Media Facts
BerlinOnline Stadtportal GmbH & Co. KG
A powerful site combo

total coverage

Page impressions total: 36.15 M

Visits total: 13.66 M

Unique users total: 7.59 M

Sources:
- IVW Online Nutzungsdaten 10-2019
- Adobe Omniture 3. quarter July–Sept. 2019
User structure II

Main target group: People from 20 to 49 years

User demographics – age

- 14 to 19 years: 4%
- 20 to 29 years: 20%
- 30 to 39 years: 22%
- 40 to 49 years: 22%
- 50 to 59 years: 18%
- 60 years+: 14%

User demographics – gender

- 42% men
- 58% women

User structure

40% of our users dispose of a net household income of over 3,000 EUR.

**Household size**
- One-person-household: 26%
- Two-person-household: 35%
- Multiperson-household: 39%

**Net household income**
- 40% > 3,000 €
- 26% 2,000 – 3,000 €
- 28% 1,000 – 2,000 €
- 6% < 1,000 €

**Education**
- Lower secondary education: 19%
- A-level: 20%
- University degree: 32%
- Secondary schools: 29%

**Source:** AGOF digital facts 2019-01 (Average month jan.–march 2019)
Berlin.de
The official website of Germany’s capital

20.02 M Page Impressions*

3.41 M Unique Users**

1.15 M Berliners

5.87 M Visits*

Target group:
+ metropolitans that are interested in culture & politics
+ tourists visiting Berlin

Content:
+ information about Berlin
+ BerlinFinder
+ tourism & hotels, culture & tickets
+ channels (cars & motor, health & beauty, immovables & habitation, jobs & education, travel & trips, shopping, sport & fitness, food & drinks)

*source: IVW Online Nutzungsdaten 10-2019
visitBerlin.de

The famous tourism site of Berlin

Willkommen in Berlin
Die Stadt der Freiheit

Es ist Zeit für Berlin!

Target group:
+ Berlin visitors
+ Berliners interested in the city

Content:
+ events & tickets
+ sightseeing & sightseeing tours
+ museums & art
+ restaurants
+ travel package offers
+ shopping

1.26 M Page Impressions*

0.18 M Unique Users**

0.46 M Visits*

*source: IVW Online Nutzungsdaten 10-2019
Berlin's largest subscription newspaper online

Target group:
- self-employees & entrepreneurs
- business, politically & Berlin interested individuals
- small and medium-sized enterprises
- influencers & decision-makers from business & industry

Content:
- finance and economy news
- news from Berlin, Germany and worldwide
- policy
- health & sport
- culture

8.26 M Page Impressions*
2.35 M Unique Users*
4.27 M Visits*

source: Adobe Omniture 3. quarter July-Sept. 2019
Berliner-Kurier.de

The online tabloid for Berlin

6.61 M Page Impressions*

1.65 M Unique Users*

3.06 M Visits*

Target group:
+ employed Berliners between 20 and 59 years
+ persons interested in politics, sport and the city

Content:
+ news & boulevard
+ sport
+ health, car & miscellaneous
+ lifestyle - topics

source: Adobe Omniture 3. quarter July-Sept. 2019
Your contacts in charge

Our team

Thomas Brettschneider
Head of Sales
Fon.: +49 30 2327-6321
thomas.brettschneider@berlinonline.de

Constantin Reich
Sales Manager
culture & tickets | clubs |
cinema | cars | jobs | finances |
travel | economy – B2B
Fon.: +49 30 2327-5903
constantin.reich@berlinonline.de

Madleen Blonske
Sales Manager
restaurants | tourism &
hotels | shopping | real estate |
health & beauty
Fon.: +49 30 2327-5661
madleen.blonske@berlinonline.de

Ad Management
Fon.: +49 30 2327-6403
media@berlinonline.de

Already got banners?
We’ll gladly produce advertising materials for you.
We can guide you through the whole process,
from the first draft to the final advert.
Please don’t hesitate to contact us!