BRAND EINS MEDIA DATA
What can you expect?

What brand eins stands for

New features & highlights

Target group & key facts
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) | ¹Question: I’m an original thinker, someone who shares new ideas | ²Question: net household income : 3,000 € plus | ³Question: I am very quality-conscious | ⁴Question: I have a Uni (of applied sciences) entrance qualification/University degree | ⁵I always have lots of plans and ideas that I want to put into practice | ⁶I generally take the lead when discussing topics in a group | ⁷I use mobile and/or stationary offerings.
Brand Eins... Key Facts
Your direct line to our loyal and committed readers

Ein Journalist in Dänemark

Text und Foto: Inga Fuchs


278 k UUs - mobile + 310 k UUs - online = 585 k UNIQUE USERS - digital

0.42 mio. digital contacts
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.

You can find more information in our content solutions.

Including native homepage teaser.
INTERESTED?
Please call us. We’ll be happy to advise you.