in Berlin!

## Edition

### Circulation share 2024

The share of national circulation is almost 30%. National circulation has risen by almost 20 per cent since the new company was founded.



## Total range

**394,000**  
Readers daily

+ 8.5% on the previous year



## Reader structure

The readership of the Tagesspiegel is ÜTZ-like: opinion-forming and high-income.

