



FREUNDIN.DE - THE WOMEN PLATFORM WITH ADVISOR AUTHORITY

KEYFACTS

Portal: [freundin Online](#)

Unique User: 2.01 m ^{1.)}

1/1 Seite 4c: 21.26 m ^{2.)}

Visits: 3.97 m ^{3.)}

Newsletter Abonnenten: 68,294

facebook-fans: 303,551 ^{4.)}

Pinterest follower: 41.650 ^{5.)}

Source: ¹⁾ daily digital facts, september 2017, base: total 10+, ²⁾ IVW 09/17, ³⁾ IVW 09/17, ⁴⁾ 11/10/17, ⁵⁾ 11/10/17

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 (72%)
- from 20-49 years old (62%)
- who are working or in vocational training (82%)
- higher education (42%)

Source: AGOF daily digital facts 2017-09