



BUNTE.DE - THE PEOPLE PORTAL

KEYFACTS

Portal: **BUNTE.de**

Unique User: **8.07 m** ^{1.)}

Page Impressions: **92.85 m** ^{2.)}

Visits: **30.38 m** ^{3.)}

Newsletter: **51,000** ^{4.)}

facebook fans: **1,116.606** ^{5.)}

video views: **13,76 m** ^{6.)}

Source: ^{1.)} daily digital facts July 2017, Base 10 years + , ^{2.)} IVW 08/17, ^{3.)} IVW 08/17, ^{4.)} Publisher's Statement, ^{5.)} facebook 11.09.2017, ^{6.)} Google Analytics 08/17

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 (65%)
- is aged between 20 and 49 (65%)
- has an above-average household net income (41%)
- is employed (70%)

source: AGOF digital-facts 2017-08