

# MEDIA TENOR

January to March 2026

# TOP TEN FEATURING SPIEGEL AND HANDELSBLATT GROUP

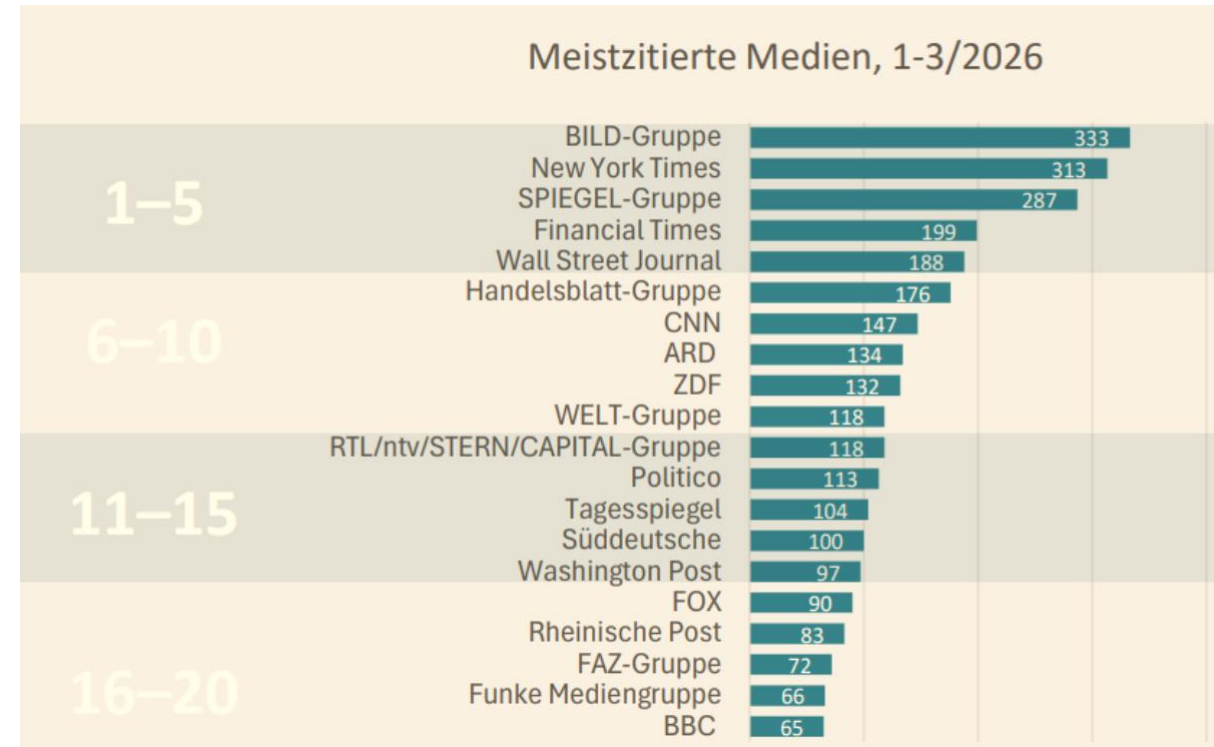


Among the most cited media outlets in the first quarter of 2026

Spiegel Group and Handelsblatt Media Group belong the most relevant agenda setter.

The Spiegel Group ranks third and the Handelsblatt Group sixth in the ranking of the most cited media groups.

The Tagesspiegel also features in the ranking: in 13th place (ahead of the Süddeutsche Zeitung and FAZ Group.).



# TAGESSPIEGEL RANKS FIRST AMONG REGIONAL NEWSPAPERS

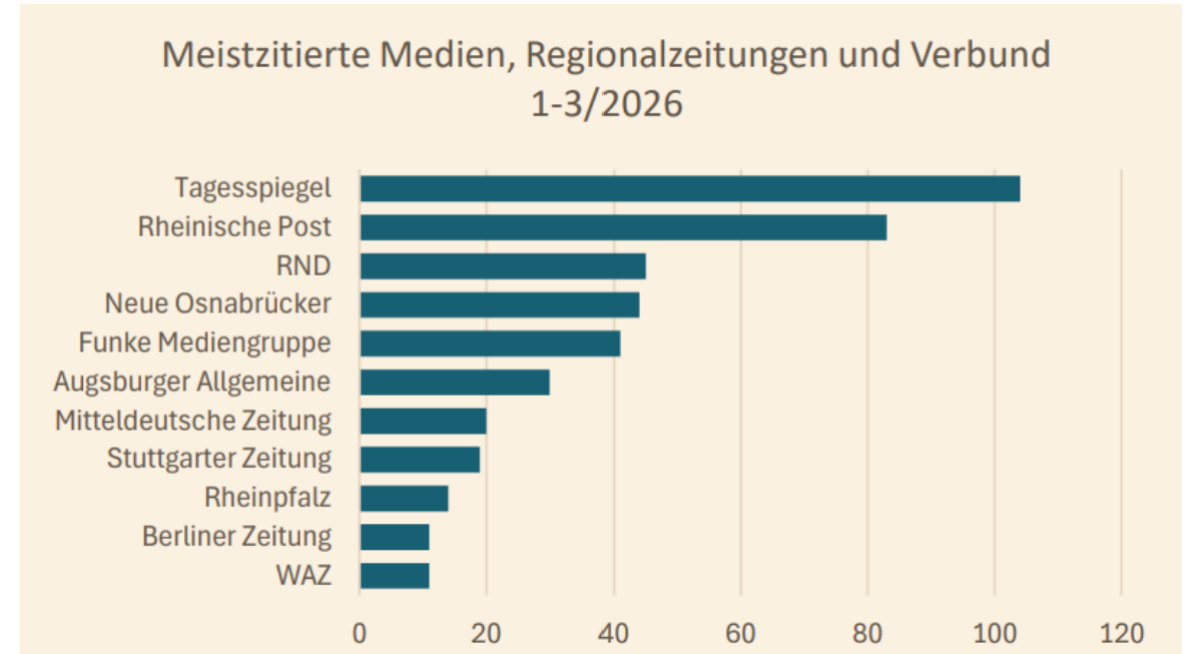
Among the most cited regional newspapers in the first quarter of 2026



Among regional newspapers, the **Tagesspiegel** remains in first place in the first quarter of 2026.

The Rheinische Post has regained second place (after slipping to fourth place last year).

And the Berliner Zeitung slips from 8th to 10th place.



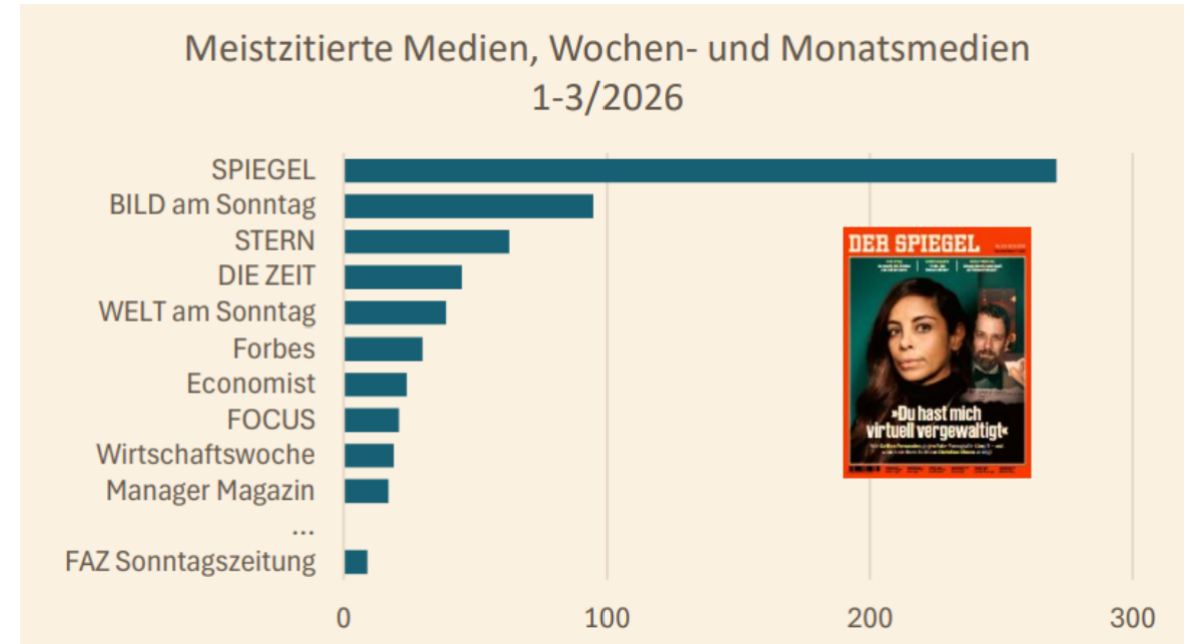
# DER SPIEGEL REMAINS UNDISPUTED LEADER

Among the most cited weekly and monthly media outlets in the first quarter of 2026

In a comparison of the most-quoted weekly and monthly media, Der **Spiegel** has improved further and remains the undisputed number one.

**DIE ZEIT** is also among the most cited weekly and monthly magazines and currently ranks fourth.

**WirtschaftsWoche** and **manager magazin** are neck and neck in 9th and 10th place.



# HANDELSBLATT – NO. 1 IN THE BUSINESS SECTOR

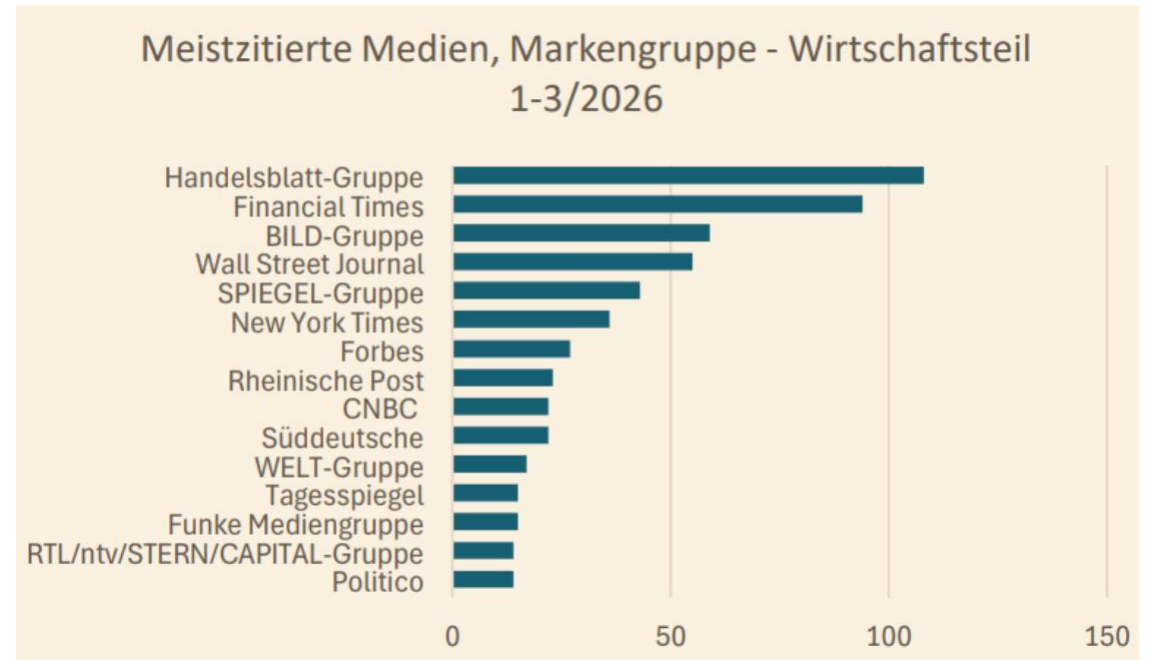
Most frequently cited brand group – business section in the first quarter of 2026



The **Handelsblatt Group** remains the undisputed leader when it comes to coverage in the business section.

The **Spiegel Group** has also secured a place in the top 5 in the business sector (5th place).

And the **Tagesspiegel** has made slight gains compared to the previous year, moving up from 15th to 12th place.



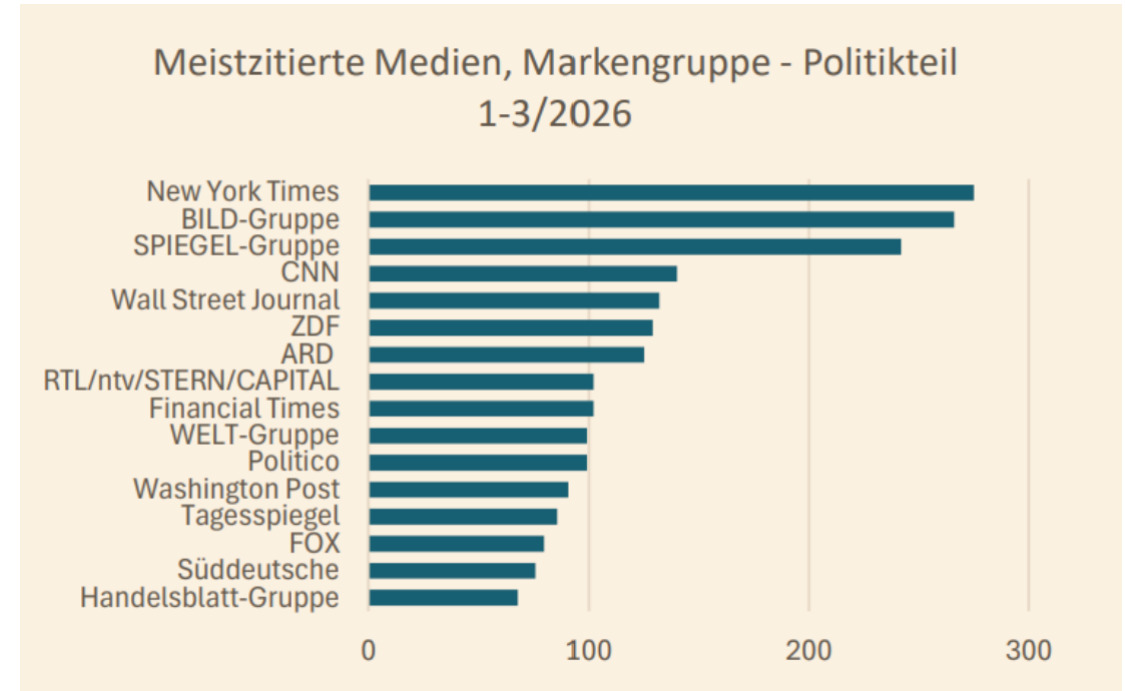
# SPIEGEL – 3RD PLACE IN THE POLITICS SECTION

Most frequently cited brand group – politics section in the first quarter of 2026

In the political segment, U.S.-related topics moved into focus in Q1 2026, largely driven by coverage from The New York Times, including developments related to ICE incidents, Trump’s plans concerning Greenland and Venezuela, and the Epstein files.

The Spiegel Group now ranks third behind the New York Times and the Bild Group when it comes to citations from the politics sector.

Der Tagesspiegel and Handelsblatt Group on rank 13 and 16.



# QUALITY SEAL

Media Tenor January to March 2026



For reasons of quality, Media Tenor's citation ranking has not been based on computer-assisted analysis since its foundation in 1994. The daily collection of media citations is carried out by trained analysts: they read every article or watch every television programme and assess each citation for its relevance. The Media Tenor analysts examine whether the quote is linked to substantive research and whether it conveys news or not. This makes the ranking the world's only indicator of the investigative performance and journalistic quality of the editorial teams being quoted.

Ten years after its inception, Media Tenor then incorporated further qualitative analysis criteria into its evaluation in 2006, such as the analysis of the topics on which the media are quoted. For quotes in corporate reporting, the industry to which the quote relates is now also recorded. This enables Media Tenor to present the background to the frequency of quotes in detail. The quality result in the inter-coder reliability test (which measures agreement in the analysis regarding topics, individuals, sources, assessments, etc. on a quarterly basis) was most recently 89.65% for detailed analyses.