A powerful site combo

**Page impressions total**

- **31.74 M**

**Unique users total**

- **7.38 M**

**Visits total**

- **12.08 M**

Sources:
- IVW Online Nutzungsdaten 12-2019
- 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: 19%
- 30 to 39 years: 21%
- 40 to 49 years: 20%
- 50 to 59 years: 20%
- 60 years +: 16%

**User demographics – gender**

- 42% men
- 58% women

43% of our users dispose of a net household income of over 3,000 EUR.

**Household size**

- One-person-household: 24%
- Two-person-household: 37%
- Multiperson-household: 39%

**Education**

- Lower secondary education: 16%
- A-level: 20%
- University degree: 33%
- Secondary schools: 30%

**Net household income**

- > 3,000 €: 43%
- 1,000 – 2,000 €: 24%
- 2,000 – 3,000 €: 27%
- < 1,000 €: 6%

Berlin.de

The official website of Germany’s capital

15.27 M Page Impressions*
3.16 M Unique Users**
1.11 M Berliners
4.78 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 12-2019
visitBerlin.de

The famous tourism site of Berlin

1.60 M Page Impressions*

0.22 M Unique Users**

0.69 M Visits*

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

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

*source: IVW Online Nutzungsdaten 12-2019
Berliner-Zeitung.de

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

1.65 M Unique Users*
6.61 M Page Impressions*
3.06 M Visits*
0.22 M Berliners

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

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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!