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

**Total coverage**

- **Page impressions total**: 64.04 M
- **Visits total**: 18.22 M
- **Unique users total**: 8.54 M

Sources: MAPP Intelligence Q3 2020, IVW average Q3 / 09.2020, Google Analytics Q3 2020 (Average month Jul.-Sep. 2020)
User structure II

Main target group: People from 20 to 59 years

User demographics – age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 to 19 years</td>
<td>5%</td>
</tr>
<tr>
<td>20 to 29 years</td>
<td>20%</td>
</tr>
<tr>
<td>30 to 39 years</td>
<td>24%</td>
</tr>
<tr>
<td>40 to 49 years</td>
<td>18%</td>
</tr>
<tr>
<td>50 to 59 years</td>
<td>19%</td>
</tr>
<tr>
<td>60 years +</td>
<td>14%</td>
</tr>
</tbody>
</table>

User demographics – gender

- 38% men
- 62% women

source: AGOF digital facts 2020-03 (Average month Jul-Sep. 2020)
User structure

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

Household size

<table>
<thead>
<tr>
<th>Household size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-person-household</td>
<td>23%</td>
</tr>
<tr>
<td>Two-person-household</td>
<td>36%</td>
</tr>
<tr>
<td>Multiperson-household</td>
<td>41%</td>
</tr>
</tbody>
</table>

Education

<table>
<thead>
<tr>
<th>Education</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower secondary education</td>
<td>16%</td>
</tr>
<tr>
<td>A-level</td>
<td>22%</td>
</tr>
<tr>
<td>University degree</td>
<td>30%</td>
</tr>
<tr>
<td>Secondary schools</td>
<td>32%</td>
</tr>
</tbody>
</table>

Net household income

- 43% > 3,000 €
- 26% 2,000 – 3,000 €
- 23% 1,000 – 2,000 €
- 8% < 1,000 €

Source: AGOF digital facts 2020-03 (Average month Jul.-Sep. 2020)
Berlin.de

The official website of Germany’s capital

51.73 M Page Impressions
5.33 M Visitors
10.8 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: MAPP Intelligence Q3 2020 (Average month Jul.–Sep. 2020)
visitBerlin.de
The famous tourism site of Berlin

0.72 M Page Impressions
0.24 M Unique Users
0.34 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 09/2020, AGOF digital facts 2020-03, Google Analytics Q3 2020
(Average month Jul.-Sep. 2020)
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

8.62 M Page Impressions
2.51 M Unique Users
5.74 M Visits

source: Google Analytics Q3 2020 (Average month Jul.-Sep. 2020)
Berliner-Kurier.de
The online tabloid for Berlin

2.97 M Page Impressions*
0.46 M Unique Users*
1.34 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: Google Analytics Q3 2020 (Average month Jul.-Sep. 2020)
## Your contacts in charge

### Our team

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Email</th>
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</tr>
</thead>
<tbody>
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