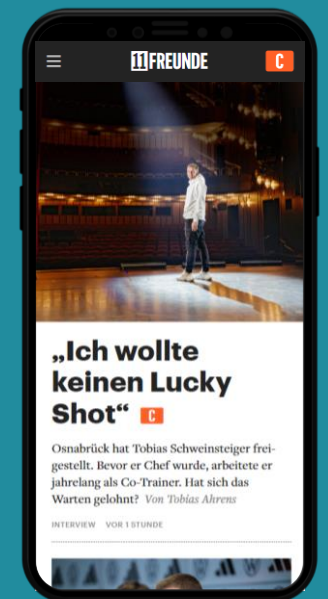
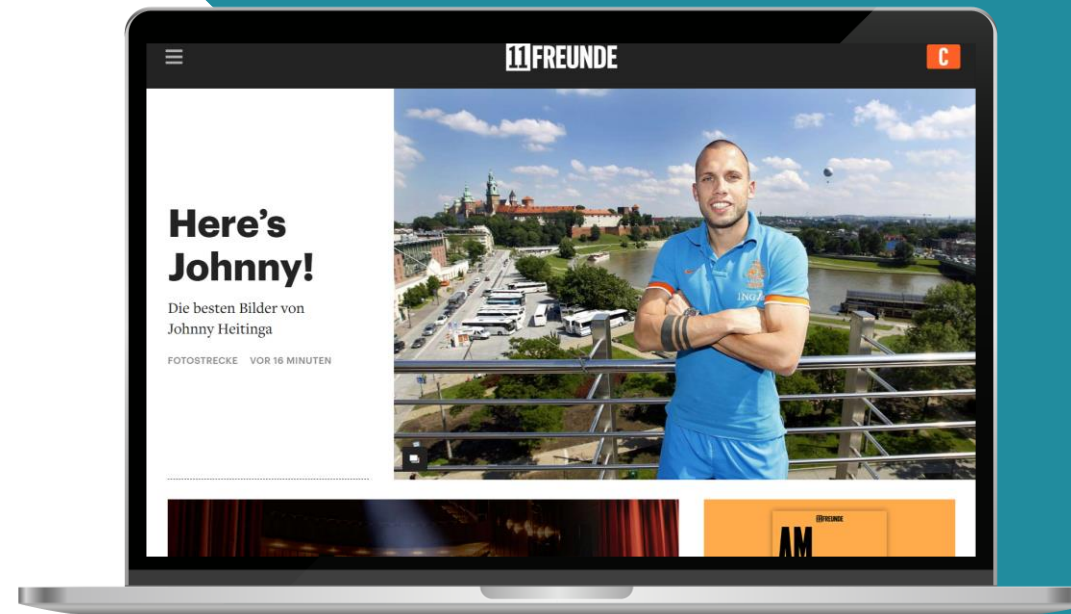


11FREUNDE MEDIADATA

Magazine for soccer culture

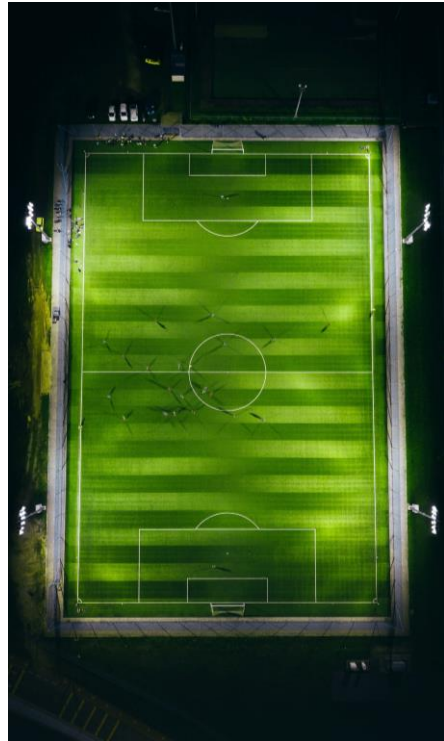


11FREUNDE MEDIADATA

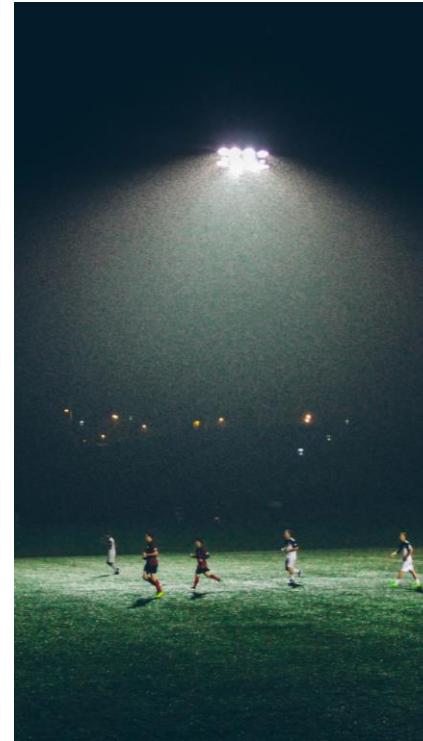
What you can expect



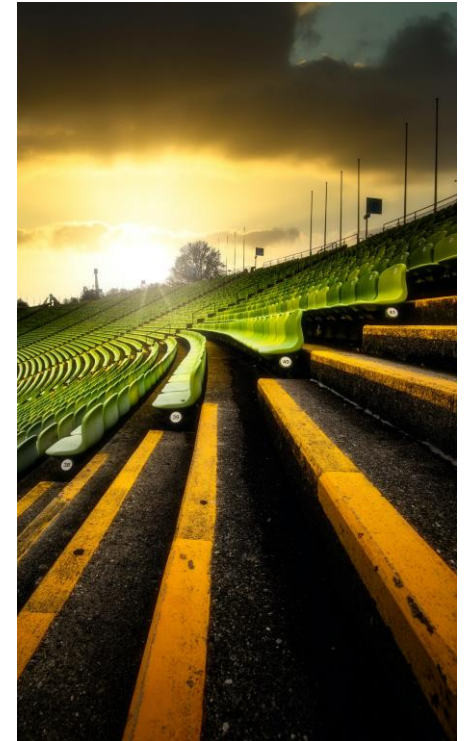
What 11Freunde stands for



Target group & Keyfacts



News & Highlights



11FREUNDE ... WHAT WE STAND FOR

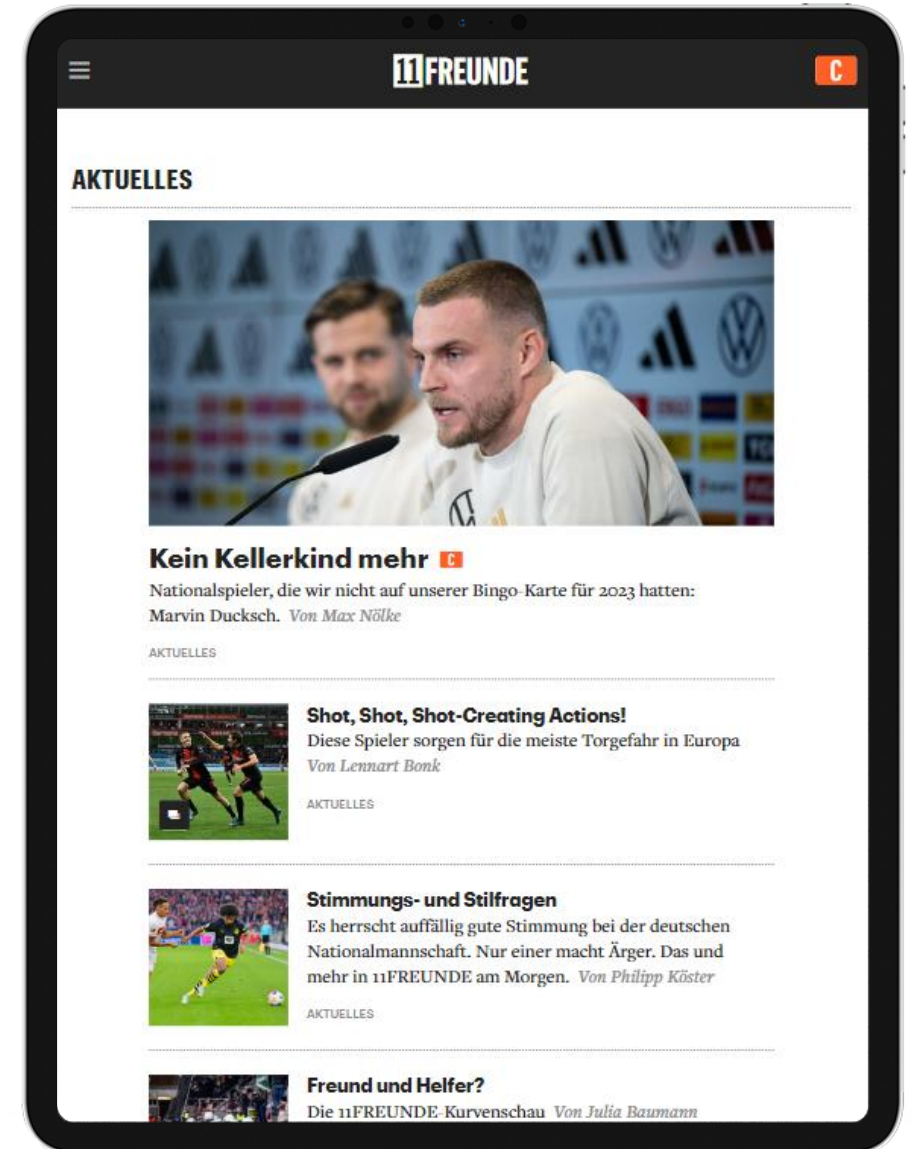
The other kind of soccer journalism



Classic matchday reporting and tables are a thing of the past. 11Freunde stands for in-depth reports, astute observations and quick-witted humor in soccer journalism.

The brand always offers an unusual treatment of topics and an unconventional writing style - all with a unique look.

With its unique blend of expertise and humorous observation, the magazine stands out as an ambassador of soccer culture and creates an appealing platform for fans who want to look beyond the sidelines and experience the many facets of soccer in all its depth.



11FREUNDE... OUR USERS

Reach exactly the right target group for your campaign.



58% are between 20 - 49 years old



81% are male



51% have a university degree



55% have a net household income of over 3,000€

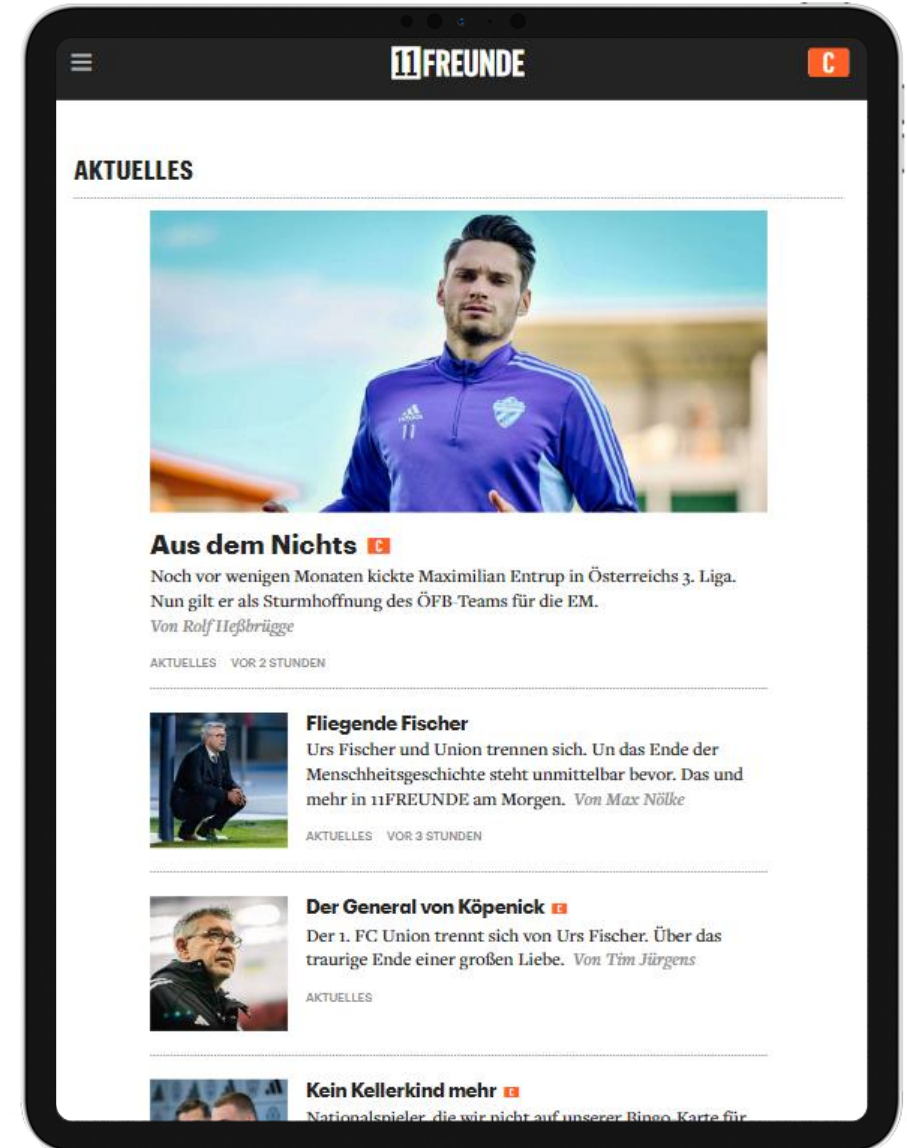
11FREUNDE ... KEYFACTS

11Freunde – the medium with the widest reach in soccer journalism

Digital
670,000
UNIQUE USER

1,54 mio.
VISITS
- digital

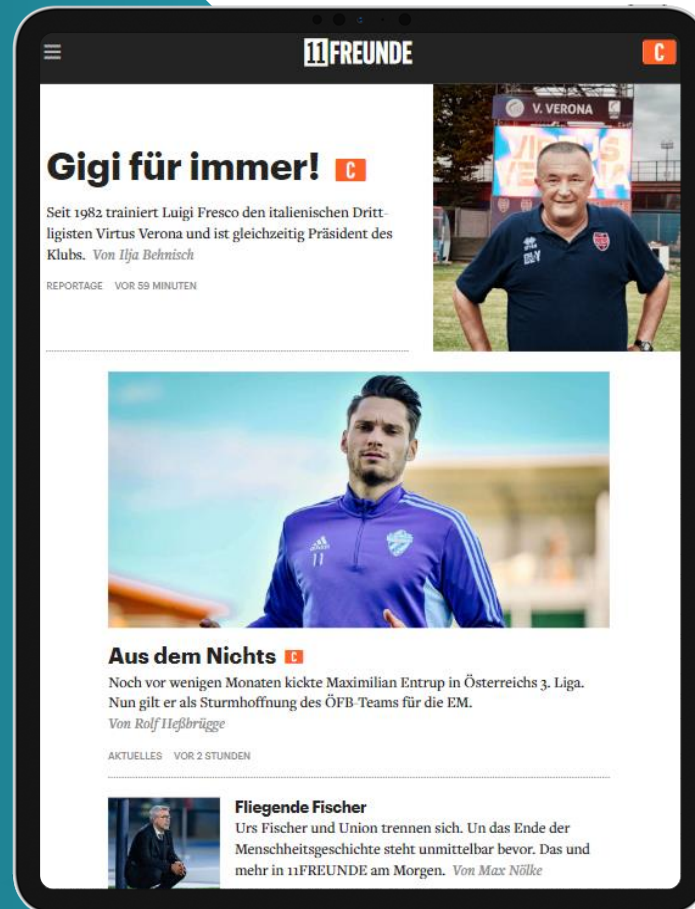
8,63 mio.
Pls
- digital



HIGHLIGHT ... PORTAL ROTATION

Present your brand.

Further information
available on our
Website

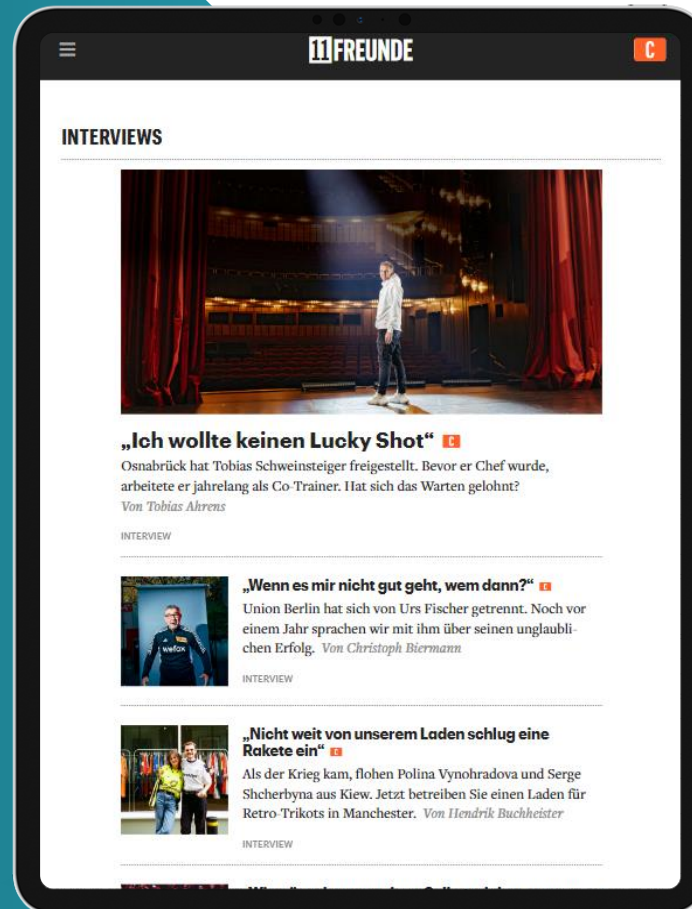


Take advantage of the charisma of the 11Freunde media brand to use the positive image and trust for your brand message in a visually powerful way! Our branding formats offer you exactly the right solution for staging your brand.

PERENNIAL FAVORITE...THEME CHANNEL

Benefit from a wide range of topics and favorable CPMs

Further information
available on our
Channel
presentation



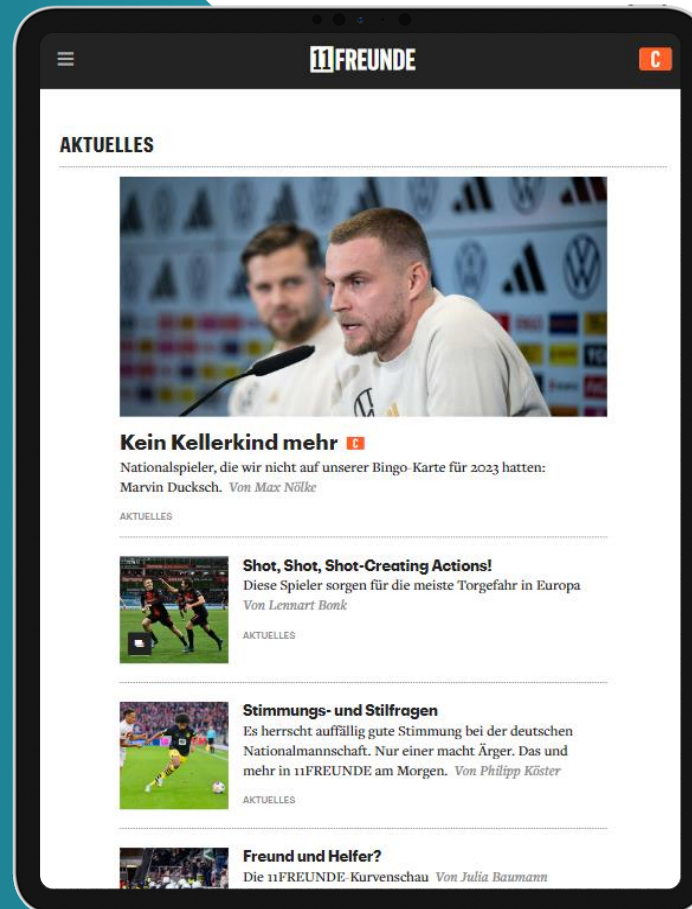
The iq digital channels provide you with a communication platform for addressing your target group in topic-related environments.

Thanks to the cross-portal presence, you generate rapid advertising pressure and high net reach Benefit from minimized handling costs and optimized cost-effectiveness through one offer.

Reach a relevant target group with your message, e.g. with our sports channel.

PERENNIAL FAVORITE...THEME ROADBLOCK

Book the best environments in the iqd portfolio in one booking



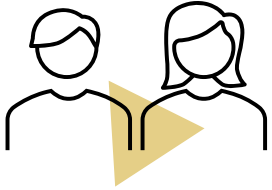
You can also benefit from our roadblock system for category bookings.

Book all categories with the same topic with one roadblock and secure a price advantage. Our themed Roadblocks offer you exactly the right solution for your digital presence in the right environment.

For example, our sports theme roadblock. Use our sports environments and reach your target group with fixed placements on our sports pages!

INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

iq digital media marketing gmbh

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