AREAMOBILE MEDIA DATA
What can you expect?

What areamobile stands for

Target group & key facts

New features & highlights
One of the leading German-language digital magazines for mobile devices, areamobile provides consumers with expert, objective information that helps them to make informed purchase decisions.

The editorial team reports every day on innovations in the mobile phone segment and on the latest phones. The information on the website is rounded off by a large tariff, community and consumer advice section as well as in-depth mobile phone and tablet reviews.

High level of community involvement: users are early adopters who expect high-quality devices and are opinion leaders when it comes to the latest trends and equipment.
Following the relaunch in autumn 2019, areamobile now boasts a more youthful design. The font is now also more up-to-date and the various elements more clearly structured – in both the stationary and mobile offerings.

The various tools on areamobile – such as the “tariff calculator” or the “mobile phone finder” have been totally redesigned.

Moreover, the leaner and more scaled-down overall design means that the advertising blends in with the content more harmoniously.
AREAMOBILE ... OUR USERS
Exactly the right target group for your campaign

47% are between the ages of 16 and 39.

78% are male.

44% have a university entrance or higher qualification.

46% have a net household income of 3,000 € plus.¹

35% live in a city with a population of at least 100,000.²

82% are very quality-conscious.³

16% say status symbols are important.⁴

30% are tech-savvy early adopters.⁵

74% exercise on a regular basis.⁶

Source: ageof daily digital facts, average month for the past three months [Aug–Oct 2019], total population 16+ | ¹ Net household income: 5,000 € plus | ² 100,000 to fewer than 500,000 inhabitants or 500,000 and more inhabitants | ³ I am willing to spend more on quality; agree fully / mainly | ⁴ I like products that serve as status symbols; agree fully / mainly | ⁵ I am often the first in my group of acquaintances to try out new technologies; agree fully / mainly | ⁶ Fitness, sports: multiple times a week / month
Keyfacts

Reach our loyal and interested readers.

- Mobile: 0.25 million UUs
- Online: 0.20 million UUs
- Online + Mobile = 0.41 million UNIQUE USERS digital
- 1.47 million PIs digital
- 0.85 million VISITS digital

Source: agof daily digital facts, last month (January 2020), total population 16+ | IVW 2020-01
Showcase your brand over a large area with strong visuals.

Use the powerful appeal of the areamobile media brand and strong visuals to transfer the positive image and trustworthiness of our medium to your brand message!

Our branding formats offer you the perfect solution to showcase your brand.

You can find more information in our rate card.
Informative communication, natively integrated

Showcase your brand in the editorial environment and position your company as an expert in its field.

areamobile is the ideal platform for you to present your topic to an exclusive and attentive user base in an informative manner.

You can find more information in our rate card
A sponsored post on areamobile is your direct line to your target group in a matching setting! The style and presentation of the article are an excellent fit for the editorial environment.

Teasers on the areamobile start page and in the areamobile newsletter as well as shares on social media guide the user to the sponsored post.
AREAMOBILE ... ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.