

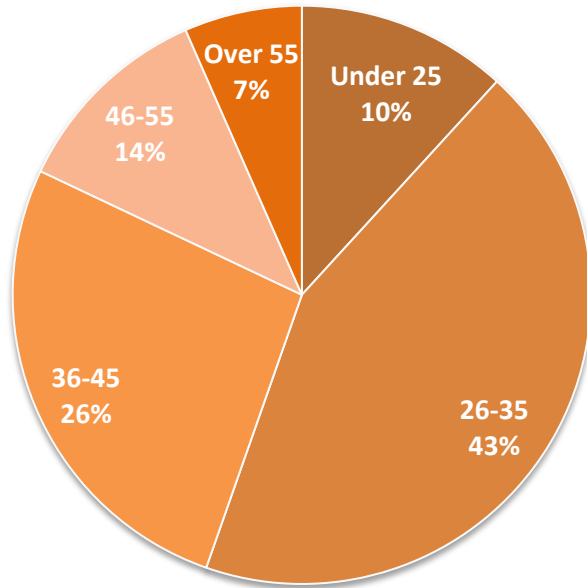


Who is reading our German sites?

Monthly Traffic

Visitors: **750,000+**
Visits: **2,000,000+**
Page views: **6,000,000+**

Age Profile



Life snapshots

80% hold a university degree or higher.

59%/41% are male/female.

46% own a smart phone (iPhone, Blackberry etc.).

52% own a car. **15%** own two cars or more.

27% live in a house. **72%** live in an apartment.

42% have children.

Work snapshots

54% earn over €30,000 per year.

21% earn over €60,000 per year.

22% are responsible for a company budget greater than €20,000 per year.