Relevant economic and business topics from the perspective of millennials
What you can expect

What orange stands for

Target group & key facts

New features & highlights
Orange readers can make better decisions after leaving school – and they understand that business is just another word for opportunity.

We awaken the interest of young people for the most important topics in business and politics – with zero blah blah but with entertaining examples and short videos.

And we inspire our readers with new ideas and profiles of leading figures from the world of business. They realise how people change the world with their ideas, how they can invest their most scarce resources – time and money – as intelligently as possible, and they learn what moves young people in other countries and which opportunities lie beyond the horizon.
ORANGE ... OUR READERS
Your direct line to exactly the right target group for your campaign

Job & career

What is important to millennials in their daily working lives

- Friendly work atmosphere
- Work-life balance
- Career prospects
- Good salary
- International scope
- Creativity and innovation
- Further training options

Leisure time

Values

What millennials value

- Sustainable and regional products
- Financial independence
- Balanced diet
- Discovering the world
- Starting a family

What moves millennials

- Social inequality
- Politics
- Terrorism | War
- Healthcare system
- Environmental protection

Source: Statistik Millennials Deutschland | “Job & Career” | agoof digital facts
ORANGE ... KEY FACTS
Your direct line to our loyal and committed readers

- 0.47 mio. unique users - digital
- 0.80 mio. contacts - digital
- More than 20,000 Facebook fans
- Over 11.7k Instagram followers

Sources: agof daily digital facts, last month (January 2020), total population 16+ | desk research
EVERGREEN ... ORANGE SPONSORED POST
Showcase your brand in the editorial environment.

Position yourself as an expert in your field.

Following a kick-off call, the orange content team puts together a customised article for the client in the style of orange, designed to appeal to the target group with maximum precision.
“Businessclass” is the business podcast from orange by Handelsblatt – where the editorial team explain the business topic of the week in simple and easy-to-understand terms.

The podcast may focus on exciting companies, for example, or stellar careers. The emphasis is on communication with the younger generation – always in simple terms and with zero blah blah.
ORANGE ... ALL ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.