

# MEDIA DATA

“News & Magazines” topic cluster

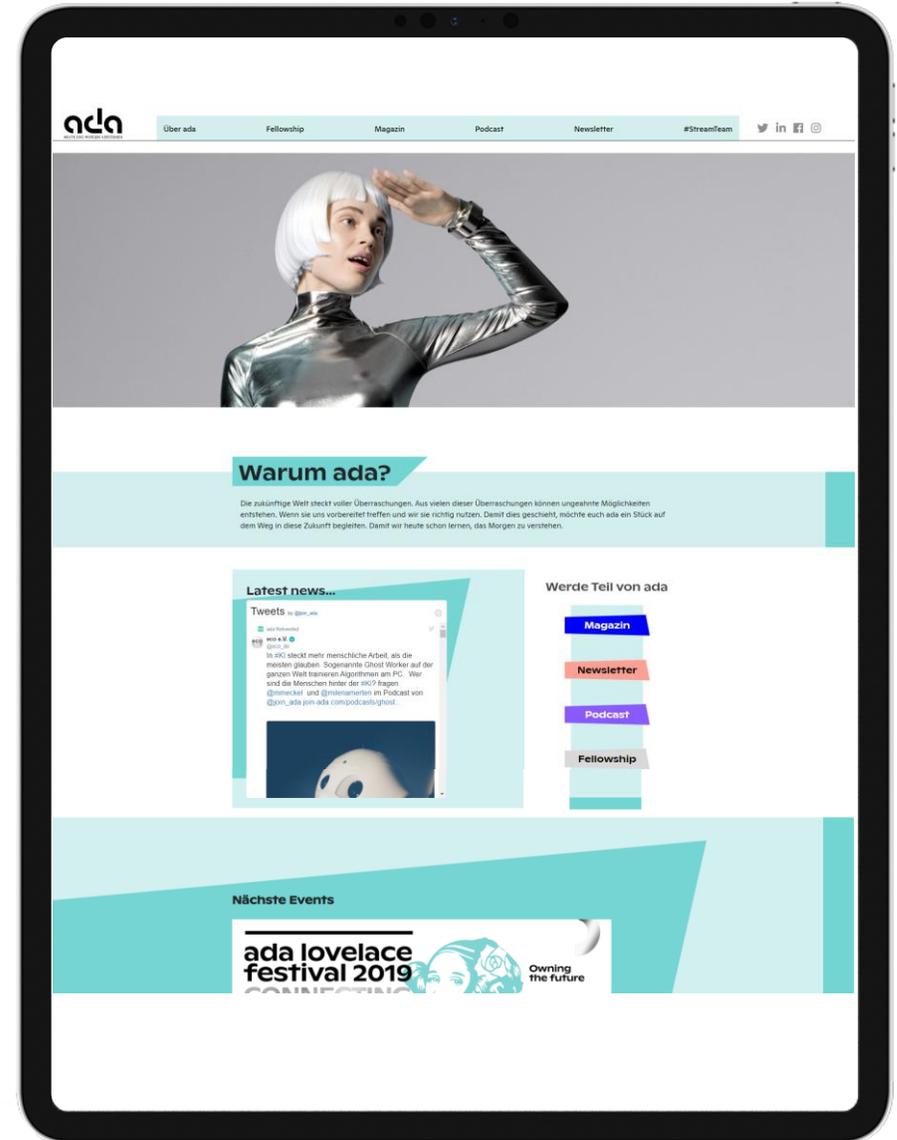
# ADA ... WHAT WE STAND FOR

The ada mission.



Technological progress and global complexity are accelerating the pace in companies and on the markets of this world enormously. In order for our economic miracle country to still be the **export world champion tomorrow**, we have to **reinvent learning**. That is why ada was founded.

A platform the likes of which have never been seen before. A **national, digital education offensive for Germany's companies**: inspiring, involving and effective. This is how the land of poets and thinkers becomes a country of 80 million **digital pioneers**. And the export world champion of tomorrow – on the way to an economic miracle 4.0!



# ADA ... OUR USERS

Reach exactly the right target group for your campaign



all those who want to embark on the greatest adventure of our time



highly educated, career-oriented and economically successful



35 years old (average) and belongs to the modern, young middle



high need for orientation, information and qualification and a high affinity for technology and IT



culturally and geographically mobile and in search of new solutions. Determined, flexible and cosmopolitan.

# CICERO.DE ... WHAT WE STAND FOR

Magazine for political culture



cicero.de is the journalistically high-quality and visually appealing news and commentary website for decision-makers in politics, business and culture.

It offers up-to-the-minute analytical background reports, commentaries, reports and portraits on all relevant topics from politics, business and culture.

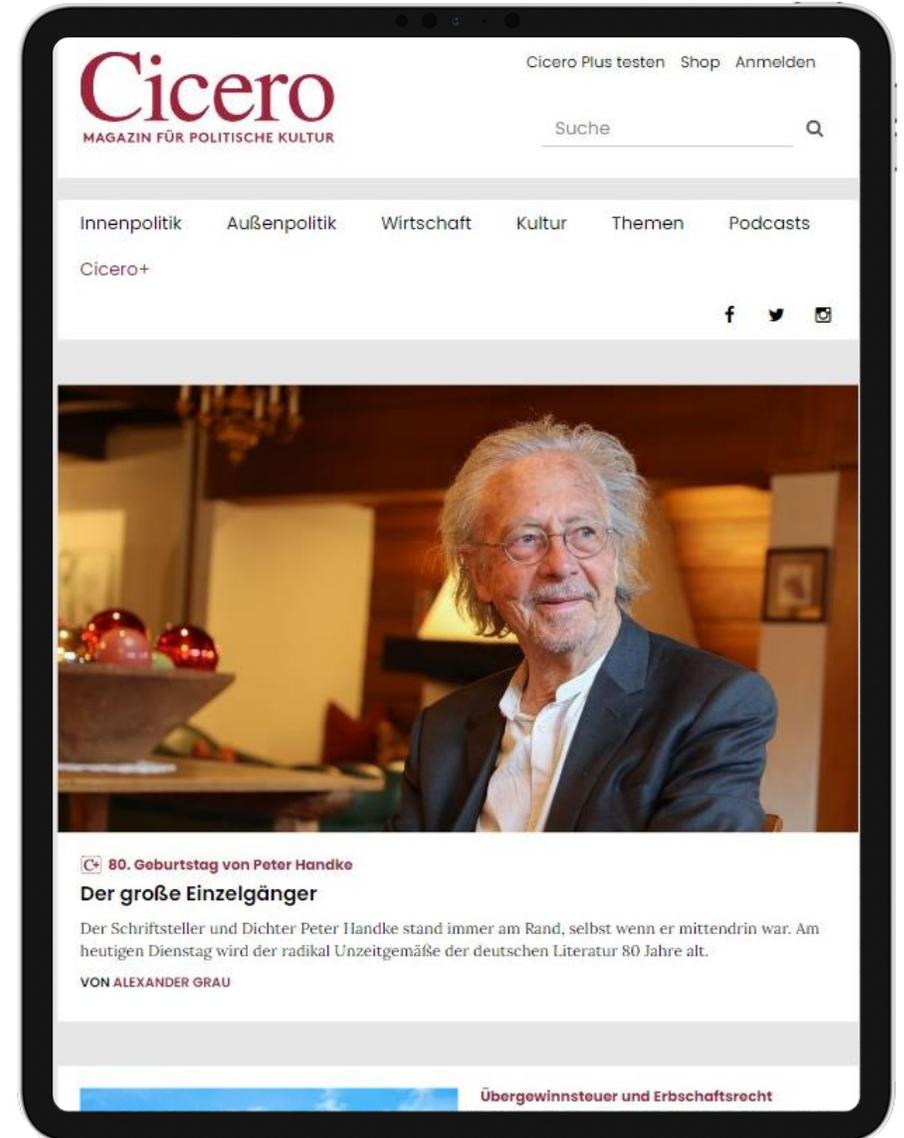
# CICERO.DE ... KEYFACTS

Magazine for political culture

**332,000**  
unique user\*  
- digital

**840,000**  
visits\*  
- digital

**1.53 million**  
pageimpressions\*  
- digital



# EMOTION.DE ... WHAT WE STAND FOR

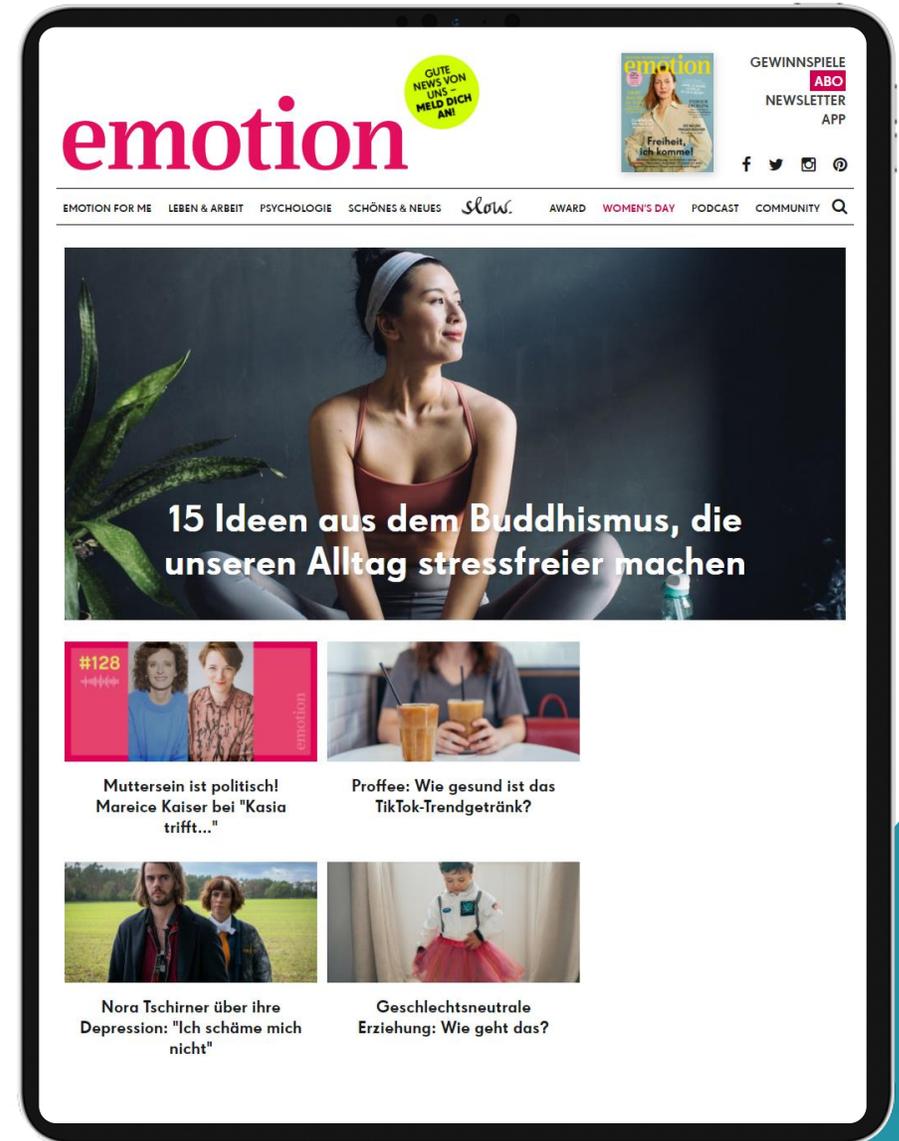
EMOTION is **the** platform for strong women



EMOTION – the women’s magazine that goes below the surface and that combines topicality and hedonism – with authenticity and emotionality.

The EMOTION digital cosmos is where modern women find inspiration for their personal choices and lifestyle in a wide spectrum of topic areas – ranging from beauty and fashion, self-love and partnership all the way through to career, coaching and new work.

EMOTION’s “greater purpose” is female empowerment – and this has been the case ever since the platform was created 11 years ago! The goal is to promote the status of women so that they are not only more visible in future but also work together to bring their influence to bear in politics, business and society. And to ensure that they don’t have to do this alone but in a network of strong women who are committed to important issues together with EMOTION.



# EMOTION.DE ... OUR READERS

Well-educated women with strong opinions



emotion

-  74% of users are women
-  61% are between the ages of 20 and 49
-  56% have a uni entrance qualification or higher educational diploma
-  51% have a net household income of 3,000 € plus
-  17% are management personnel/executives
-  36% are opinion leaders
-  85% are extremely quality-conscious
-  53% regularly engage in sporting activities

Source: agof daily digital facts, average month (Aug – Oct 2022), total population 16+ (incl. VuMa characteristics)

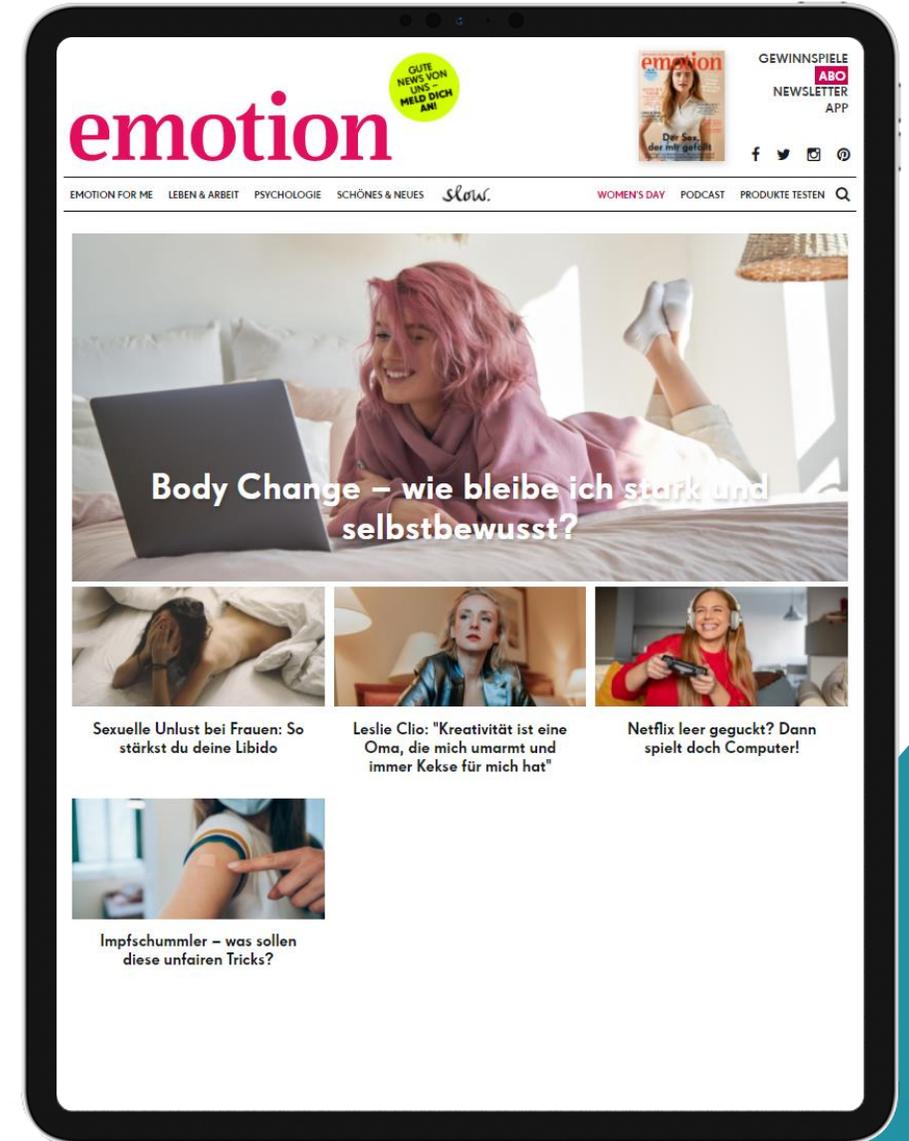
# EMOTION.DE ... KEY FACTS

Your direct line to our loyal and interested readers

**Digital  
240.000  
UNIQUE USER**

Digital  
720,876  
visits

Digital  
1,067,219  
PI



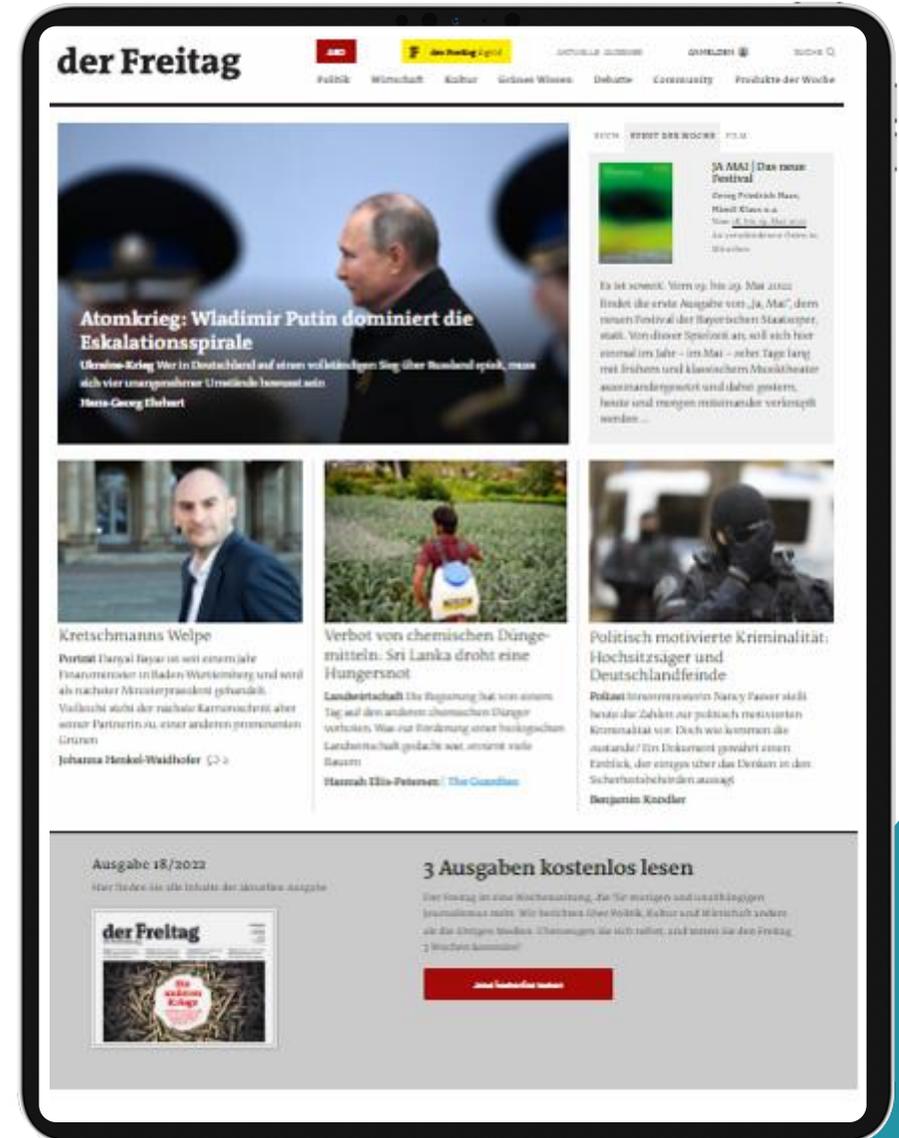
# DER FREITAG ... WHAT WE STAND FOR

The opinion medium



freitag.de is the website of the multi-award winning weekly newspaper "der Freitag".

Through their contributions, the online community is part and parcel of the newspaper. With the innovative and dynamic combination of news, topics and ideas, the website is a pioneer in the integration of print and online formats.



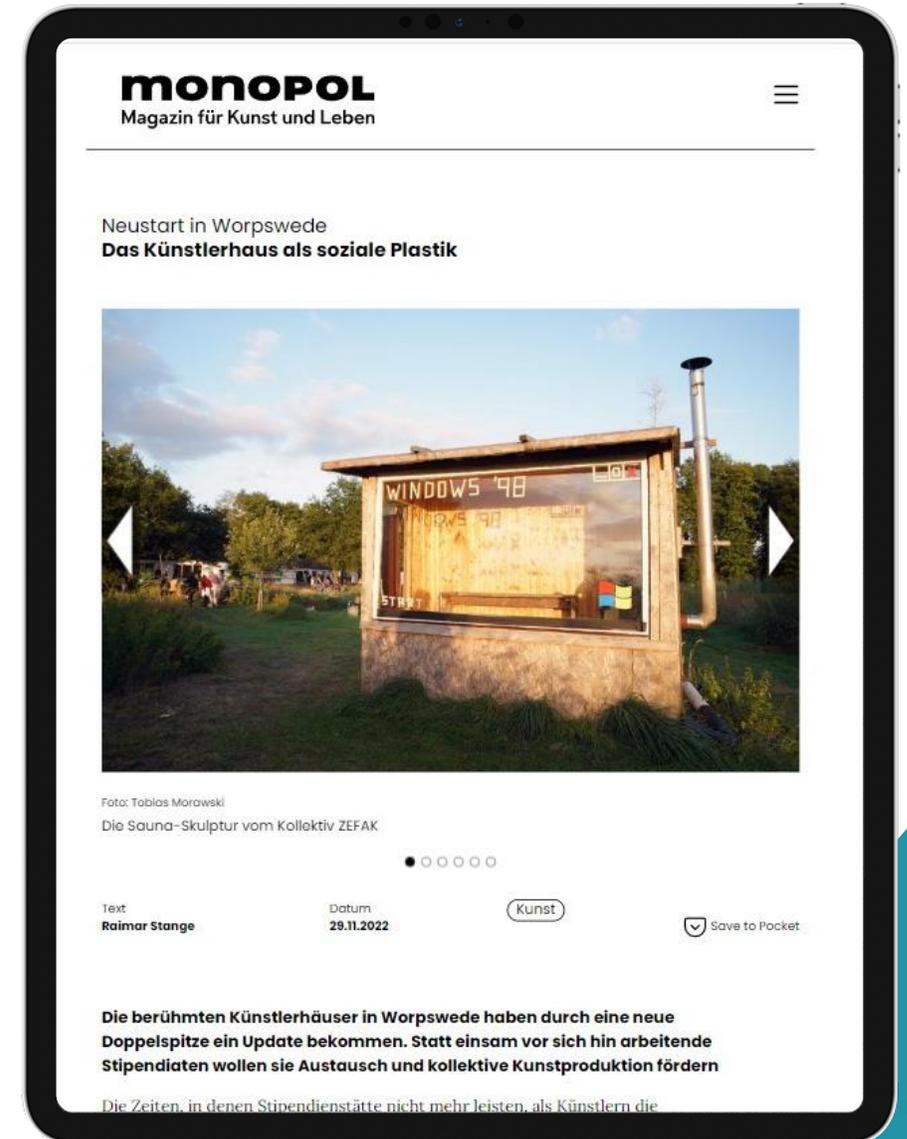
# MONOPOL MAGAZIN ... WHAT WE STAND FOR

Magazine for art and life



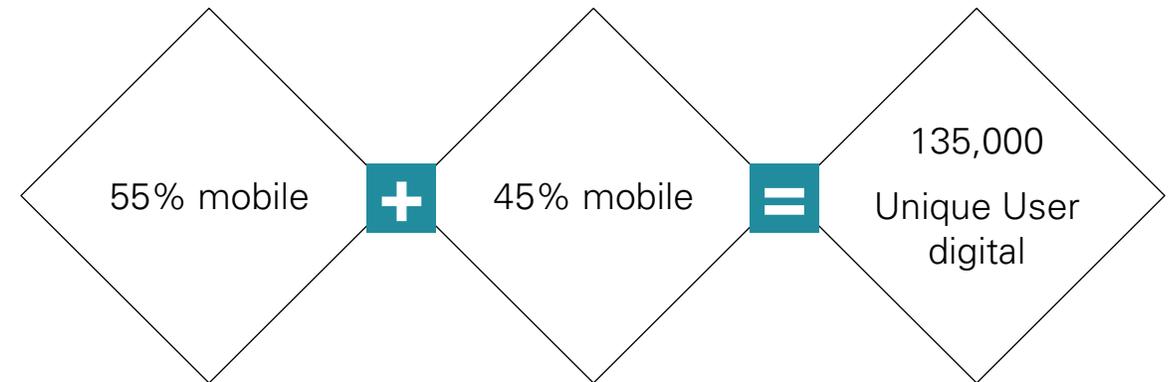
monopol-magazin.de is the showcase of contemporary art, for all art and culture professionals, collectors and art lovers.

The online editorial team of Monopol, the magazine for art and life reports daily from the national and international art scene and presents artists and exhibitions



# MONOPOL-MAGAZIN ... KEYFACTS

Magazine for art and life



Digital  
208,000  
Visits

Digital  
766,000  
PageImpressions

# SÄCHSISCHE.DE ... WHAT WE STAND FOR

The news portal for Saxony and the World



The news portal for Saxony keeps you up to date on the latest events and news from your region, Saxony and the world.

In addition, receive exclusive interviews, constructive reports and exciting background information on current topics.

Everything worth knowing about politics, economy, sports, culture and many other topics.



# SÄCHSISCHE.DE ... READERS & KEYFACTS

Reach exactly the right target group for your campaign



👤 55% are male.

👤 45% are female.

👤 75% are between 20-65 years old.

**4,511,471**  
**VISITS**

**8,407,695**  
**PIs**

# DER TAGESSPIEGEL ... WHAT WE STAND FOR

From Berlin for entire Germany



DER TAGESSPIEGEL is the capital's leading medium and a nationwide indicator of political events. This is also reflected by a strong national readership for its online offerings.

DER TAGESSPIEGEL reports on current affairs as well as on the economic and political situation – and is also highly valued by decision-makers.



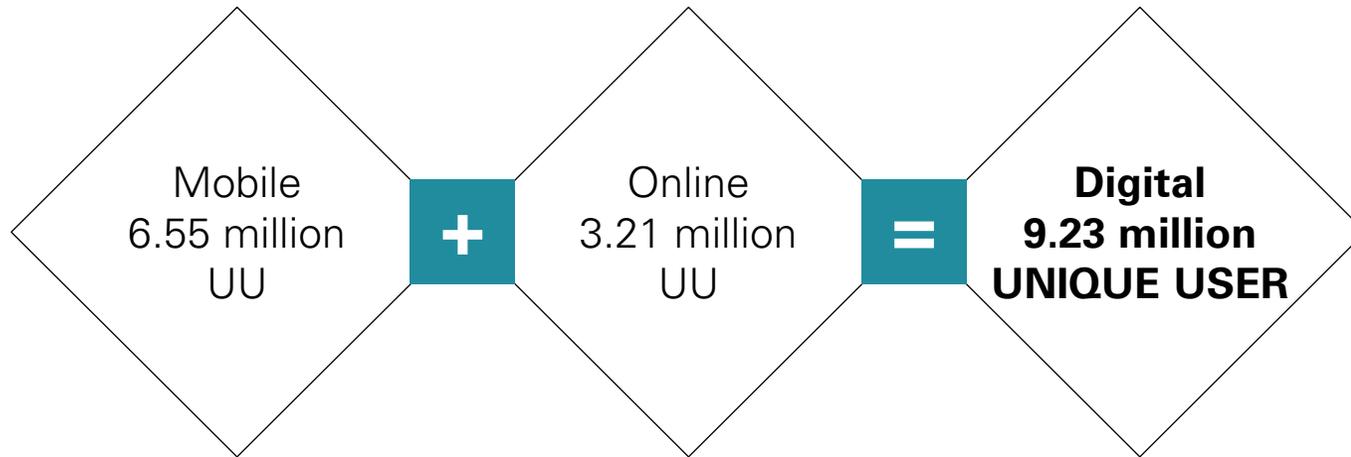
# DER TAGESSPIEGEL ... OUR READERS

Reach an educated user community with high income, executives and opinion leaders.

-  66% are between 20 – 59 years old
-  56% are male
-  49% have a household net income above 3,000 €
-  39% have a professional or university degree
-  34% are opinion leaders
-  85% are willing to spend more money on quality
-  72% are very mobile and travel a lot

# DER TAGESSPIEGEL ... KEYFACTS

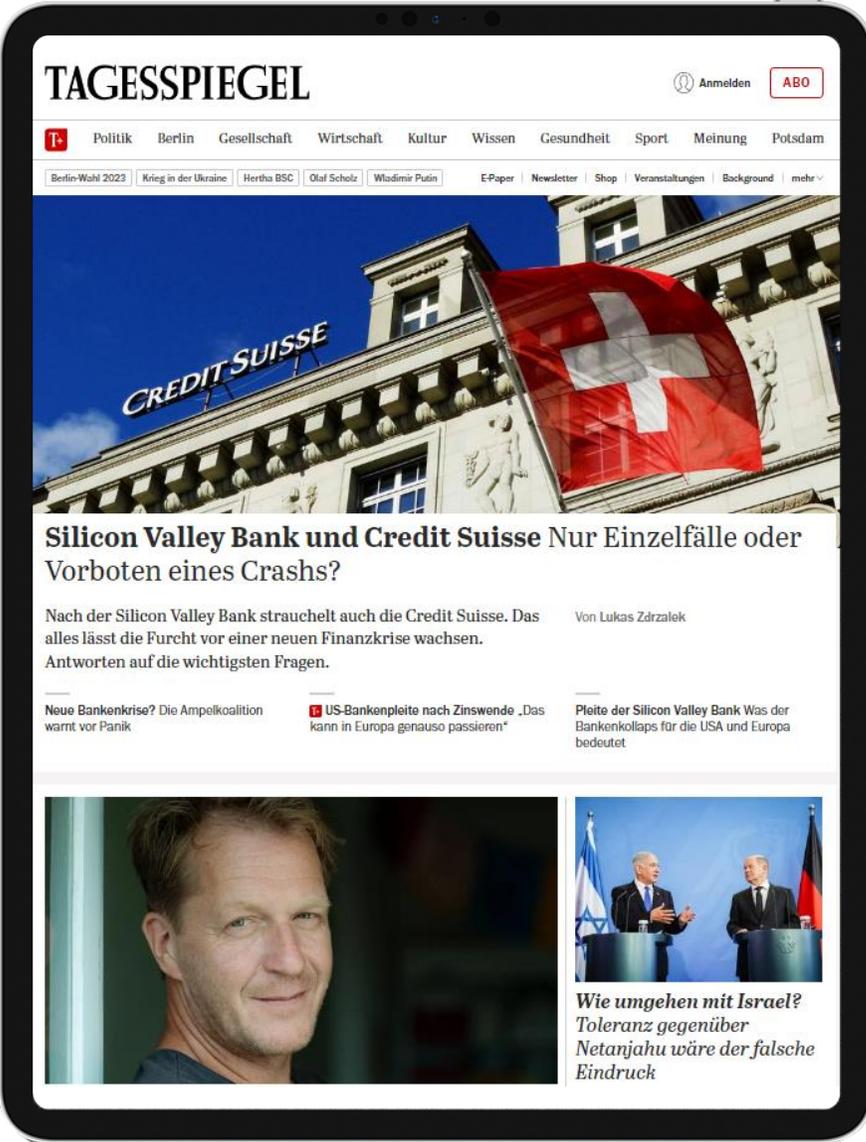
Reach our loyal and interested readership



Digital  
38,505,999  
VISITS

Digital  
96,270,913  
Pls

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



# THE EUROPEAN ... WHAT WE STAND FOR

Germany's major debate magazine



The European brings together the important voices of our time in a debate format.

The editorial team of The European does not have any specific political stance. Whether the discussion partners are politicians or corporate captains, outstanding scientists or multipliers: the European is the platform for the debate culture of the modern era.

