

MEDIA DATA

“Special Interest” topic cluster

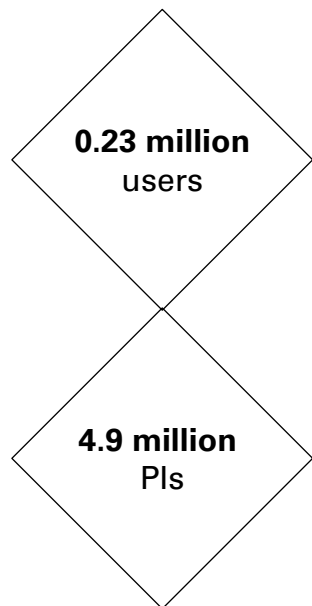
DEL2 ... WHAT WE STAND FOR





DEL-2 – the platform for ice hockey fans

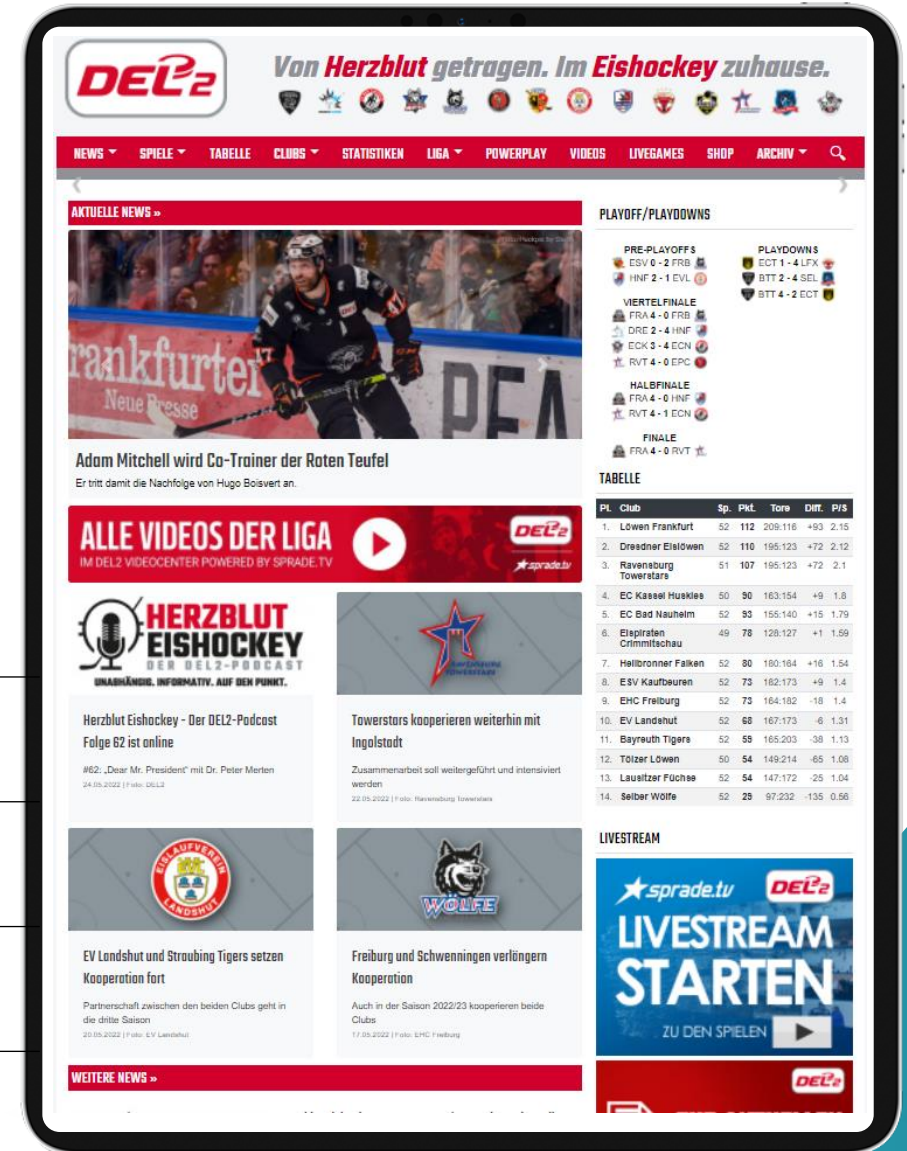
DEL-2.org is where fans can find all the information on the German Ice Hockey League 2 and their favourite teams.

Alongside the league table, there is also a wide range of interesting news, an overview of the clubs, comprehensive statistics and video clips.

Fans can also follow the live reports on the website.



-  53% are between 18 - 35 years old, 42% are between 36 and 60 years old..
-  70% of users are male.
-  70% of the users are employed.
-  DEL-2 users are interested in sports.



DER POSTILLON... WHAT WE STAND FOR

Honest news – independent and fast since 1845

Der Postillon is a blog featuring satirical articles on topical issues in politics and society.

Further sections focus on topics like consumer advice, celebrities, science, politics, news tickers and much, much more.

Over 90% of users access the site via mobile devices.

0.37 million
online UU

1.49 million
mobile UU

1,8 Mio.
online Pls

7,2 Mio.
mobile Pls



65% of the users are male.



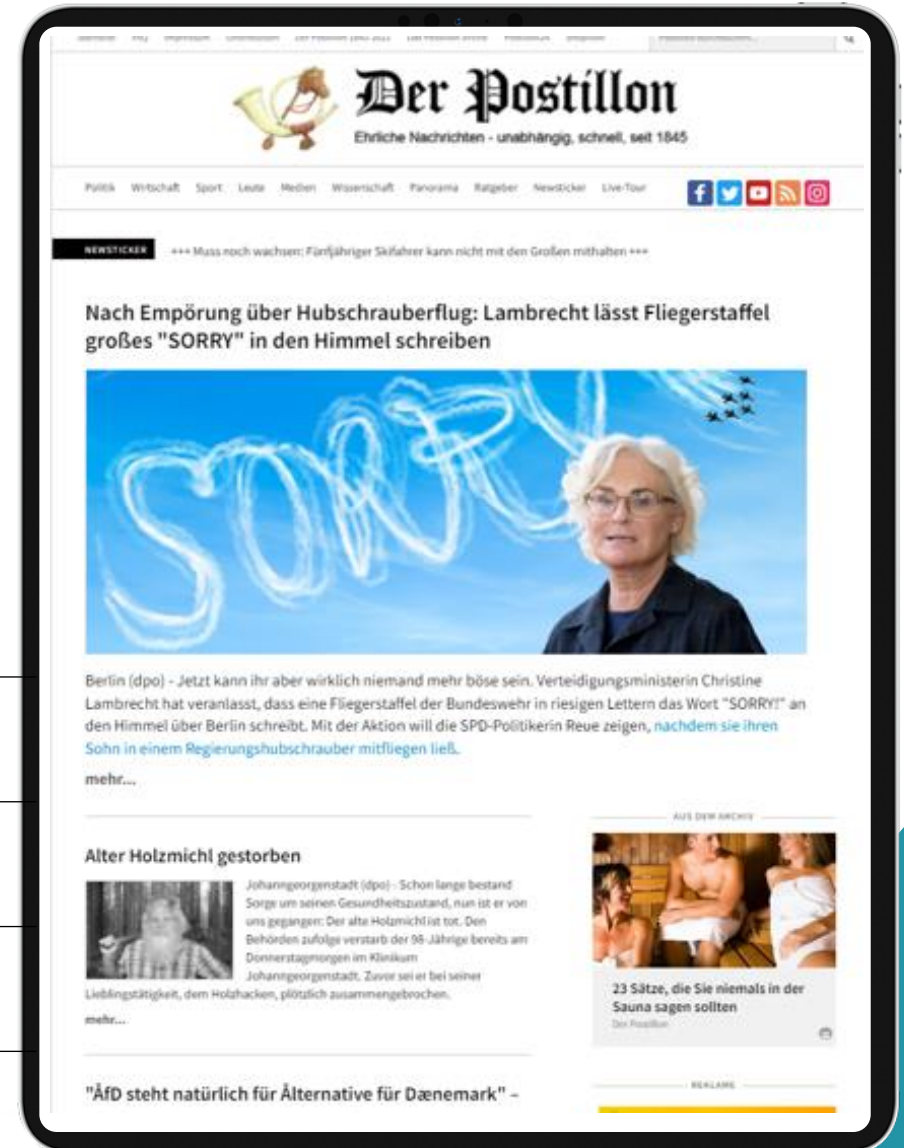
The core target group is between 25-49 years old.



The majority of users have a higher level of education.



The majority of users have a net household income of over €3,000.



HAMBURG AIRPORT... WHAT WE STAND FOR

The number 1 in the north

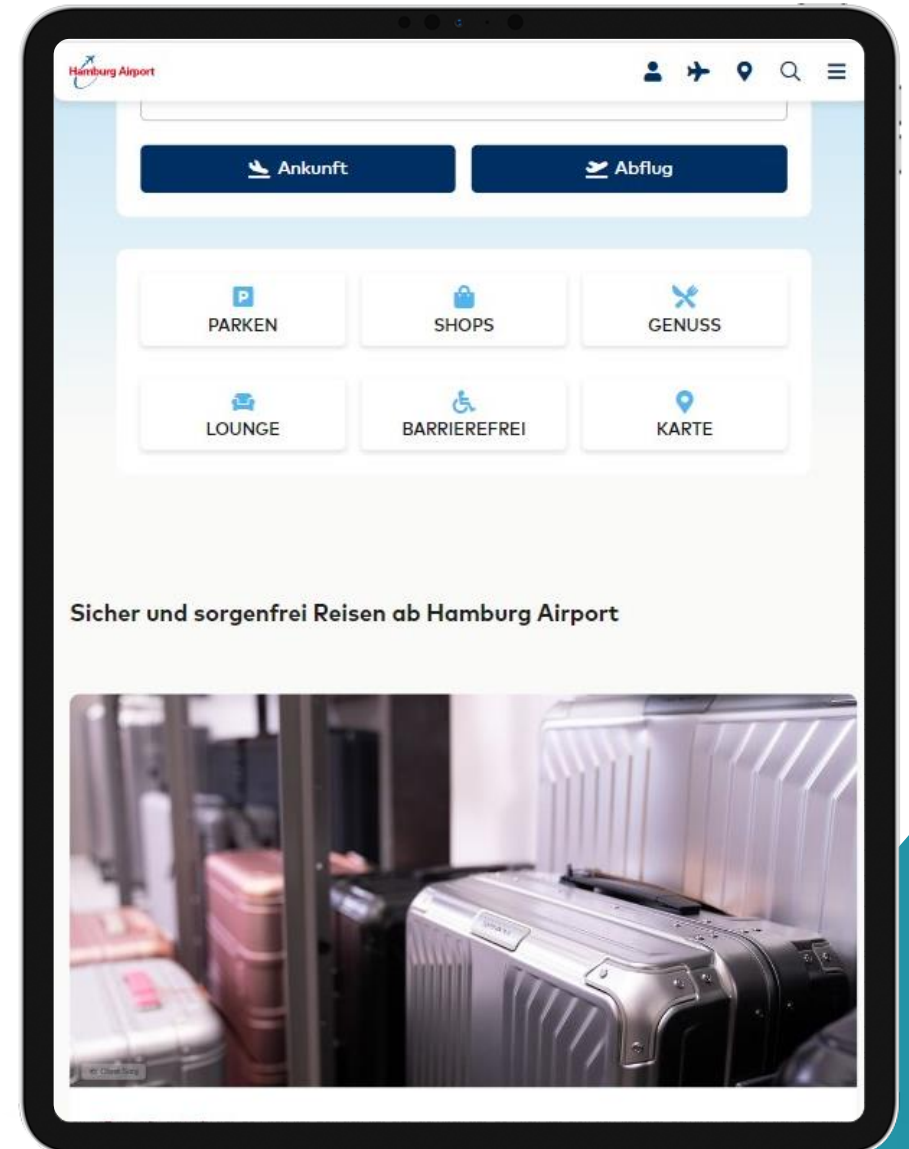


With 11.1 million passengers* annually, Hamburg Airport is the largest international commercial airport in northern Germany - the fifth largest airport in Germany overall.

Around 91,760* take-offs and landings take place here every year. Around 50 airlines fly directly to up to 105 national and international destinations from Hamburg. Around 1,000 destinations worldwide can be reached with just one change of flight.

Hamburg Airport is also a "city within a city" and a popular destination with around 40 stores, restaurants, travel agencies and leisure attractions.


Source: *2022





HAMBURG AIRPORT... OUR PASSENGER STRUCTURE

Reach out to your target group




 ø 30,500 passengers/day

 52% are male

 48% are female

 90% are between 24-64 years old

 40% have a net household income > 4,000€

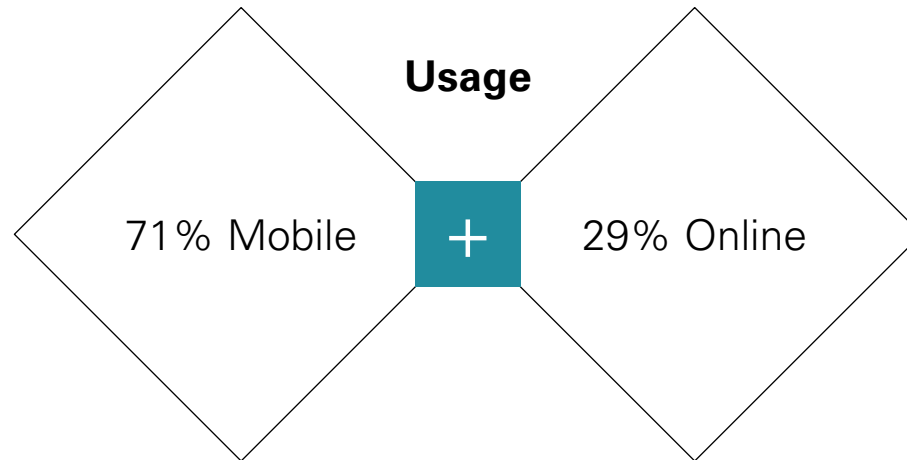
 76% are employers (full-time & part-time)

 23% travel for business

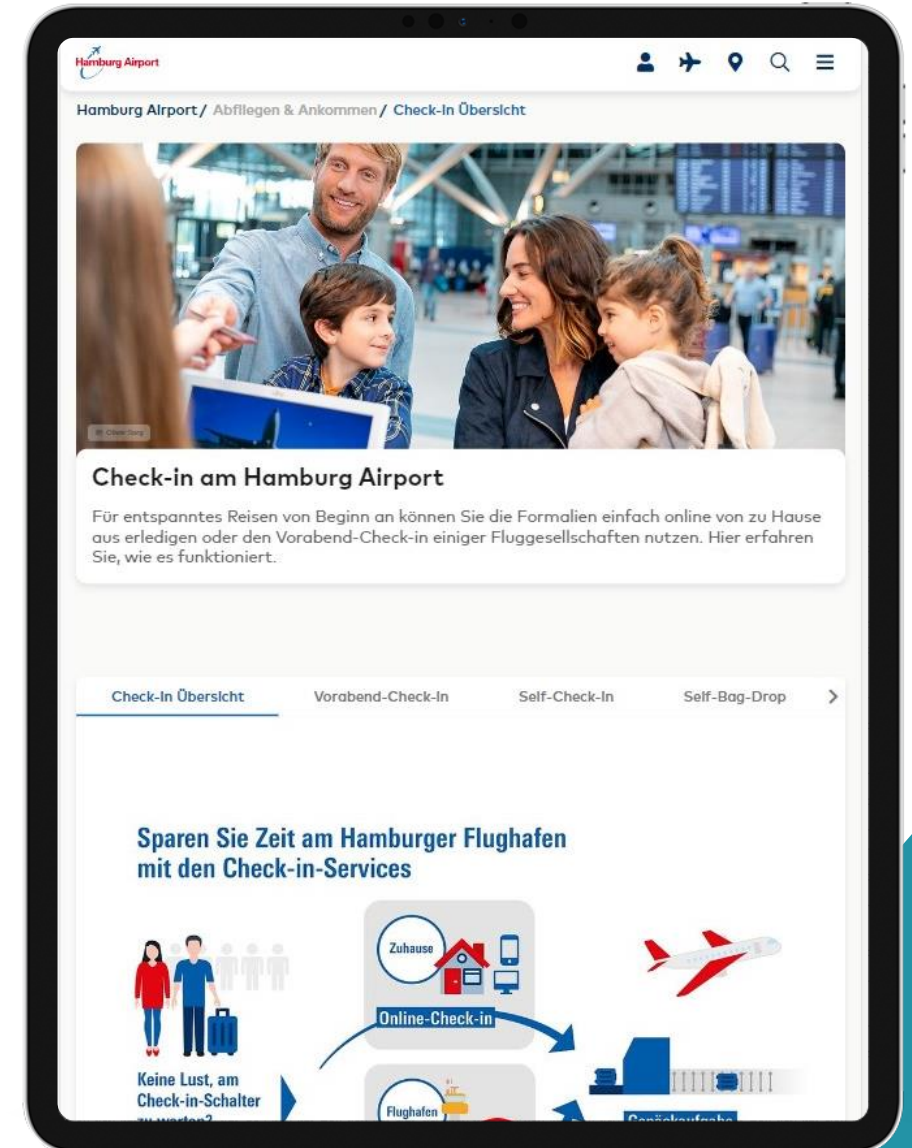
 77% travel privately

HAMBURG-AIRPORT.DE ... KEYFACTS

Reach out to our passengers



Digital
1,6 Mio.
Pis / month



DÜSSELDORF AIRPORT ... WHAT WE STAND FOR

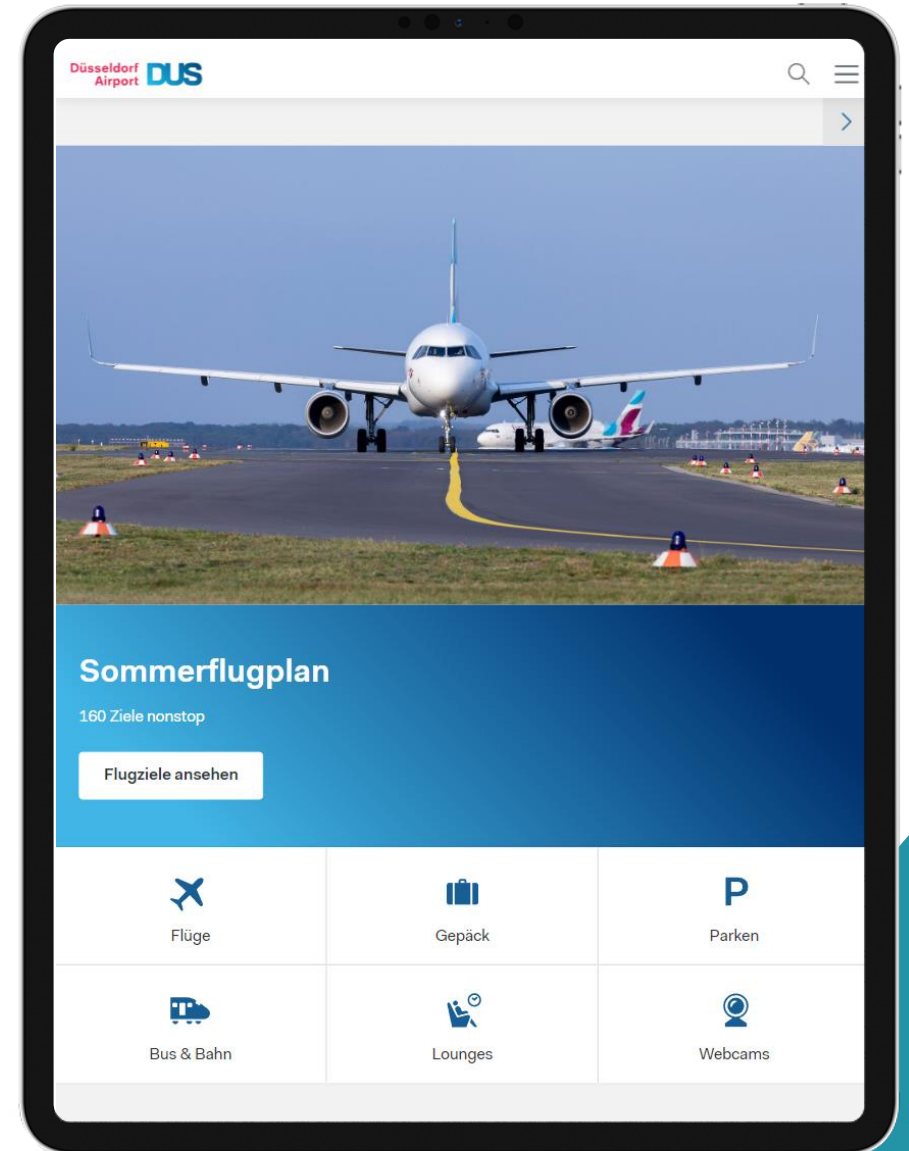
More than an airport



Düsseldorf Airport is the “airport for North Rhine-Westphalia“, and the state capital is the main hub for air traffic in the Rhine-Ruhr region.

Air transport may be its core business, but it’s not the only business area – because this airport is more than just an airport:









Düsseldorf Airport is a modern business park, a conference and convention location, a theme world of its own with a wide range of shopping and hospitality outlets, a venue for interesting events and – last but not least – an attractive day-trip destination.



DUS AIRPORT ... OUR PASSENGER PROFILE

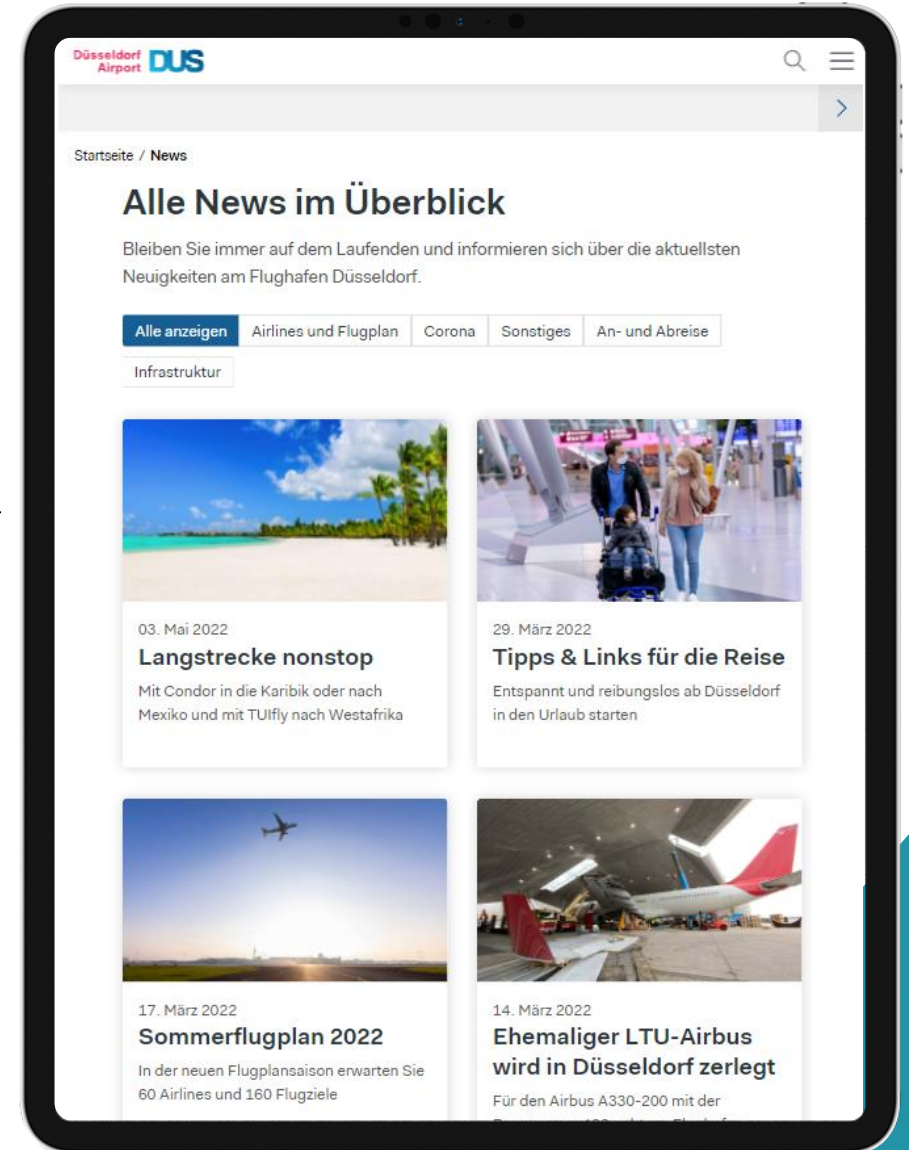
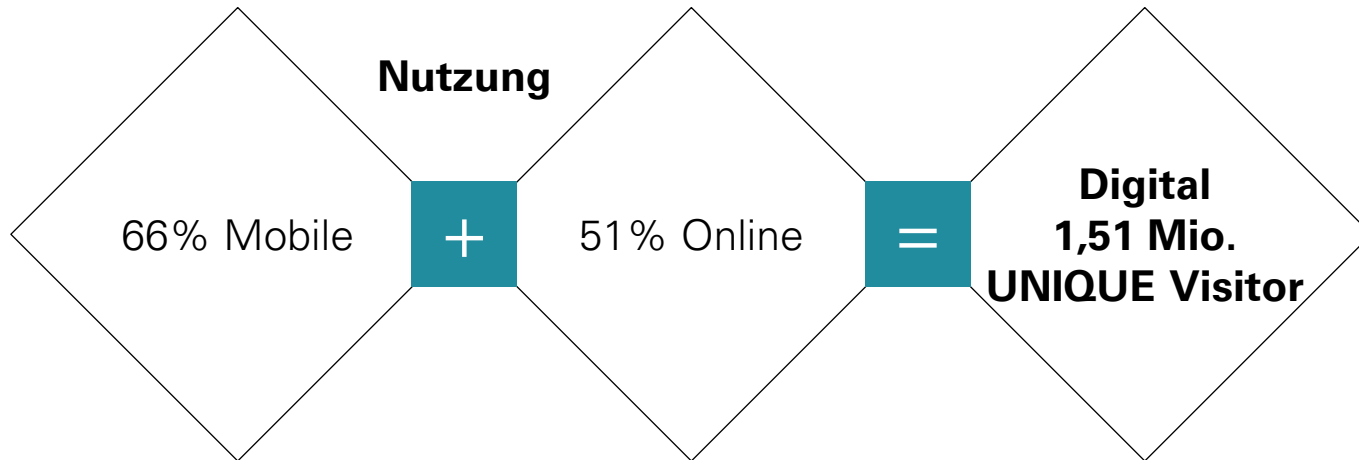
Your direct line to your target group



-  an average 70,000 passengers a day
-  51% are male
-  49% are female
-  89% are between the ages of 20 and 65
-  23% have an income > 3,000€
-  75% are in employment
-  28% travel for job-related reasons
-  72% travel for private reasons

DUS.COM ... KEYFACTS

Erreichen Sie unsere Reisenden



SCIENCEBLOGS.DE ... WHAT WE STAND FOR

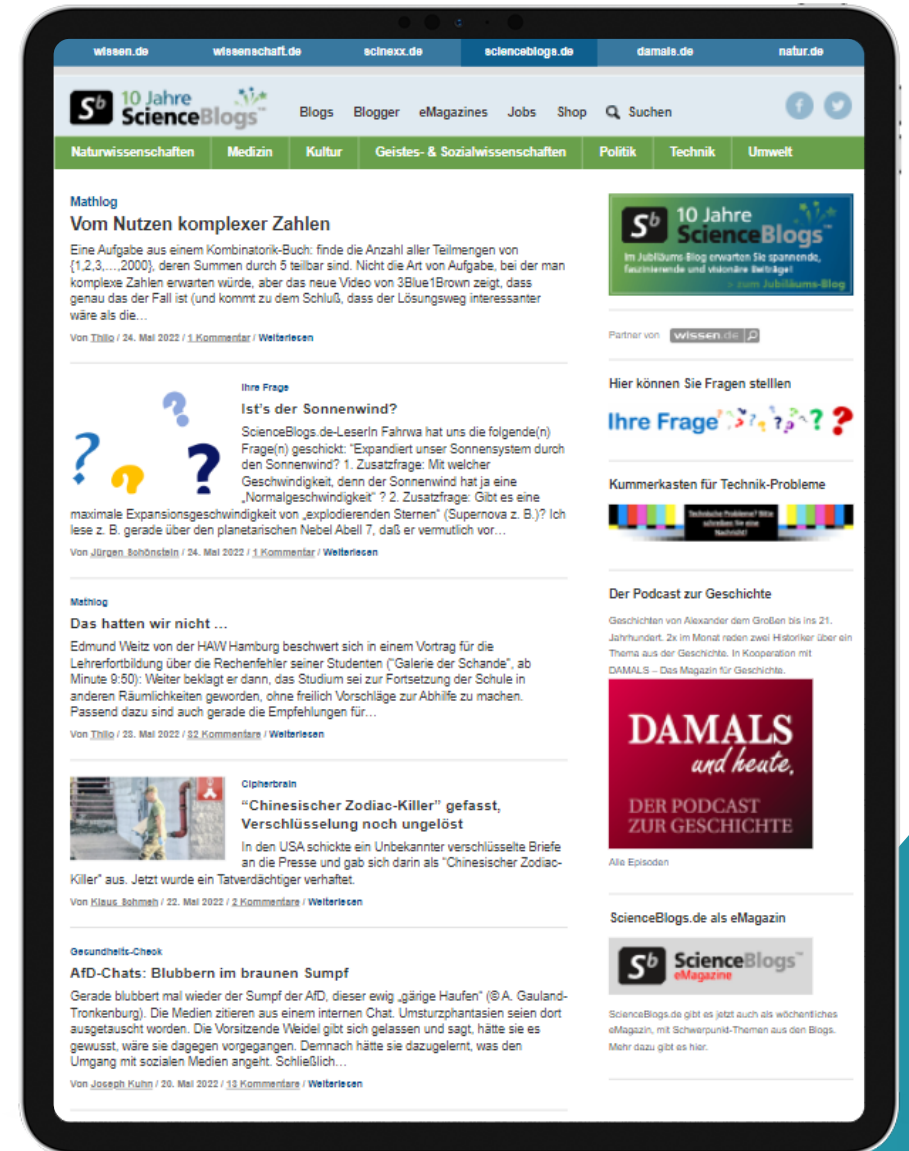
Personal and scientifically sound journalism



Researchers themselves write for ScienceBlogs.de, alongside journalists, scientists from university and research institutions – among them PhD students, post-docs and professors. They are the driving force behind first-hand dialogue on the role of science in politics, religion, philosophy, art and business.

ScienceBlogs.de features articles and contributions on the natural sciences, medicine, culture, politics, the humanities, social science, the environment and technology.

ScienceBlogs.de is designed to appeal to discussion-loving, critical users who are extremely interested in science and research, innovative technologies and sustainable new developments.



THE FAN ... WHAT WE STAND FOR

All-encompassing sports reports at a glance

Thefan.fm is an interactive audio and video platform for fans, reporters and athletes.

Sports reports can be created quickly and easily – and made available to fans worldwide.

50,000 UU



45% are between 18 - 34 years old, 36% are between 35 and 54 years old.

90,000 Visits

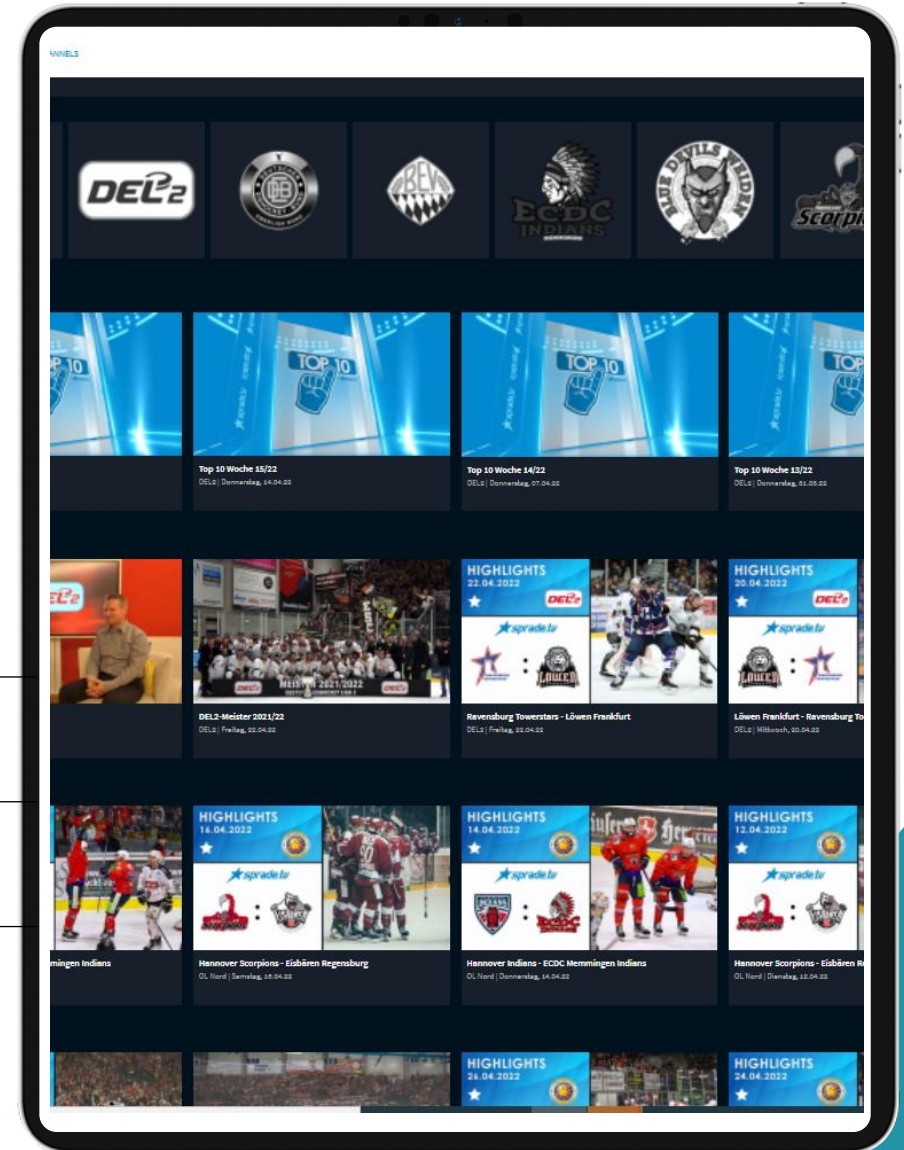


70% of the users are male.

190,000 Pls



DEL-2 users are interested in sports.



WELTKUNST ... WHAT WE STAND FOR

WELTKUNST provides insights into the world of art & crafts

WELTKUNST ONLINE is the website for the three major print brands WELTKUNST, KUNST UND AUKTIONEN and KQ Kunstquartale.

The website provides readers with the very latest information from the art market as well as on events and news in the sector.

It reaches a highly exclusive target group of art-loving Internet users who are extremely interested in purchasing art objects.

72,108 UU



35% are between 18 - 34 years old, 33% are between 45 and 64 years old.

82,000 Visits



61% of the users are male.

140,000 Pls



The majority of users have a higher level of education.

