



## FREUNDIN.DE - THE WOMEN PLATFORM WITH ADVISOR AUTHORITY

## KEYFACTS

Portal: [freundin Online](#)

Unique User: 2.12 m <sup>1.)</sup>

1/1 Seite 4c: 20.74 m <sup>2.)</sup>

Visits: 4.12 m <sup>3.)</sup>

Newsletter Abonnenten: 68,294

facebook-fans: 299.658 <sup>4.)</sup>

Pinterest follower: 41.616 <sup>5.)</sup>

Source: <sup>1)</sup> daily digital facts, july 2017, base: total 10+, <sup>2)</sup> IVW 08/17, <sup>3)</sup> IVW 08/17, <sup>4)</sup> 11/09/17, <sup>5)</sup> 11/08/17

## WHY FREUNDIN.DE?

- ✓ the value-added website of the women's magazine freundin (main topics: fashion, beauty, wellness & health)
- ✓ exclusive integration with high presence for the clients
- ✓ through integration of interactive tools the brand and product experiences increase (votings etc.)

## USER

### freundin.de reaches...

- women (78%) from 20-49 years old (71%)
- who are working or in vocational training (87%)
- and have a household net income of 3.000 Euro and more (38%)

Source: AGOF digital facts 2017-08