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

83% have above-average educational qualifications.4

83% actively shape their own future.5

40% 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

79% are firmly established in their job.

41% are innovative and initiate discussions.1

52% have a net household income of 3,000 € plus.2

85% are very quality-conscious.3
BRAND EINS... KEYFACTS
Your direct line to our loyal and committed readers

- 0.16 mio. UUs - mobile
- 0.17 mio. UUs - online

= 0.32 Mio. UNIQUE USERS - digital

0.87 mio. digital contacts

Ein Journalist in Dänemark
Text und Foto: Lubla Römer


Source: ageof daily digital facts, last month (January 2020), total population 16+
SOMETHING SPECIAL ... BRAND EINS NATIVE HUB
Tell a story that fascinates readers.

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

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Including native homepage teaser

You can find more information in our content solutions
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