BRAND EINS MEDIA DATA
Fit for future
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What can you expect?

What brand eins stands for

Target group & key facts

New features & highlights
BRAND EINS is the business magazine that focuses on change.

We’re not interested in the status quo; we’re interested in what’s in the pipeline.

brand eins looks at the economy, society and culture for signs of a new era, for people and companies who are facing up to the future.
BRAND EINS ... OUR READERS
Exactly the right target group for your campaign

Young elite & students

Between the ages of 20 and 39

76% have above-average educational qualifications. 4

82% actively shape their own future. 5

42% are trendsetters and influence debate within society. 6

100% say multi-device use is part and parcel of their everyday life. 7

Decision-makers & opinion leaders

Between the ages of 39 and 59

70% are firmly established in their job.

39% are innovative and initiate discussions. 1

46% have a net household income of 3,000 € plus. 2

83% are very quality-conscious. 3

Source: agof daily digital facts, Ø month for the last three months (Jan – Mar 2020), total population 16+ (with VuMA characteristics) | 1 Question: I’m an original thinker, someone who shares new ideas | 2 Question: net household income: 3,000 € plus | 3 Question: I am very conscious of the quality of the products or services I use or buy | 4 University qualification/University degree | 5 I always have lots of plans and ideas that I want to put into practice | 6 I generally take the lead when discussing topics in a group | 7 Question: I use mobile and / or stationary offerings.
BRAND EINS... KEYFACTS

Your direct line to our loyal and committed readers

0.26 mio. UUs - mobile
+ 0.32 mio. UUs - online

= 0.57 Mio.
UNIQUE USERS - digital

0.42 mio.
digital contacts

Source: agof daily digital facts, last month (March 2020), total population 16+
Showcase your brand in the editorial environment and position your company as an expert in its field.

Brand eins is the ideal platform for you to tell your story to an exclusive and attentive user base using impressive visuals.

SOMETHING SPECIAL ... BRAND EINS NATIVE HUB
Tell a story that fascinates readers.
BRAND EINS ... ALL ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.