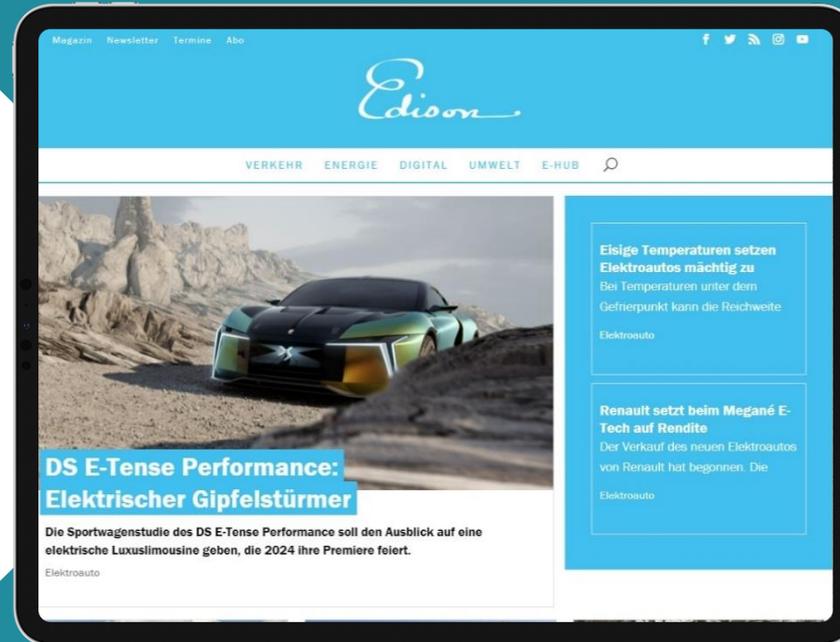


EDISON MEDIA DATA

Home for Generation E



EDISON... WHAT WE STAND FOR

Edison is the companion, advisor, pathfinder on the journey into the future.

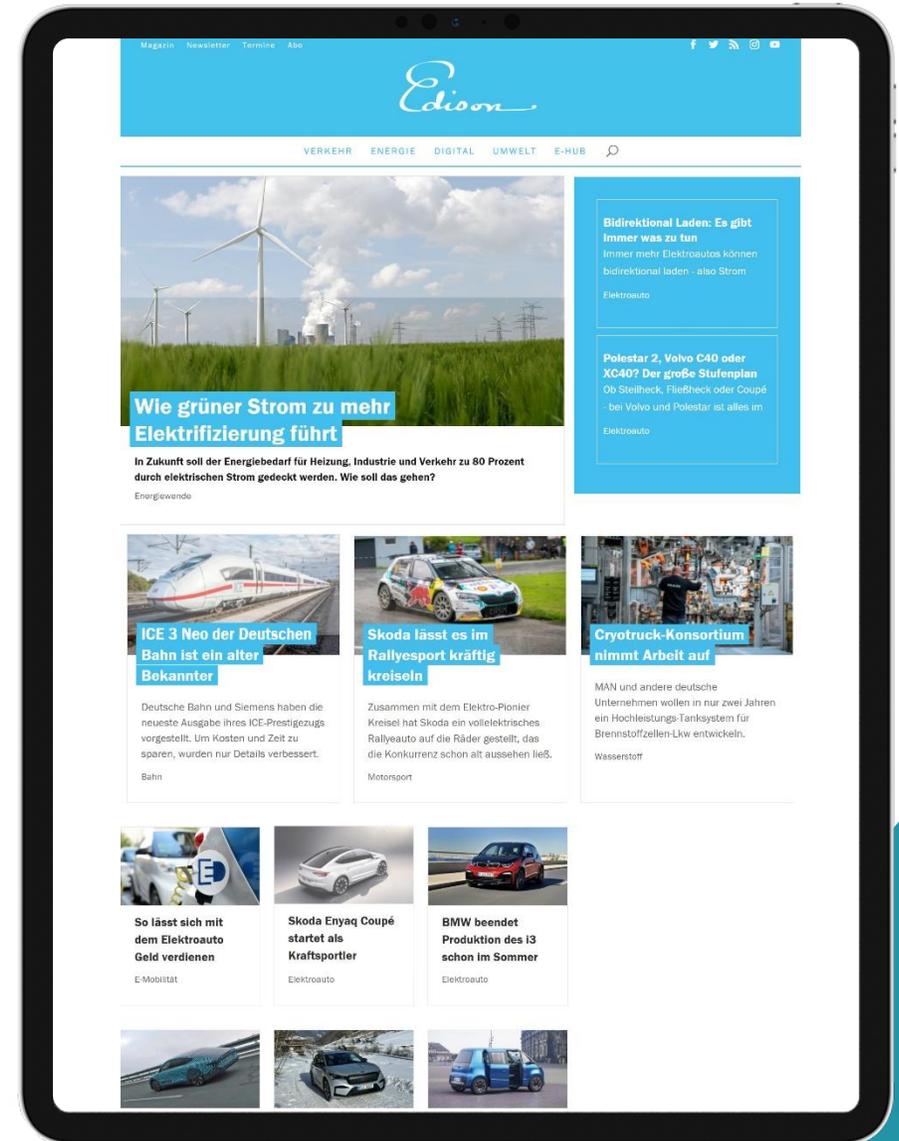


Edison is the home for Generation E.

More and more people are longing for sustainable, environmentally compatible and self-determined mobility.

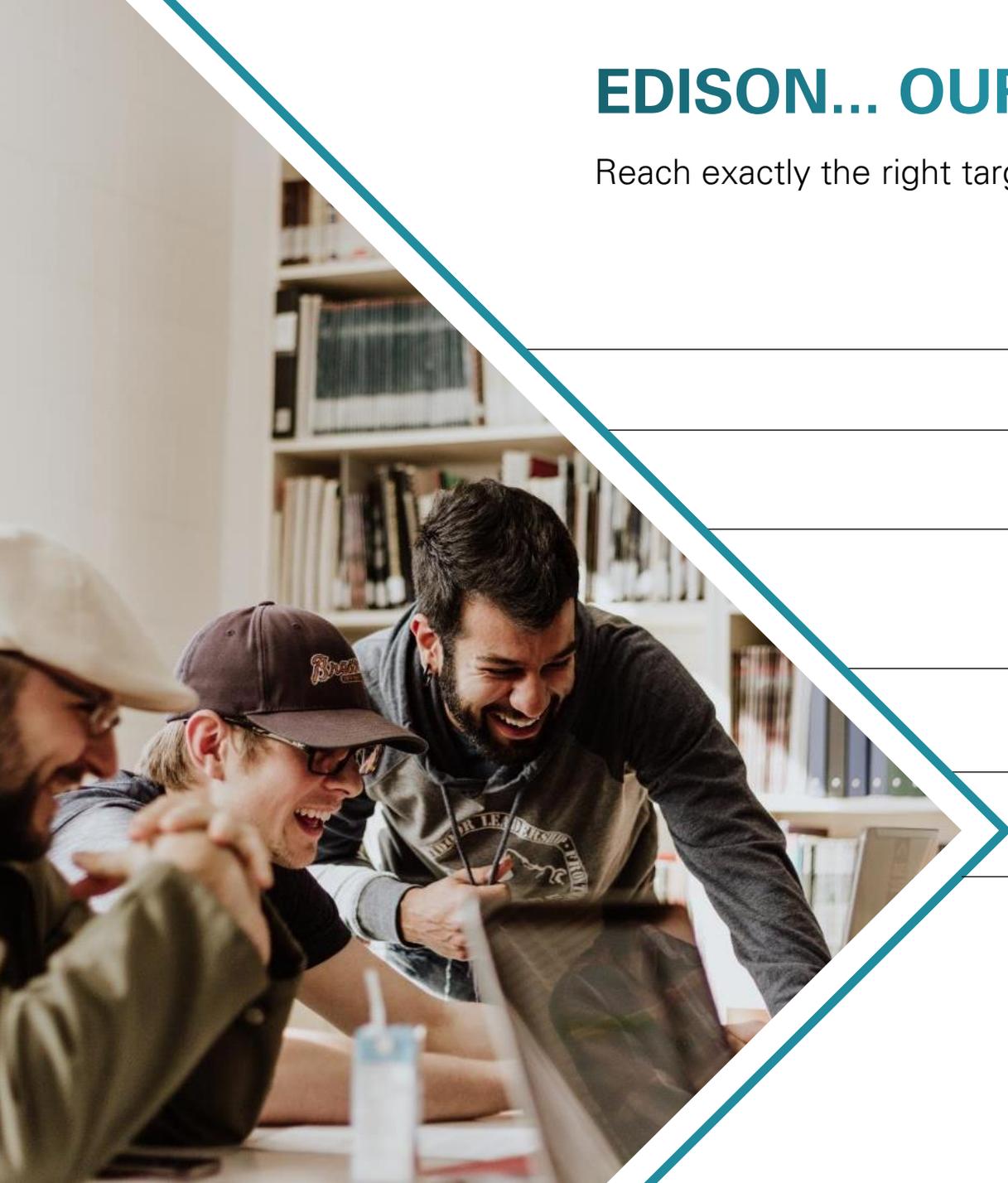
Electric cars and bicycles are now more than just an option for them. More and more manufacturers are offering suitable vehicles which will soon be driving autonomously. And thanks to the sharing economy, everyone can afford them, at least in the short term.

The electricity for the e-mobiles comes from their own roofs. Mobility becomes a pleasure - without a guilty conscience. Everywhere. Always.



EDISON... OUR READERS

Reach exactly the right target group for your campaign.



-  Edison is aimed at people with **attitude**.
-  Primary target group are **lohas** („lifestyle of health and sustainability“).
-  Professionally **successful** pleasure seekers of both sexes with upscale **incomes** and high education.
-  Liberal and cosmopolitan, tech-savvy and easy to get **excited** about **technical innovations**, young at heart and open to **new** things.
-  They are characterized by a high interest in **ecology** and **sustainability**, **digitalization** and the **sharing economy**.
-  They are **pioneers** on the way to the new **mobile era**.

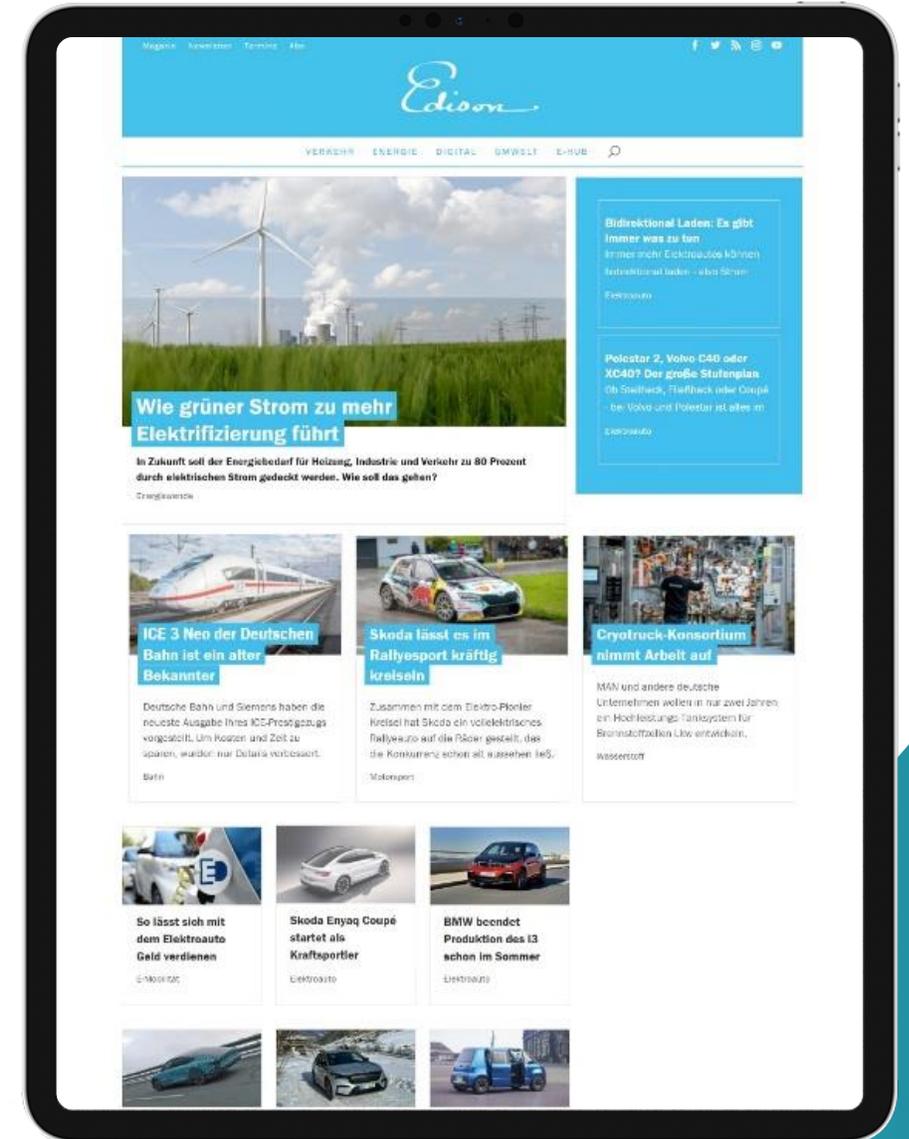
EDISON... KEYFACTS

Your direct line to our loyal and interested readers

**Digital
90,000
UNIQUE USER**

Digital
133,906
visits

Digital
161,200
PI



Source: agof daily digital facts 2022, last month (March 2023), total population 16+ | IVW 2023-3

SOMETHING SPECIAL ... NATIVE ARTICLE

Informative content, natively integrated

Find more information in our

Content Solutions

Incl. Social Media Integration and Newsletter



Present your content in a target group and topic-related environment with a Native Article.

Edison is the stage for your story, which you convincingly tell to an attentive & pointed user community.

Teasers on the Edison page lead users to the Native Article.

EDISON... WHAT WE STAND FOR

Edison is the companion, advisor, pathfinder on the journey into the future.

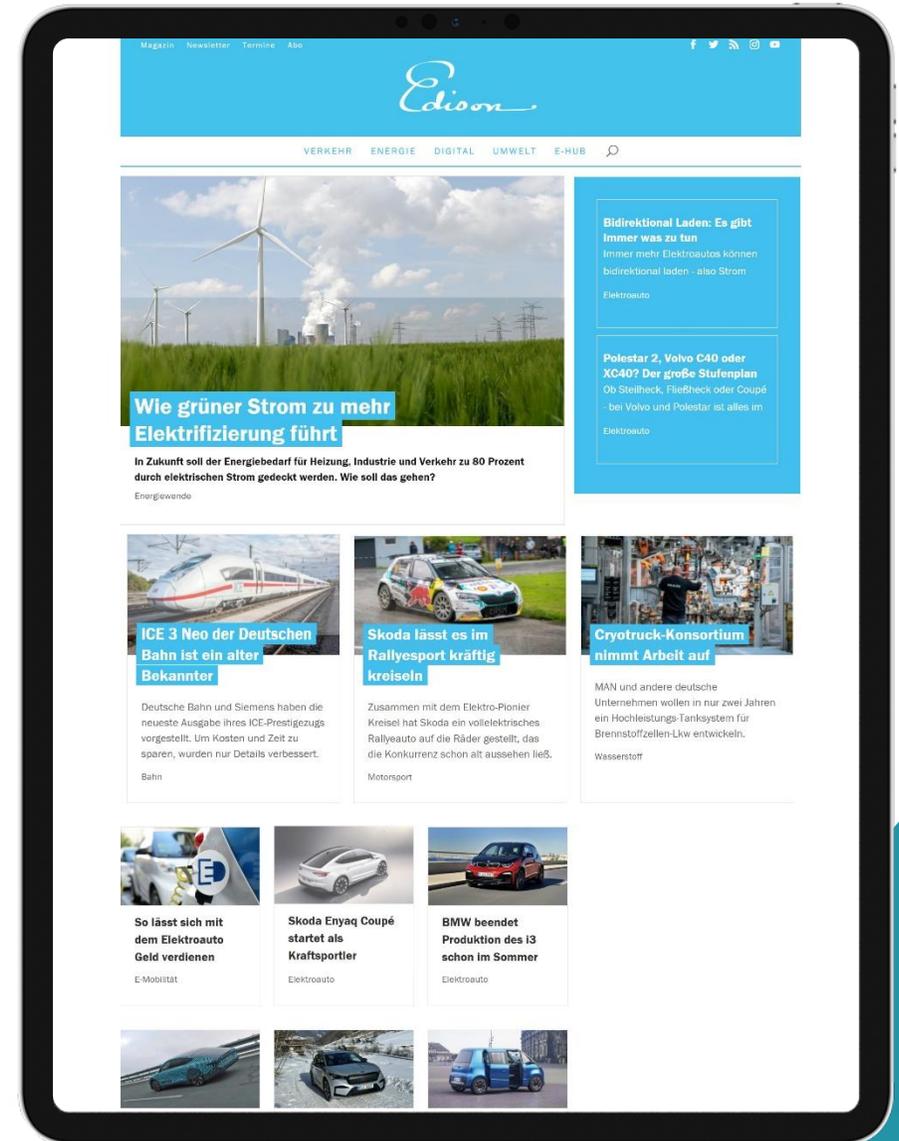


Edison is the home for Generation E.

More and more people are longing for sustainable, environmentally compatible and self-determined mobility.

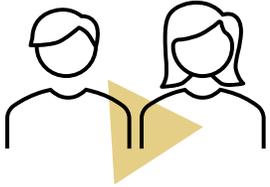
Electric cars and bicycles are now more than just an option for them. More and more manufacturers are offering suitable vehicles which will soon be driving autonomously. And thanks to the sharing economy, everyone can afford them, at least in the short term.

The electricity for the e-mobiles comes from their own roofs. Mobility becomes a pleasure - without a guilty conscience. Everywhere. Always.



INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

iq digital media marketing gmbh

Toulouser Allee 27
D-40211 Duesseldorf
Telephone +49 211 887-1330
international@iqdigital.de