The home of Generation E
EDISON MEDIA DATA
What you can expect

What Edison stands for

Target group & key facts

New features & highlights
More and more people aspire to sustainable, environment-friendly and self-determined mobility.

For them, electric cars and electric bicycles are meanwhile more than just another option – because more and more manufacturers are offering suitable and practicable vehicles. Vehicles that will soon be self-driving. Vehicles that everyone can afford – at least temporarily – thanks to the sharing economy.

And the electricity for the electric vehicles comes from panels on their own roof. This means mobility is a source of pleasure – without a bad conscience. Everywhere. Always.

Edison is a companion, advisor and trailblazer on this journey into the future.

Edison is the home of Generation E.
EDISON ... OUR READERS
Your direct line to exactly the right target group for your campaign

Edison appeals to people with a **clear-cut attitude**.

The primary target group are “**Lohas**” (Lifestyle of Health and Sustainability).

People of both sexes who enjoy life, are **successful** in their careers, have **high incomes** and are **well-educated**.

Liberal and cosmopolitan, tech-savvy and always **enthusiastic about technical innovations**, young at heart and **open for new developments**.

They are characterised by their high level of interest in **ecology** and **sustainability**, **digitisation** and the **sharing economy**.

They are **pioneers** on the path to the new **mobile era**.
Informative communication, natively integrated

Present your brand in the native environment and position yourself as an expert in your specialist field.

Edison is the stage for the story you can tell to a highly attentive & exclusive user base in a convincing and appealing manner.

You can find more information in our content solutions

Including social media integration and newsletter
EDISON... KEYFACTS
Reach our loyal and interested readers.

Source: agef daily digital facts, last month (March 2021), total population 16+ | IVW 2021-06
The “fachmedien und mittelstand digital” network is the B2B network for professionals.

Edison is becoming part of the “fachmedien und mittelstand digital” topic network.

The network ...

- ... pools high-quality content/websites of the leading special-interest publishers in Germany.
- ... is designed to appeal to specialist target groups/professionals in relevant environments.
- ... reaches high-earning decision-makers, specialists and management executives in all types of companies.
- ... enjoys a reputation for quality content – as confirmed by the recommendation rate of 78%.\(^1\)

\(^1\) Source: user (on-site) survey on the sites of “fachmedien und mittelstand digital”
EDISON ... ALL ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.