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

72% 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

67% are firmly established in their job.

39% are innovative and initiate discussions. ¹

47% have a net household income of 3,000 € plus. ²

81% are very quality-conscious. ³

Source: agof daily digital facts, Ø month for the last three months (may-july 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 willing to pay more for quality
⁴ Uni (of applied sciences) entrance 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 I use mobile and/or stationary offerings
According to LAE 2020, brandeins.de reaches 22 thousand of all C-level decision-makers in Germany.

C-level decision-makers: 22k | 4% reach

Financial decision-makers: 54k | 3.3% reach

SME decision-makers: 54k | 3.1% reach

Business management decision-makers: 69k | 3.1% reach

1 Target group: Professional position: Senior executives/ Board member/ managing director/ director/ office/ operation/ works manager
Digital offers: Brand one: brandeins.de

2 Target group: Sole/delegation/co-decision-makers in finance: Finances
Digital offers: Brand one: brandeins.de

3 Target group: Small and medium-sized enterprises (SMEs) in total (< 250 employees and up to 50 million euros turnover)
Digital offers: Brand eins: brandeins.de

4 Target group: Sole/delegation/co-decision-makers Company and management: Company and management
Digital offers: Brand eins: brandeins.de

Source: LAE 2020, digital reach Ø month

Legend: 22 thousand of all users who use brandeins.de are C-level decision-makers. This corresponds to a reach of 4% of all C-Level decision-makers in Germany.
BRAND EINS... KEYFACTS
Your direct line to our loyal and committed readers

- UNIQUE USERS: 230 k
  - mobile: 80 k UUs
  - online: 150 k UUs
  = 380 k digital contacts

Source: agof daily digital facts, last month (January 2021), 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.

You can find more information in our content solutions.

Including native homepage teaser.

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.