A powerful site combo

**Total coverage**

- **Unique users**: 10.05 M
- **Visits**: 22.85 M
- **Page impressions**: 53.14 M

Sources: MAPP Intelligence Q4 2020, IVW average Q4 2020, Google Analytics Q4 2020 (average month Oct.–Dec. 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>4%</td>
</tr>
<tr>
<td>20 to 29 years</td>
<td>21%</td>
</tr>
<tr>
<td>30 to 39 years</td>
<td>22%</td>
</tr>
<tr>
<td>40 to 49 years</td>
<td>17%</td>
</tr>
<tr>
<td>50 to 59 years</td>
<td>19%</td>
</tr>
<tr>
<td>60 years +</td>
<td>17%</td>
</tr>
</tbody>
</table>

### User demographics – gender

- **Men:** 39%
- **Women:** 61%

*Source: AGOF digital facts 2020-04 (Average month Oct.–Dec. 2020)*
User structure

45% of our users dispose of a net household income of over 3,000 EUR.

<table>
<thead>
<tr>
<th>Household size</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>One-person-household</td>
<td>24%</td>
</tr>
<tr>
<td>Two-person-household</td>
<td>39%</td>
</tr>
<tr>
<td>Multiperson-household</td>
<td>37%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower secondary education</td>
<td>15%</td>
</tr>
<tr>
<td>A-level</td>
<td>21%</td>
</tr>
<tr>
<td>University degree</td>
<td>29%</td>
</tr>
<tr>
<td>Secondary schools</td>
<td>29%</td>
</tr>
</tbody>
</table>

Berlin.de

The official website of Germany’s capital

Target group:
+ metropilans 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 Q4 2020 (Average month Oct.–Dec. 2020)
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

source: IVW 12/2020, AGOF digital facts 2020-04, Google Analytics Q4 2020
(Average month: Oct.–Dec. 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

Source: Google Analytics Q4 2020 (Average month Oct.-Dec. 2020)
Berliner-Kurier.de
The online tabloid for Berlin

3.64 M Page Impressions*
1.80 M Visits*
0.73 M Unique Users*

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

Your contacts in charge

Our team

Thomas Brettschneider
Head of Sales & eCommerce

Fon.: +49 30 2327-6321
thomas.brettschneider@berlinonline.de

Constantin Reich
Sales & eCommerce Manager
culture & tickets | clubs |
cinema | cars | jobs | finances |
travel | economy – B2B

Fon.: +49 30 2327-5903
constantin.reich@berlinonline.de

Ad Management

Wenke Steinmann
Sales & eCommerce Manager
event locations | tourism |
ticketing

Fon.: +49 30 2327-6814
wenke.steinmann@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!