



BCN

THE
BRAND
COMMUNITY
NETWORK

BCN.

BCN CHANNELS 2023
INSIGHTS AND STRUCTURE

2023-31-01

AGENDA

01

BCN Channels

Target Groups

02

BCN Content Channels

Environments – our BCN Content Channels

01



CHANNELS 2023

CHANNELS 2023

BCN EXCLUSIVE

BCN Channel: Fitting for every topic or interest

Demographic

e.g. Women, Families, Men

Topics


e.g. Travel, Health etc.

Environments

e.g. Beauty, Fashion

YOUR TARGET GROUP – OUR CHANNELS

NO SCATTER LOSSES WITH THE BCN PORTFOLIO

RON 	DAS HAUS DAS KOCHREZEPT EINFACH BACKEN ELLE ESQUIRE FREUNDIN GUTER RAT HARPER'S BAZAAR INSTYLE NETDOKTOR PLAYBOY SUPERILLU MEINE FAMILIE UND ICH SLOWLY VEGGIE MYLIFE FOCUS ARZTSUCHE FOCUS BUSINESS FOCUS TIERARZT FOCUS MOBILITY LUST AUF GENUSS MEIN SCHÖNER GARTEN	HEALTHY LIFESTYLE 	DAS KOCHREZEPT ELLE FREUNDIN GUTER RAT HARPER'S BAZAAR INSTYLE SUPERILLU SLOWLY VEGGIE EINFACH BACKEN NETDOKTOR MYLIFE FOCUS ARZTSUCHE LUST AUF GENUSS EAT BETTER EINFACHKOCHEN MEIN SCHÖNER GARTEN
FOOD 	DAS KOCHREZEPT ELLE FREUNDIN HARPER'S BAZAAR SLOWLY VEGGIE MEINE FAMILIE UND ICH EINFACH BACKEN ESQUIRE LUST AUF GENUSS EAT BETTER EINFACHKOCHEN MEIN SCHÖNER GARTEN	SPORT & FITNESS 	FREUNDIN INSTYLE SUPERILLU PLAYBOY ESQUIRE NETDOKTOR SPORTS ILLUSTRATED
TRAVEL 	DAS KOCHREZEPT ELLE FREUNDIN GUTER RAT HARPER'S BAZAAR INSTYLE PLAYBOY MEINE FAMILIE UND ICH EINFACH BACKEN ESQUIRE NETDOKTOR DAS HAUS LUST AUF GENUSS EINFACHKOCHEN	HOME & GARDEN 	DAS KOCHREZEPT FREUNDIN GUTER RAT SUPERILLU SLOWLY VEGGIE MEINE FAMILIE UND ICH EINFACH BACKEN DAS HAUS FOCUS TIERARZT LUST AUF GENUSS EINFACHKOCHEN MEIN SCHÖNER GARTEN
LUXURY 	ELLE HARPER'S BAZAAR INSTYLE ESQUIRE	FASHION & BEAUTY 	ELLE FREUNDIN HARPER'S BAZAAR INSTYLE

YOUR TARGET GROUP – OUR CHANNELS

NO SCATTER LOSSES WITH THE BCN PORTFOLIO

SUSTAINABILITY



DAS KOCHREZEPT | ELLE | FREUNDIN | HARPER'S BAZAAR | INSTYLE | SUPERILLU | SLOWLY VEGGIE | EINFACH BACKEN I | DAS HAUS | MYLIFE | ESQUIRE | FOCUS MOBILITY | EAT BETTER | EINFACHKOCHEN

FAMILY



DAS KOCHREZEPT | FREUNDIN | INSTYLE | SLOWLY VEGGIE | MEINE FAMILIE UND ICH | EINFACH BACKEN | DAS HAUS | FOCUS ARZTSUCHE | FOCUS TIERARZT | LUST AUF GENUSS | EINFACHKOCHEN | MEIN SCHÖNER GARTEN

E 20-49



DAS KOCHREZEPT | ELLE | FREUNDIN | GUTER RAT | HARPER'S BAZAAR | INSTYLE | PLAYBOY | SLOWLY VEGGIE | MEINE FAMILIE UND ICH | EINFACH BACKEN | ESQUIRE | NETDOKTOR | SPORTS ILLUSTRATED | FOCUS ARZTSUCHE | FOCUS BUSINESS | LUST AUF GENUSS | EINFACHKOCHEN

GENTLEMAN



ESQUIRE | PLAYBOY | INSTYLE MEN | DAS HAUS | GUTER RAT | ONVISTA | SPORTS ILLUSTRATED | FOCUS BUSINESS | FOCUS MOBILITY

WOMEN



DAS KOCHREZEPT | ELLE | FREUNDIN | HARPER'S BAZAAR | INSTYLE | SUPERILLU | SLOWLY VEGGIE | MEINE FAMILIE UND ICH | EINFACH BACKEN | MYLIFE | LUST AUF GENUSS | EINFACHKOCHEN | MEIN SCHÖNER GARTEN

HIGH INCOME



ELLE | HARPER'S BAZAAR | INSTYLE | PLAYBOY | GUTER RAT | ESQUIRE | NETDOKTOR | DAS HAUS | FOCUS BUSINESS | FOCUS MOBILITY | MEIN SCHÖNER GARTEN

LIVING & LIFESTYLE



DAS KOCHREZEPT | ELLE | FREUNDIN | HARPER'S BAZAAR | INSTYLE | PLAYBOY | SUPERILLU | EINFACH BACKEN | SLOWLY VEGGIE | ESQUIRE | DAS HAUS | MYLIFE | SPORTS ILLUSTRATED | EINFACHKOCHEN | MEIN SCHÖNER GARTEN

EARLY ADOPTER



PLAYBOY | GUTER RAT | ESQUIRE | NETDOKTOR | DAS HAUS | FOCUS BUSINESS | FOCUS MOBILITY

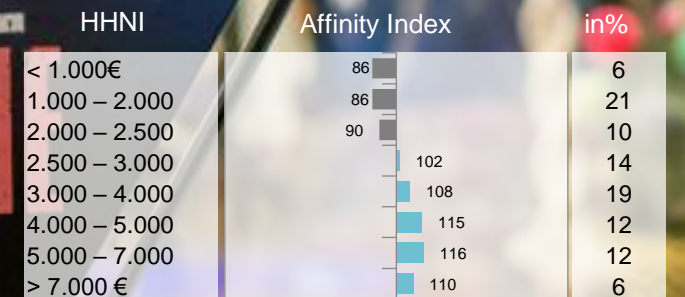
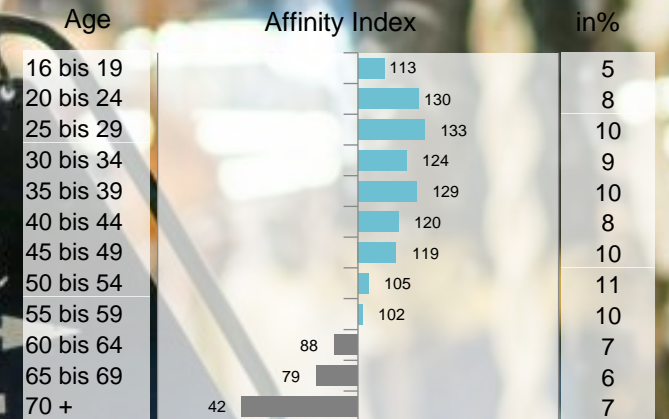
RUN OF NETWORK

INSIGHTS: USER STRUCTURE

DAS HAUS | DAS KOCHREZEPT | EINFACH BACKEN | ELLE | ESQUIRE | FREUNDIN | GUTER RAT | HARPER'S BAZAAR | INSTYLE | NETDOKTOR | PLAYBOY | SUPERILLU | MEINE FAMILIE UND ICH | SLOWLY VEGGIE | MYLIFE | FOCUS ARZTSUCHE | FOCUS MOBILITY | LUST AUF GENUSS | MEIN SCHÖNER GARTEN

Reach: 21,68 mill. UU

- Combination is ideal for reaching household leaders (59%).
- 64% of the users are women (index 126).
- 63% are living together with their partner. 18% live with their partner and children in one household (index 124).
- High income: 49% have a HHNI of 3,000€ or more.
- Open minded: 16% agree that they take notice of interesting products caused by advertising (index 106).



Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Sept-Nov 2022, without slowly veggie, mylife, Focus Arztsuche, Focus Business, Focus Tierarzt and Focus Mobility und Lust auf Genuss, as these cannot be counted)

SUSTAINABILITY CHANNEL

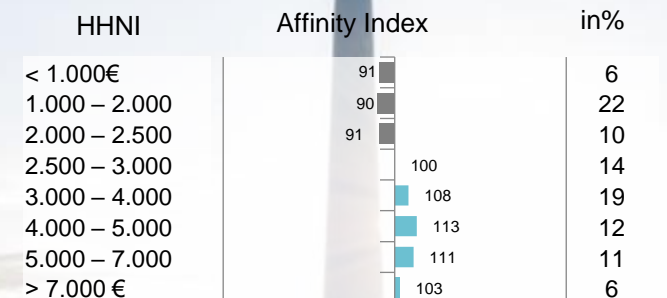
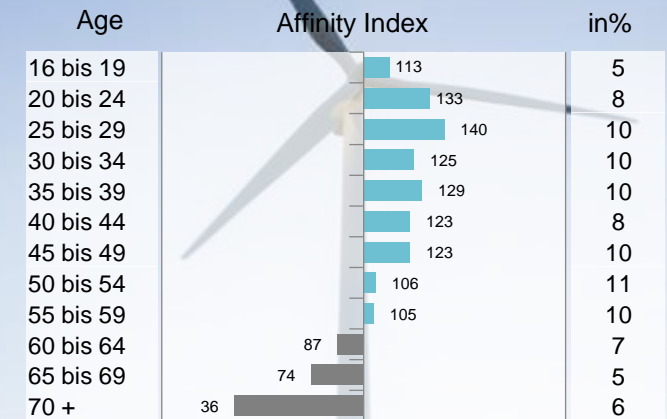
INSIGHTS: USER STRUCTURE

DAS KOCHREZEPT | ELLE | FREUNDIN | HARPER'S BAZAAR | INSTYLE | SUPERILLU | SLOWLY VEGGIE | EINFACH BACKEN | DAS HAUS | MYLIFE | ESQUIRE | FOCUS MOBILITY | EAT BETTER | EINFACHKOCHEN

Reach: 10,11 mill. UU

- Combination is ideal for reaching household leaders (61%).
- 72% of the users are women (index 143).
- 29% of the users are strongly/very strongly interested in sustainable/renewable energy (index 108).
- 21% (2,13 mill.) of the users consume vegetarian sausage (Index 118). 15% consume vegetarian cheese.
- 48% of the users pay attention to organic quality when buying meat (Index 110).
- 83% are willing to spend more money on quality (index 104).

Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022, without mylife, FOCUS Mobility, eat better and slowly veggie, as these cannot be counted)



FAMILY CHANNEL

INSIGHTS: USER STRUCTURE

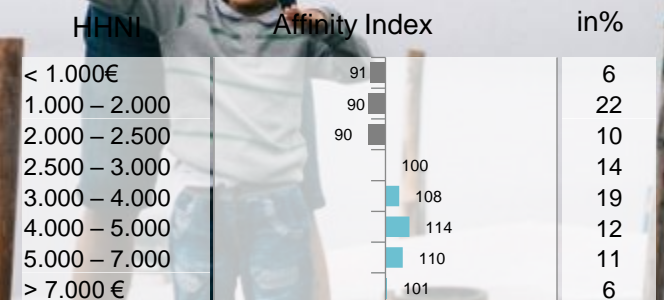
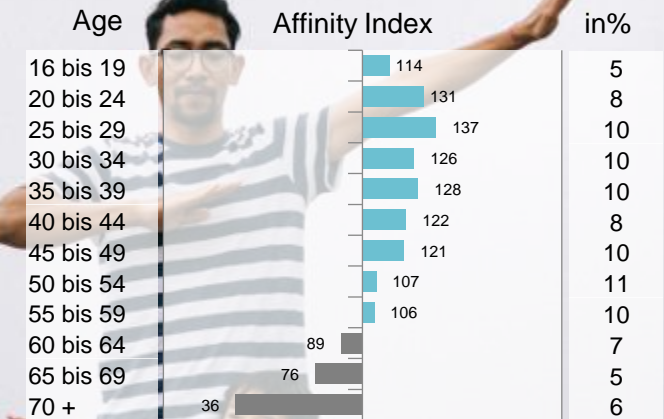
DAS KOCHREZEPT | FREUNDIN | INSTYLE | SLOWLY VEGGIE | MEINE FAMILIE UND ICH | EINFACH BACKEN | DAS HAUS
 | FOCUS ARZTSUCHE | FOCUS TIERARZT | LUST AUF GENUSS | EINFACHKOCHEN | MEIN SCHÖNER GARTEN

Reach: 16,54 mill. UU

- The combination is ideal for reaching household leaders (61%).
- 74% of the users are women (index 147).
- 16% of the users are strongly/very strongly interested in baby food or care products (index 134).
- 63% live with their partner in the household; 18% with their partner and children (index 127).
- 17% have already attracted more attention to interesting products or new ideas through advertising (index 109).
- 43% are willing to spend more money on quality (index 103).
- Users are very mobile and travel a lot (73%, index 109).

Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Sept-Nov 2022, without slowly veggie, FOCUS Arztsuche and FOCUS Tierarzt, Lust auf Genuss, as these cannot be counted)

FAMILY



HIGH INCOME CHANNEL

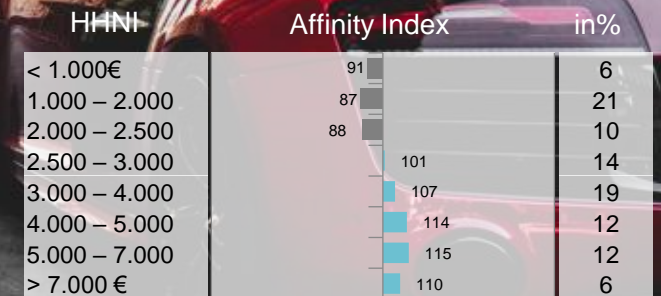
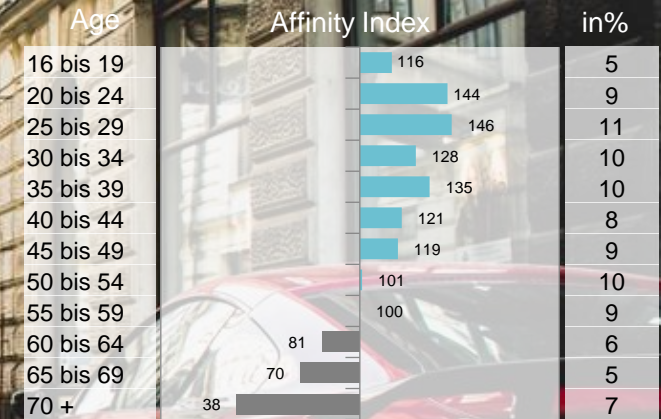
INSIGHTS: USER STRUCTURE

ELLE | HARPER'S BAZAAR | INSTYLE | PLAYBOY | GUTER RAT | ESQUIRE | | NETDOKTOR | DAS HAUS | FOCUS BUSINESS | FOCUS MOBILITY | MEIN SCHÖNER GARTEN

Reach: 14,49 mill. UU

- The combination is ideal for reaching household leaders (60%).
- 66% of the users are women (index 131).
- 46% of the users are between 35 and 59 years old
- 9% self-employed (index 114), 5% executives (index 112) and 2% in higher grade of the civil service (index 120).
- 30% have a HHNI of 4,000€ or more.
- 54% of the users are strongly/very strongly interested in hair care products (index 117).
- 44% of the users are strongly/very strongly interested in decorative cosmetics (index 141).

HIGH INCOME



Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Sept-Nov 2022, FOCUS Business and FOCUS Mobility, as these cannot be counted)

WOMEN CHANNEL

INSIGHTS: USER STRUCTURE

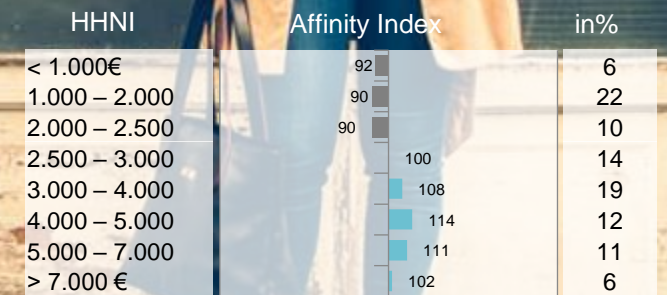
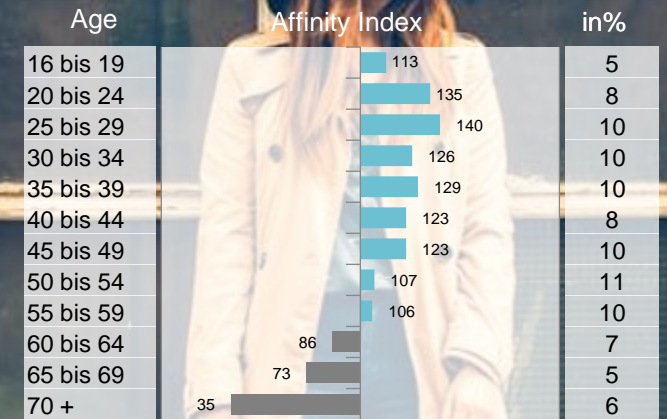
DAS KOCHREZEPT | ELLE | FREUNDIN | HARPER'S BAZAAR | INSTYLE | SUPERILLU | SLOWLY VEGGIE | MEINE FAMILIE UND ICH | EINFACH BACKEN | MYLIFE | LUST AUF GENUSS | EINFACHKOCHEN | MEIN SCHÖNER GARTEN

Reach: 16,64 mill. UU

- The combination is ideal for reaching household leaders (62%).
- 74% of the users are women (index 147).
- 56% of the users are between 20 and 49 years old.
- 22% of the female users see themselves as individualists
- 41% are very mobile and often on the move (index 109).
- 5,91 million UU are strongly/very strongly interested in fashion (index 125) and 5,16 million UU/ 55% in cleansing or nourishing cosmetics (index 127).
- 43% are totally willing to pay more for quality (index 103).

Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Sept-Nov 2022, without slowly veggie, my life and Lust auf Genuss, as these cannot be counted)

WOMEN



ADULTS 20-49 CHANNEL

INSIGHTS: USER STRUCTURE

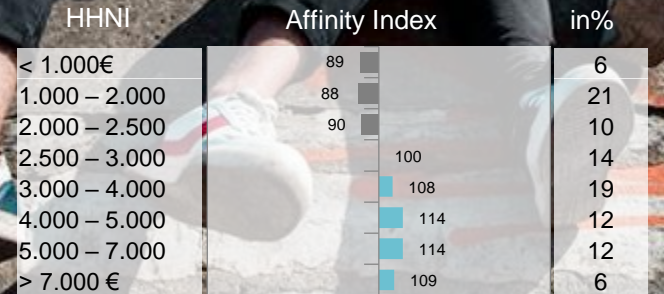
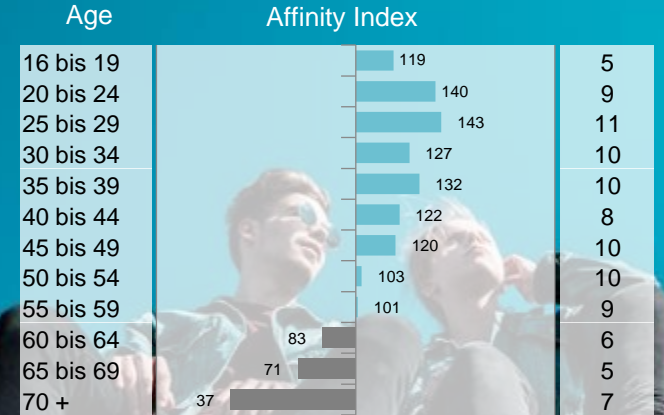
E 20-49



DAS KOCHREZEPT | ELLE | FREUNDIN | GUTER RAT | HARPER'S BAZAAR | INSTYLE | PLAYBOY | SLOWLY VEGGIE | MEINE FAMILIE UND ICH | EINFACH BACKEN | ESQUIRE | NETDOKTOR | SPORTS ILLUSTRATED | FOCUS ARZTSUCHE | FOCUS BUSINESS | LUST AUF GENUSS | EINFACHKOCHEN

Reach: 14,44 mill. UU

- The combination is ideal for reaching household leaders (60%), with men accounting for 32%.
- 30% of the have a monthly HHNI of €4.000 or more.
- 35% of the users are other employees (index 127).
- 44% of the users have high school or professional diploma (index 123).
- Jewellery is interesting for 4,49 million UU users (31%, index 137).
- 54% have interest in hair care products (index 118) and 32% in wellness products (index 125).
- Smoothies (47%, index 124) and ready-mixed drinks (36%) are consumed by the users.



Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022, without slowly veggie, Sports Illustrated, FOCUS Arztsuche and FOCUS Business, as these cannot be counted)

GENTLEMAN CHANNEL

INSIGHTS: USER STRUCTURE

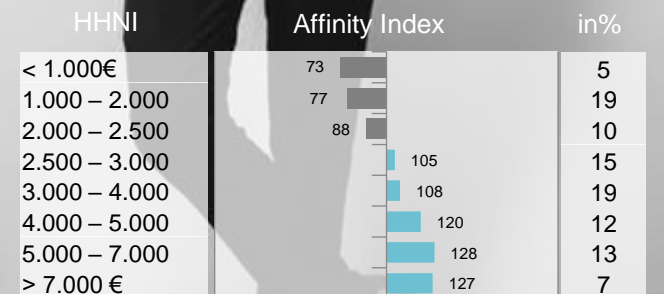
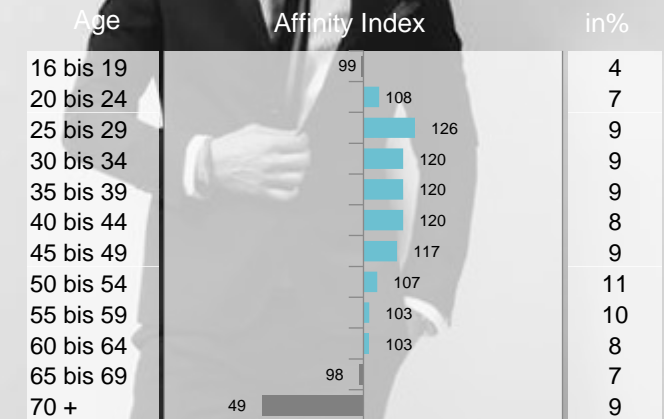
ESQUIRE | PLAYBOY | INSTYLE MEN | DAS HAUS | GUTER RAT | ONVISTA | SPORTS ILLUSTRATED | FOCUS BUSINESS | FOCUS MOBILITY

Reach: 2,58 mill. UU

- The combination is ideal for reaching household leaders (52%), with men accounting for 63% (index 127).
- 32% of the users have a monthly income of €4,000 or more.
- 37% of the users are strongly/very strongly interested in investments (index 122).
- 36% do sports several times a week to stay fit (index 108).
- Cars are of interest to 52% of the users (index 121).
- 10% of the users are very strongly interested in computer software and computer games (index 137).
- Champagner, Crémant (24%, index 123) and wine (68%, index 123) are of strong interest to the users.
- 13% of the users consume lactose-free foods (index 120) and grains 44% (index 108).

Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022, without onvista, Sports Illustrated, FOCUS Business and FOCUS Mobility, as these cannot be counted)

GENTLEMAN



LUXURY CHANNEL

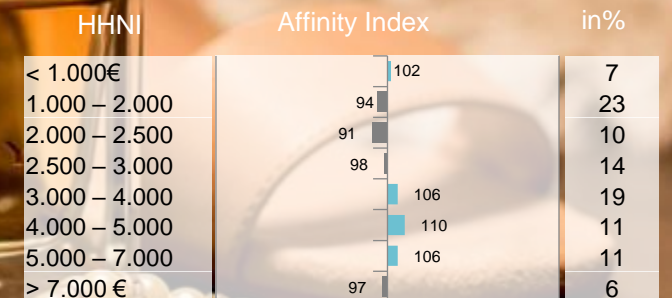
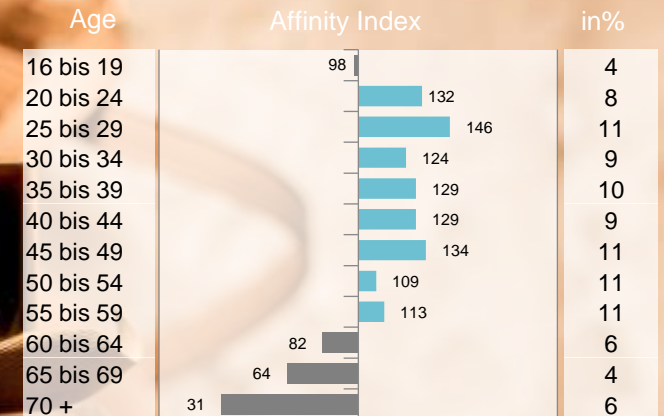
INSIGHTS: USER STRUCTURE

ELLE | HARPER'S BAZAAR | INSTYLE | ESQUIRE

Reach: 3,38 mill. UU

- 74% of the users are female (index 145) and 42% are under 39 years old.
- 42% graduated A-Levels or have an university degree (index 116).
- 47% of users have a monthly net household income of at least €3,000 (Index 105).
- 48% of users are highly interested in cosmetics (index 160).
- Jewellery is for 32% of users of high interest (index 139). 1.02 m UU are interested in wristwatches. For 56%, perfume is important (index 118).
- This combination reaches 63% of the household leaders.

LUXURY



Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022)

HEALTHY LIFESTYLE CHANNEL

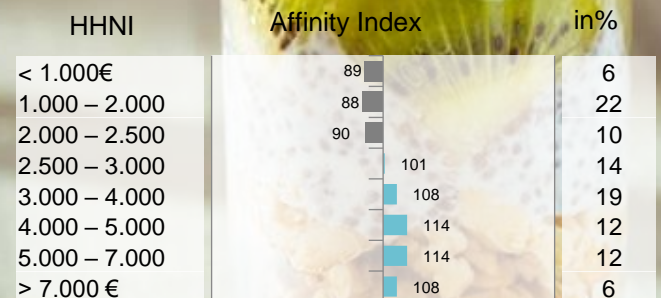
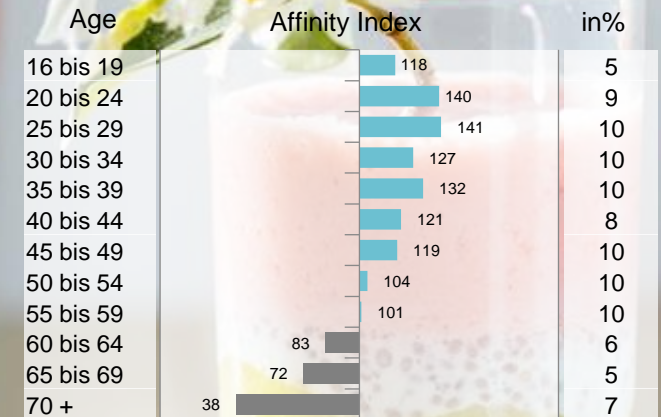
INSIGHTS: USER STRUCTURE

DAS KOCHREZEPT | ELLE | FREUNDIN | GUTER RAT | HARPER'S BAZAAR | INSTYLE | SUPERILLU | SLOWLY VEGGIE | EINFACH BACKEN | NETDOKTOR | MYLIFE | FOCUS ARZTSUCHE | LUST AUF GENUSS | EAT BETTER | EINFACHKOCHEN | MEIN SCHÖNER GARTEN

Reach: 19,80 mill. UU

- Personal care products are of relevance for 58% (index 117).
- 31% are interested in recipe free medicine (4.36 million UU).
- 32% are interested in wellness products (index 127).
- 76% of the users drink multivitamin juices (10.69 million UU) and tea (89%, 12.47 million UU).
- 81% of the users prefer honey to sugar (11.31 million UU).
- 42% are interested in dental care products (index 108).
- Health insurance is important for 30% of the users (4.23 million UU).

HEALTHY LIFESTYLE



Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Sept-Nov 2022, slowly veggie, mylife, FOCUS Arztsuche, Lust auf Genuss and eatbetter, as these cannot be counted)

FASHION AND BEAUTY CHANNEL

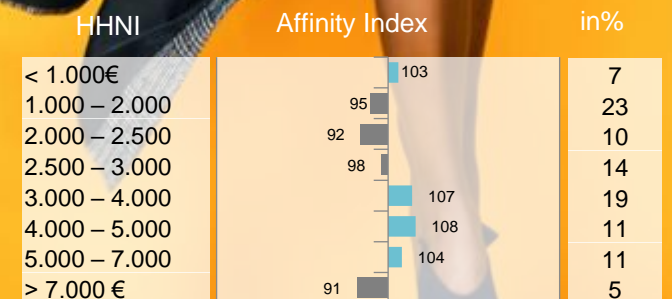
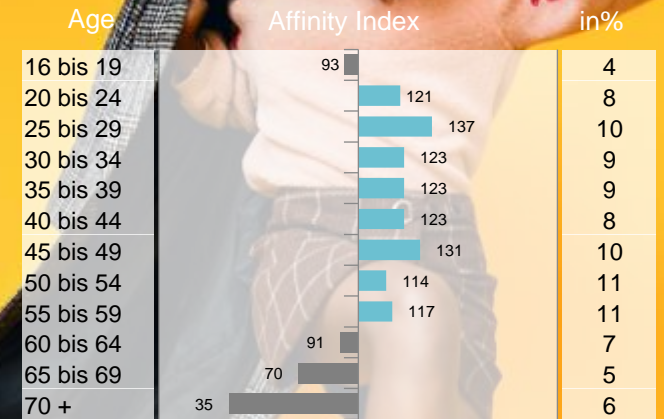
INSIGHTS: USER STRUCTURE

ELLE | FREUNDIN | HARPER'S BAZAAR | INSTYLE

Reach: 4,07 mill. UU

- This combination addresses a target group that has a high affinity for beauty and fashion topics.
- 63% of the users are enthusiastic about fashion (index 126) and 55% about cosmetics (index 128). Shoes are of interest for 64% of the users (index 120).
- 49% of the users are interested in decorative cosmetics (Index 155)
- The users are interested in beauty issues:
 - Hair care products: 57% (index 123)
 - Perfumes and fragrances: 56% (index 120)
 - Beauty treatments: 59% (index 120)

FASHION & BEAUTY



Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-August 2022)

FOOD CHANNEL

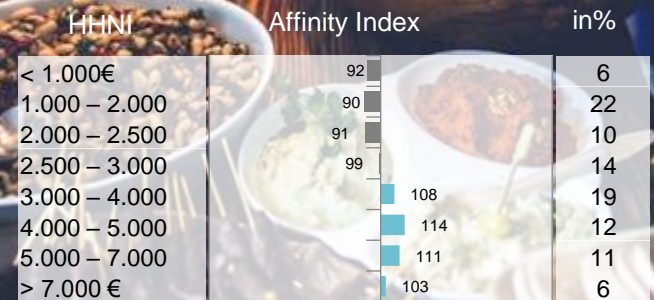
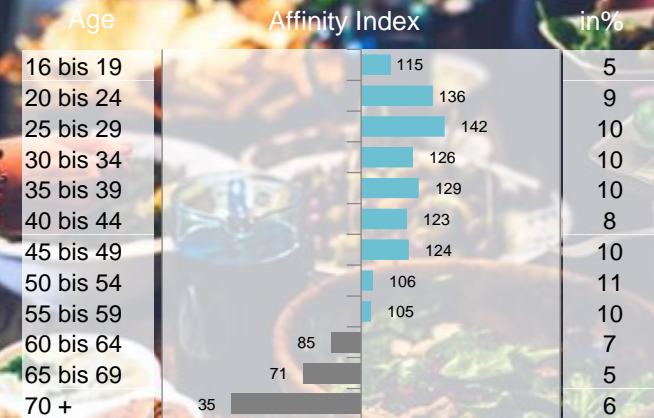
INSIGHTS: USER STRUCTURE

DAS KOCHREZEPT | ELLE | FREUNDIN | HARPER'S BAZAAR | SLOWLY VEGGIE | MEINE FAMILIE UND ICH | EINFACH BACKEN | ESQUIRE | LUST AUF GENUSS | EAT BETTER | EINFACHKOCHEN | MEIN SCHÖNER GARTEN

Reach: 16,92 mill. UU

- 19% of the users live with their partner and children in one household (index 130).
- At least occasionally, 46% are using the internet as a source of information in the context of „food, drinks & enjoyment“ (index 127).
- 43% are willing to spend more money for quality.
- Personal consumption:
 - Soft drinks (58%) and alcoholic beverages and spirits (47%)
 - Dairy products: 57% (index 110)
 - Frozen foods or pre-made meals: 99% (index 100)

FOOD



Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Sept-Nov 2022, without slowly veggie, Lust auf Genuss and eatbetter, as these cannot be counted)

LIVING & LIFESTYLE CHANNEL

INSIGHTS: USER STRUCTURE

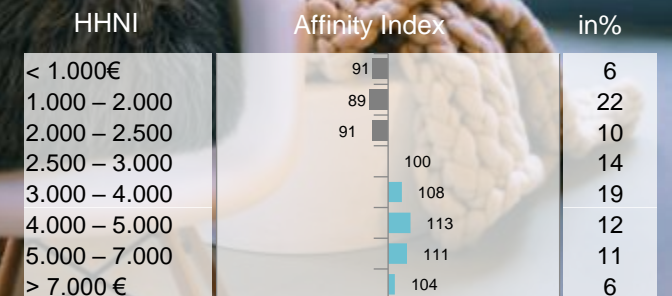
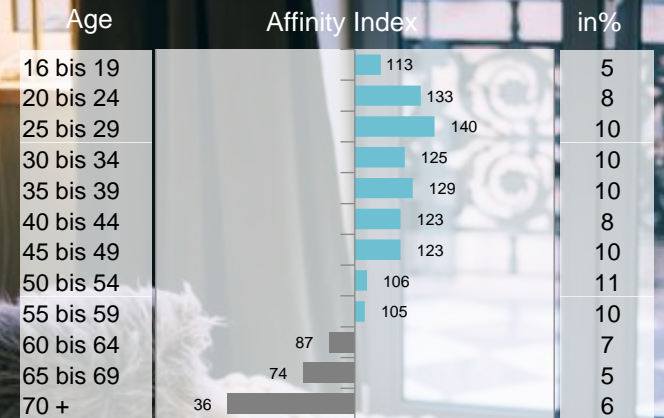
DAS KOCHREZEPT | ELLE | FREUNDIN | HARPER'S BAZAAR | INSTYLE | PLAYBOY | SUPERILLU | EINFACH BACKEN | SLOWLY VEGGIE | ESQUIRE | DAS HAUS | MYLIFE | SPORTS ILLUSTRATED | EINFACHKOCHEN | MEIN SCHÖNER GARTEN

Reach: 17,99 mill. UU

- 56% of the users are between 20 and 49 years old.
- 63% live with their partner in the household (6.44 million UU); 18% with partner and children (index 126).
- 47% are strongly/very strongly interested in furniture (index 124) and 49% in home textiles, decoration, home accessories (index 129).
- 32% of users are strongly / strongly interested in wellness products (index 128).
- 44% are willing to spend more money for good quality (index 104).
- 48% of the users pay particular attention to the price-performance ratio (Index 100).
- 29% (2.94 million UU) are strongly/very strongly interested in renewable and sustainable energy.

Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Sept-Nov 2022, without slowly veggie, mylife und Sports Illustrated, as these cannot be counted)

LIVING & LIFESTYLE



HOME & GARDEN CHANNEL

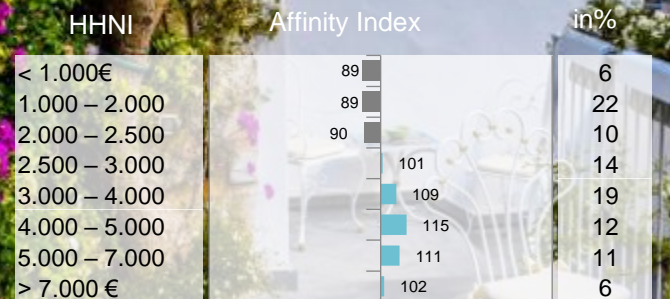
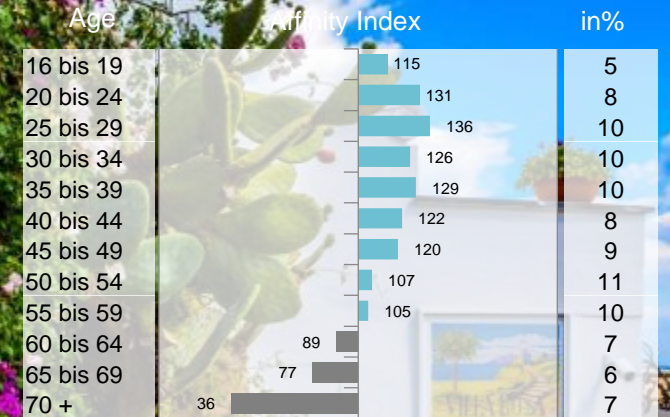
INSIGHTS: USER STRUCTURE

DAS KOCHREZEPT | FREUNDIN | GUTER RAT | SUPERILLU | SLOWLY VEGGIE | MEINE FAMILIE UND ICH | EINFACH BACKEN | DAS HAUS | FOCUS TIERARZT | LUST AUF GENUSS | EINFACHKOCHEN | MEIN SCHÖNER GARTEN

Reach: 15,40 mill. UU

- The combination is ideal for reaching household leaders (61%).
- 74% of the users are women (index 146).
- 18% of the users live with their partner and children in one household (index 127).
- 38% of the users have requirements for pet supplies (index 103).
- 48% are interested in furniture and furnishings (index 127).
- 50% are interested in home textiles, decoration and home accessories (Index 134).
- 32% of users are very interested/strongly in products for the garden/plants/garden tools (index 107).

HOME & GARDEN



Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Sept-Nov 2022, without ohne slowly veggie, FOCUS Tierarzt und Lust auf Genuss, as these cannot be counted)

TRAVEL CHANNEL

INSIGHTS: USER STRUCTURE

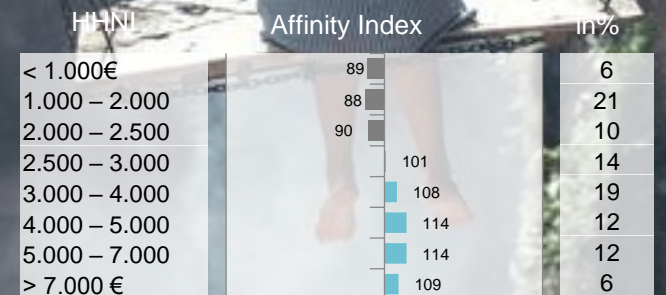
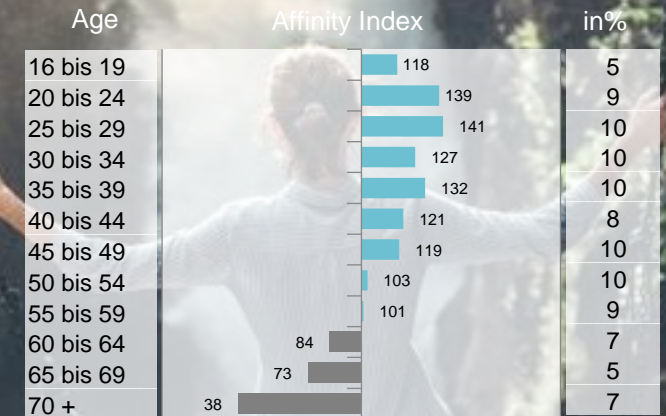
TRAVEL



DAS KOCHREZEPT | ELLE | FREUNDIN | GUTER RAT | HARPER'S BAZAAR | INSTYLE | PLAYBOY | MEINE FAMILIE UND ICH
 | EINFACH BACKEN | ESQUIRE | NETDOKTOR | DAS HAUS | LUST AUF GENUSS | EINFACHKOCHEN

Reach: 14,77 mill. UU

- The combination is ideal for reaching household leaders (60%).
- 68% of the users are women (index 134).
- Everything about travel arouses the interest of our users:
- 53% (7.84 m) are interested in short holidays and 66% in longer holidays (index 111).
- 74% of the users are very mobile and often on the move (Index 109).
- 77% use private or public transport.
- 2.34 million UU are very strongly interested in eBook readers (index 124).



Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø Month Jun-Aug 2022, without Lust auf Genuss, as these cannot be counted)

SPORT & FITNESS CHANNEL

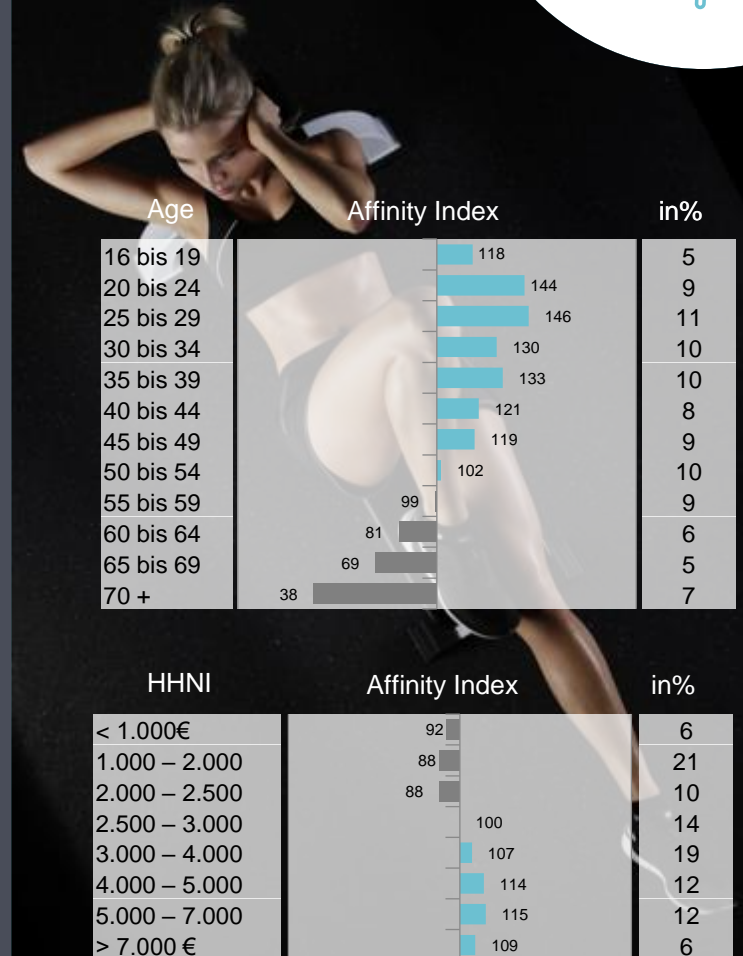
INSIGHTS: USER STRUCTURE

FREUNDIN | INSTYLE | SUPERILLU | PLAYBOY | ESQUIRE | NETDOKTOR | SPORTS ILLUSTRATED

Reach: 9,51 mill. UU

- The combination is ideal for reaching household leaders (60%).
- 67% of the users are women (index 132).
- Sports play an important role for these users. 36% stay fit through regular sporting activities (index 107).
- 39% live in a single household and 74% (7.01 m Unique User) are very mobile and often on the move.
- 44% are very willing to spend more money for quality (index 104).
- 30% consume sports and fitness drinks (index 111) and 80% cooking quark or "normal" quark (index 104).

SPORT & FITNESS



Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022, without Sports Illustrated, as these cannot be counted)

EARLY ADOPTER CHANNEL

INSIGHTS: USER STRUCTURE

PLAYBOY | GUTER RAT | ESQUIRE | | NETDOKTOR | DAS HAUS | FOCUS BUSINESS | FOCUS MOBILITY

Reach: 7,75 mill. UU

- The ERLY ADOPTER CHANNEL reaches 7.75 m UU.
- 46% of thr users inform themselves of interesting products or new ideas through advertising (index 110).
- 23% claim that they are often one of the first to try new technologies among their acquaintances (index 110).
- 72% use the Internet at least occasionally as a source of information on "Online shopping and trading" (index 116).
- 73% use the Internet at least occasionally as a source of information on "World news " (index 113).

Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022, without FOCUS Business and FOCUS Mobility, as these cannot be counted

EARLY ADOPTER



02




BCN CONTENT CHANNELS

YOUR ENVIRONMENT– OUR BCN CONTENT CHANNELS

BCN TOPICS

LUXURY FASHION




ELLE
INSTYLE
HARPERS BAZAAR

Fashion + Fashion Week
Fashion
Fashion + Runway

UU: 2,24 mill. | reach: 6.56 mill.

FASHION




ELLE
INSTYLE
HARPERS BAZAAR
FREUNDIN

Fashion + Fashion Week
Fashion
Fashion + Runway
Mode

UU: 2,56 mill. | reach: 9.11 mill.

FOOD




DAS KOCHREZEPT
ELLE
FREUNDIN
MEINE FAMILIE & ICH
EINFACH BACKEN
SLOWLY VEGGIE
EAT BETTER
LUST AUF GENUSS

RoS
Essen & Trinken
Kochen and Diät
ROS
ROS
ROS
ROS
ROS

UU: 6,76 mill. | reach: 26.85 mill.

LUXURY BEAUTY




ELLE
INSTYLE
HARPERS BAZAAR

Beauty
Beauty
Beauty

UU: 2,85 m | reach: 6,38 mill.

BEAUTY



ELLE
INSTYLE
HARPERS BAZAAR
FREUNDIN

Beauty
Beauty
Beauty
Beauty

UU: 2,97 mill. | reach: 7,66 mill.

Source: Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022)

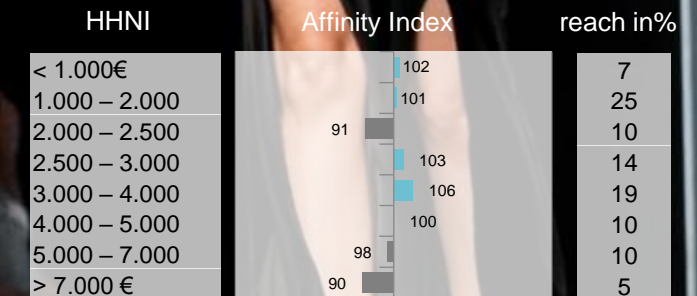
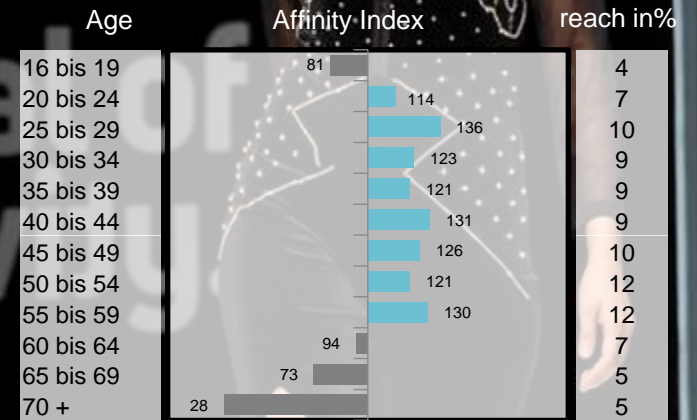
CONTENT CHANNEL LUXURY FASHION

IN THE MIDDLE OF HIGH FASHION

LUXURY FASHION



- 100% fashion environment. The content channel enables targeted environment planning so that you reach your target group in the appropriate context.
- The LUXURY FASHION CONTENT CHANNEL reaches 1.08 m UU, of which 84% are women (0.90 m/ index 164).
- 44% are willing to spend more money for good quality (index 104).
- 64% of the users are interested in fashion (index 128).
- 65% are interested in shoes (index 122).



Source: Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022)

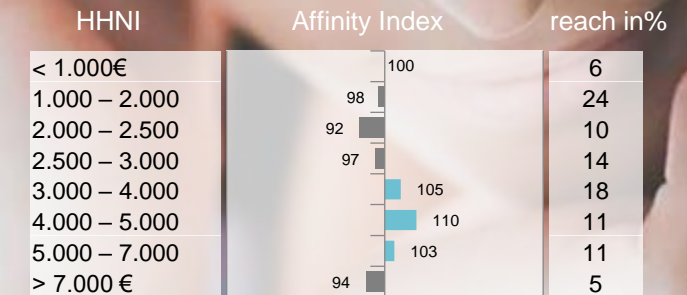
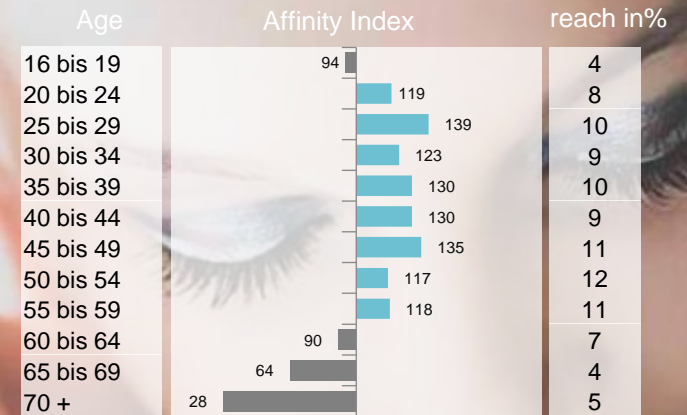
CONTENT CHANNEL LUXURY BEAUTY

YOUR BRAND IN A BEAUTY ENVIRONMENT

LUXURY BEAUTY



- 100% beauty environment. This vertical enables targeted environment planning so that you can reach your target group in the appropriate context.
- The LUXURY BEAUTY content channel reaches 1.63 million UU, mainly women (82%/index 163).
- 57% of the users are interested in women's cosmetics (index 132).
- 58% are (very) interested in perfumes and fragrances for him and her (index 123) and 58% in hair care products (index 128).

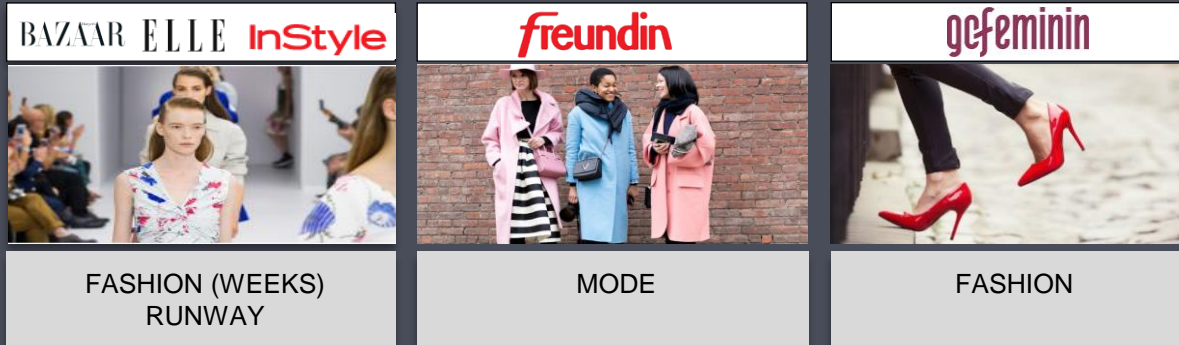


Source: Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022)

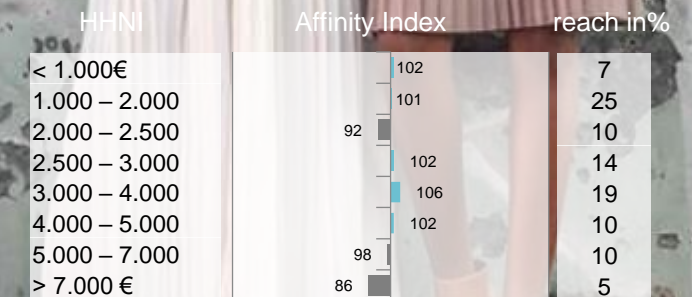
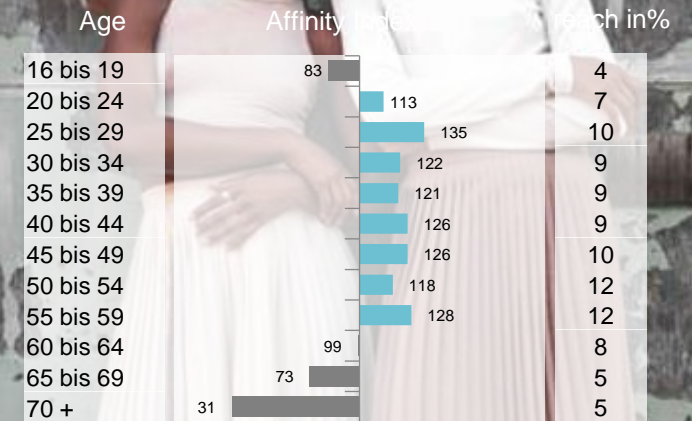
CONTENT CHANNEL FASHION

ENVIRONMENT OF FASHION TRENDS

FASHION



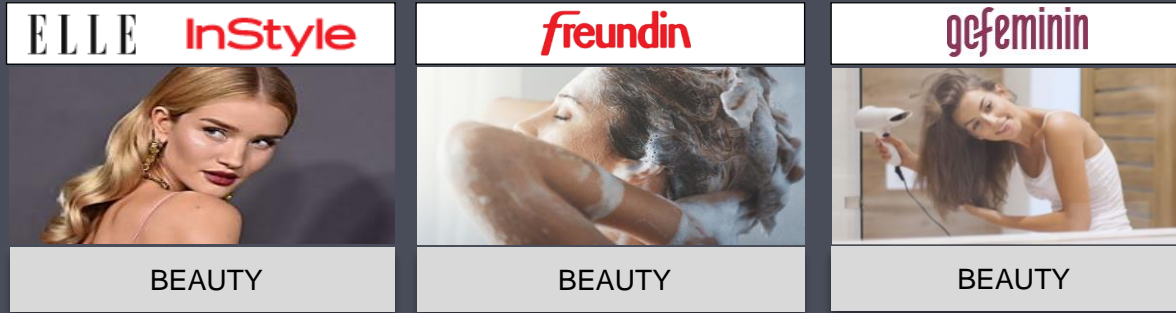
- 100% fashion environment
- The FASHION CONTENT CHANNEL reaches 1.13 m female UU (index 165).
- This vertical enables a targeted environment planning, so that you reach your target group in the appropriate context.
- 64% of the users are interested in fashion and clothing (index 126) and 65% in shoes (index 121).



Source: Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022)

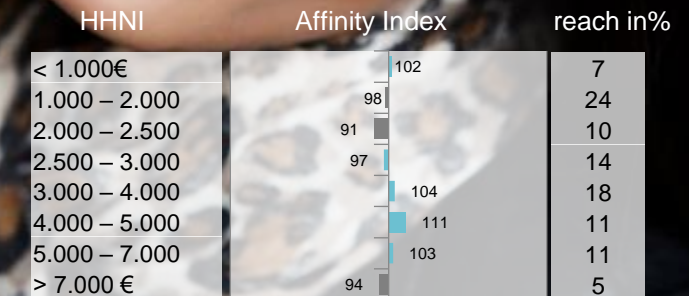
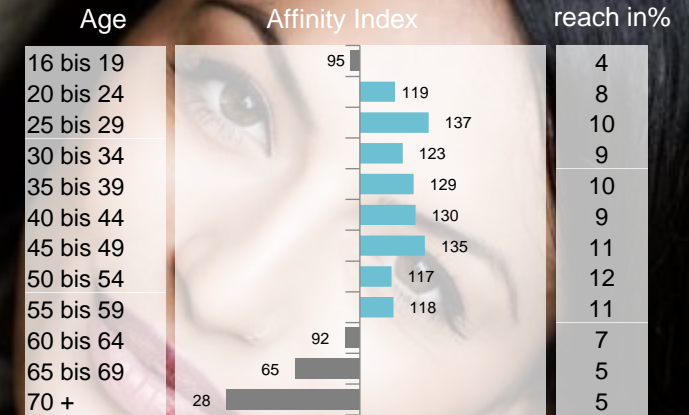
CONTENT CHANNEL BEAUTY

YOUR BRAND WITHIN THE BEAUTY SPHERE



- 100% beauty environment.
- The BEAUTY CONTENT CHANNEL reaches 1.76 m UU; 83% of them are female (index 163).
- This content channel makes a targeted environment planning possible, so that you reach your target group in the appropriate context.
- 49% of users are very interested in decorative women's cosmetics (index 155). 57% are very interested in hair care products (index 124) and 34% in wellness products (index 132).

Source: Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022)



CONTENT CHANNEL FOOD

EXPERIENCE REAL ENJOYMENT

FOOD

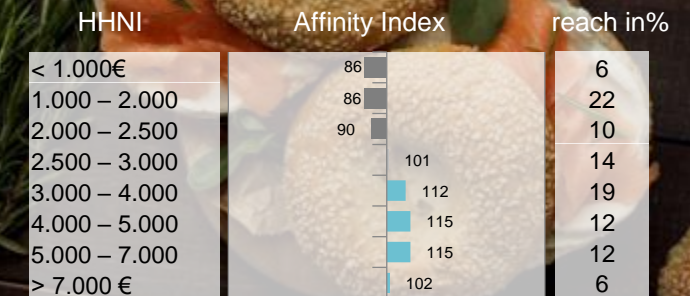
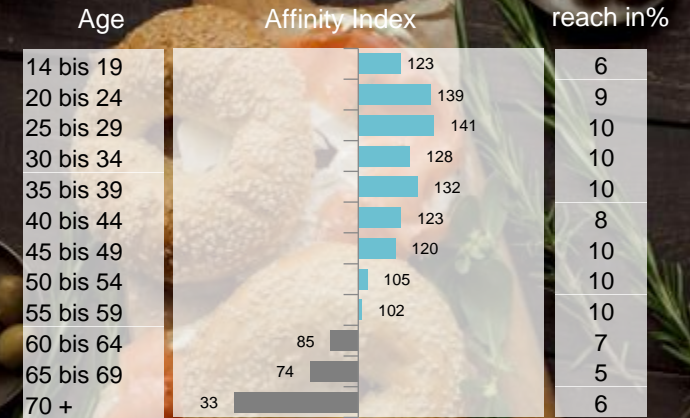


freundin

KOCHEN&DIÄT

ROS

- The BCN FOOD CONTENT CHANNEL reaches 6.64 m UU; 61% of them are leaders of a household.
- 100% appropriate topic fit: everything about food, drinks, and (healthy) cooking!
- 46% use the Internet at least occasionally as a source of information on "eating, drinking and enjoying" (index 127).
- 38% of users are very interested in Bio-products (Index 110) and 75% in salty snacks and 56% in dairy products.



Source: AGOF daily digital facts (Base: A 16+, Pot. 69,12 mill., Ø month Jun-Aug 2022, without Lust auf Genuss, slowly veggie und eatbetter, as these cannot be counted);