



## BUNTE.DE - THE PEOPLE PORTAL

## KEYFACTS

Portal: [BUNTE.de](https://www.bunte.de)

Unique User: 8.10 m <sup>1.)</sup>

Page Impressions: 100.26 m <sup>2.)</sup>

Visits: 32.11 m <sup>3.)</sup>

Newsletter: 51,000 <sup>4.)</sup>

facebook fans: 1,120.047 <sup>5.)</sup>

video views: 10.49 m <sup>6.)</sup>

Source: <sup>1)</sup> daily digital facts september 2017, Base 10 years + , <sup>2)</sup> IVW 09/17, <sup>3)</sup> IVW 09/17, <sup>4)</sup> Publisher's Statement, <sup>5)</sup> facebook 11.10.2017, <sup>6)</sup> Google Analytics 09/17

## BEST REASONS FOR BUNTE.DE

- ✓ Europe's leading people portal
- ✓ reports about the latest people
- ✓ New lifestyle channel: beauty, fashion, health and automotive topics
- ✓ AND: BUNTE.de is younger, more feminine, more modern, more topical and faster.

## USER

### The typical BUNTE.de user is...

- is female (60%)
- is aged between 20 and 49 (58%)
- has a higher education (38%)
- is employed (79%)

source: AGOF daily digital-facts 2017-09