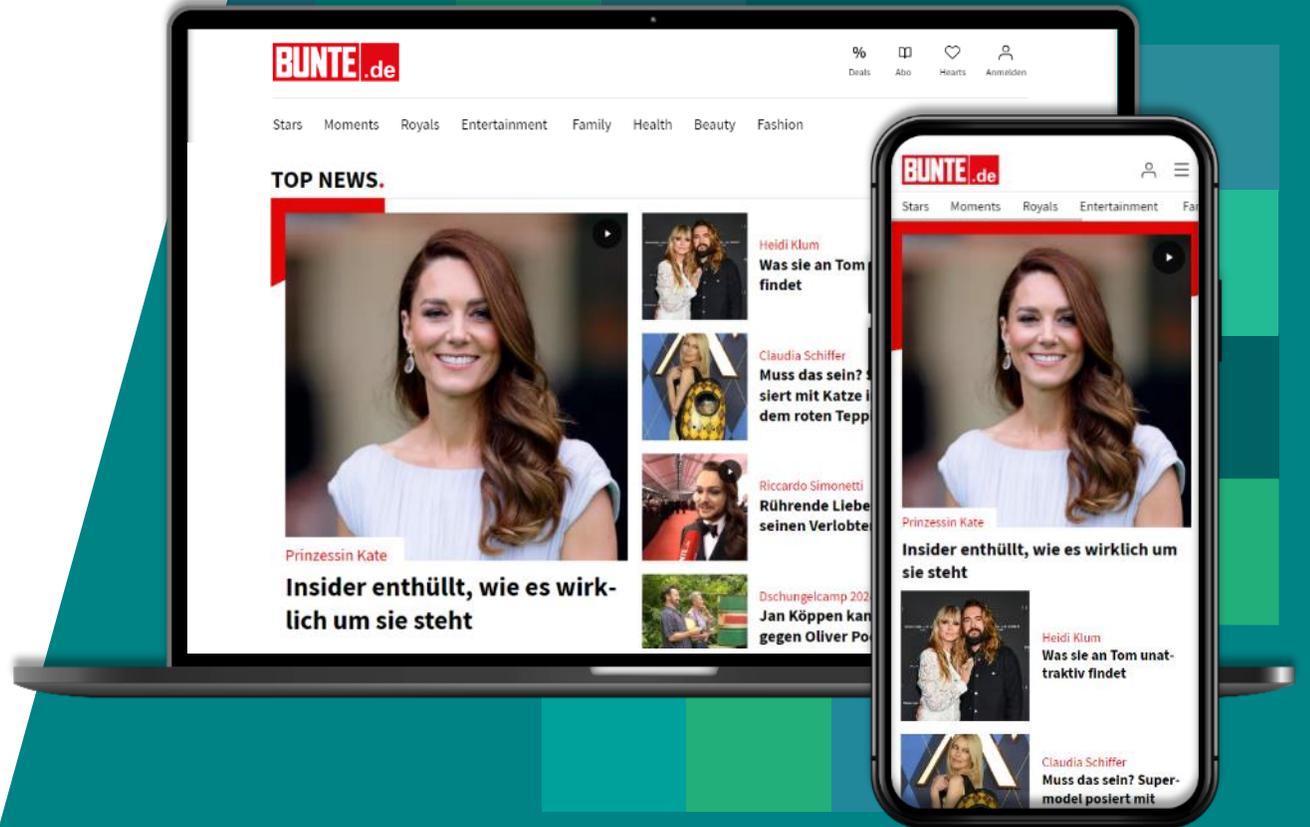


BUNTE.de

Germany's largest women's web portal.
Up-to-date. Exclusive. Close up.



THIS IS BUNTE.DE

Germany's biggest women's web portal

BUNTE.de stands for **high quality online journalism**. We move together with our users and reach them primarily through **high-quality video** and **social content** as well as exciting editorial contributions.

We always have our **finger on the pulse**: We move together with our target group and reach them primarily through high-quality video and social content as well as exciting editorial contributions.



13.47m

Unique Users



114.76m

Page Impressions



50.79m

Visits



9.4m

Video Ad Impressions

Source: AGMA/ daily digital facts 2023-03, usage in the last 3 months, population 16+ (online/mobile WNK); population: 16+; IVW 03/2023; metaview, Video Ais incl. "Sound" PreRolls total inventory March 2023

UP-TO-DATE AND EXCLUSIVE.

We always know what is happening in the world of royals, stars and starlets.

CLOSE TO THE ACTION.

Exciting news on family, health, beauty and fashion accompany to our users.

CROSS PLATFORM.

We reach our users through our website, social media, podcasts and events.

BUNTE.DE - MOBILE

BUNTE.de mobile is one of the largest mobile sites for women in Germany

We cannot keep any secrets to ourselves - whether it's through **push notifications from our app** or **posts on our social channels**.

Through us, our users are **quickly informed**, which is why we are also one of the **largest online destinations** for women in Germany!



11.51m

Unique Users



84.21m

Page Impressions



43.21m

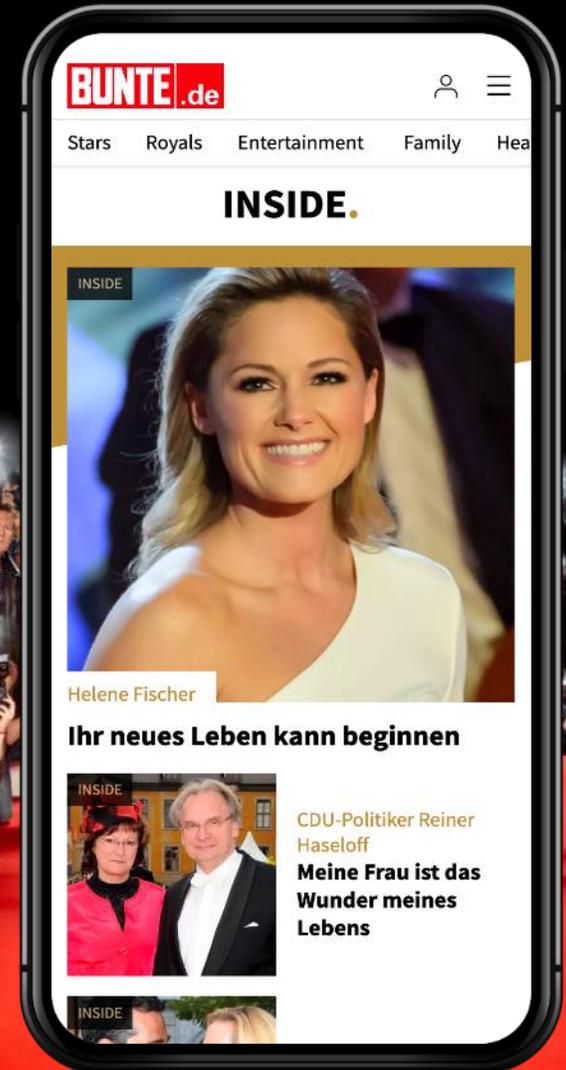
Visits



8.49m

Video Ad Impressions

Source: AGMA/ daily digital facts 2023-03, usage in the last 3 months, population 16+ (online/mobile WNK); population: 16+; IVW 03/2023; metaview, Video Ais incl. "Sound" PreRolls total inventory March 2023



WE ARE SOCIAL EXPERTS!

Reach on social media

Whether high-reach posts on **Facebook** and **Instagram**, entertaining stories on **Snapchat** or informative live posts on **YouTube** - we **reach our users everywhere** and accompany them through the day with unique formats and detailed messages. Thanks to our social media know-how, **our users are always up-to-date!**



1.00m
Followers



0.02m
Followers



0.53m
Followers



0.10m
Followers

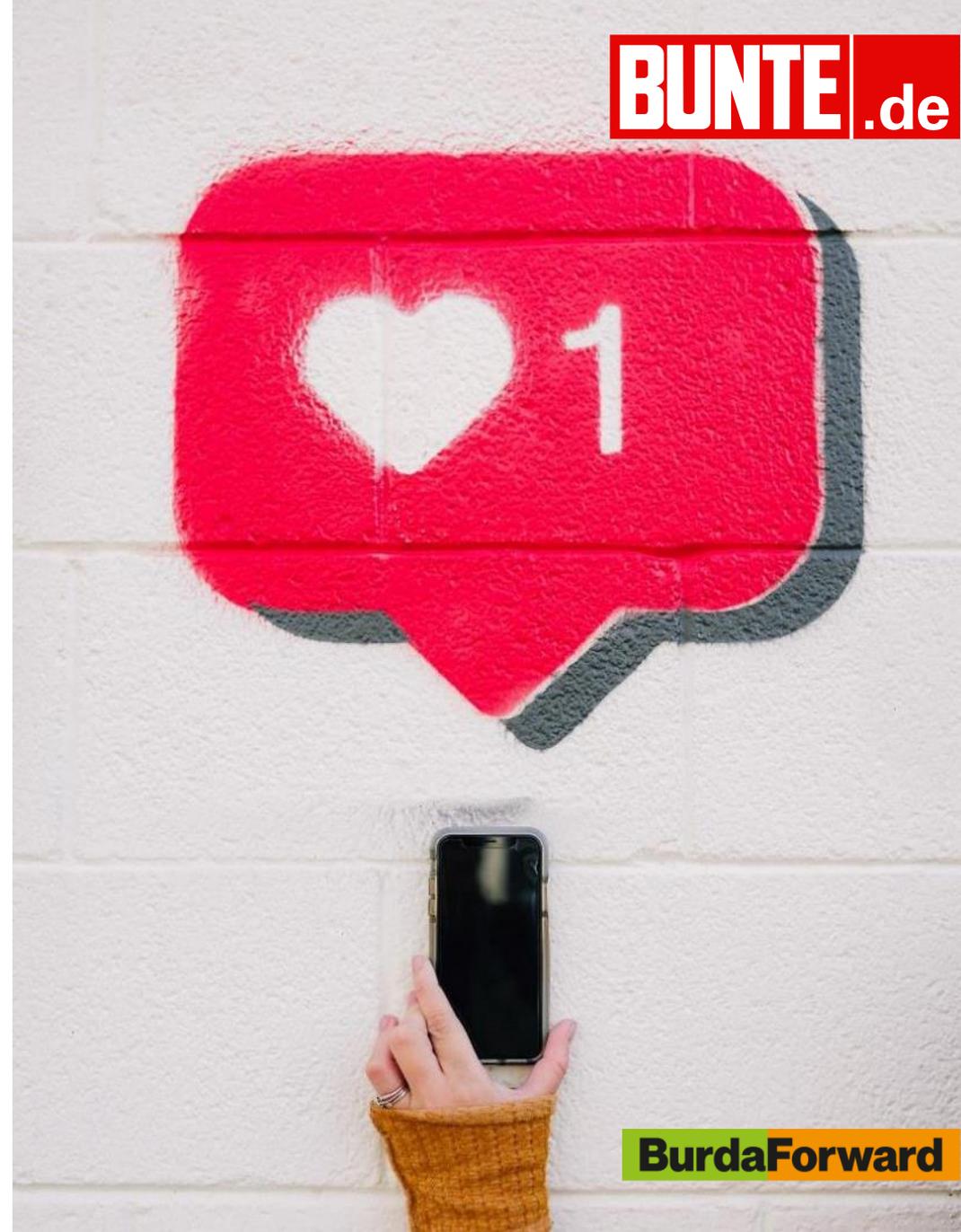


0.84m
Followers



0.08m
Followers

Source: Facebook, X, Instagram, YouTube, Snapchat, Pinterest (07/2024)

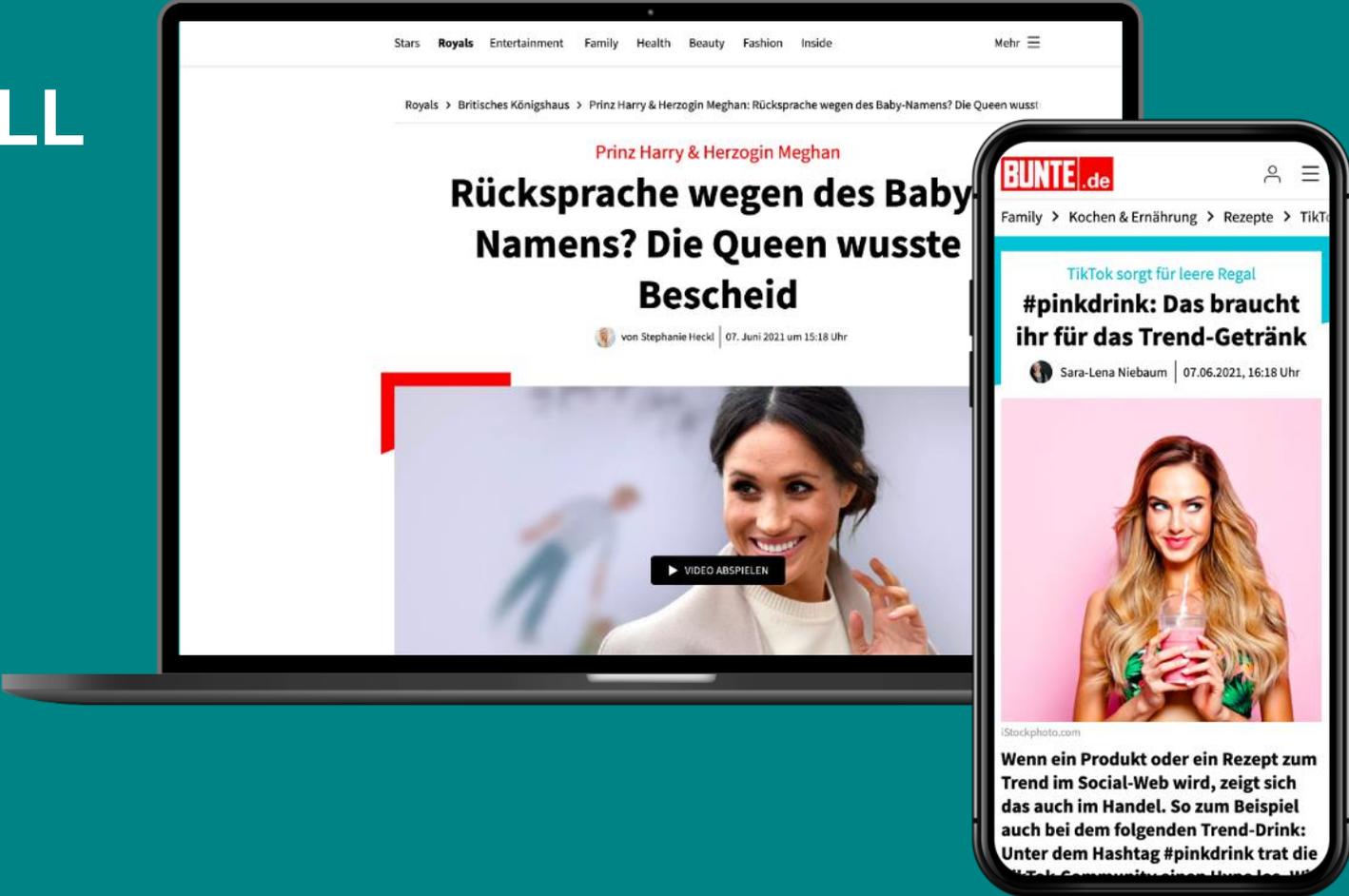


HIGH REACH ON ALL DEVICES

13.47m UU total digital reach

2.72m UU digital reach

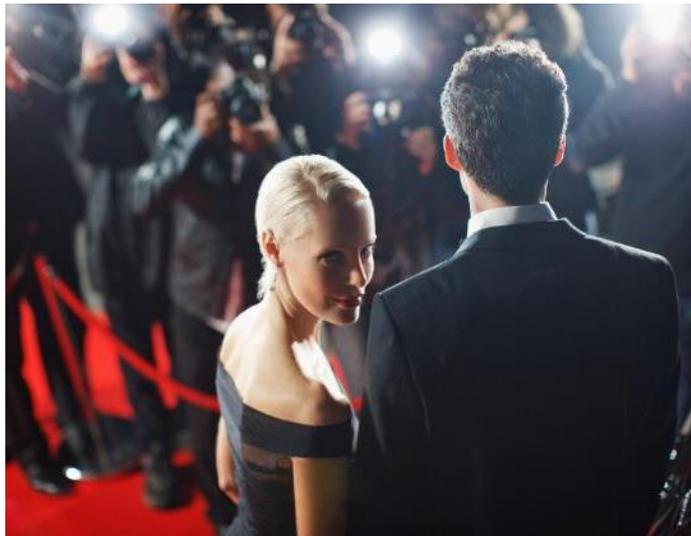
11.51m UU mobile reach



Source: AGMA/ daily digital facts 2023-03, basis: usage in the last 3 months. population 16+ (online/mobile WNK).

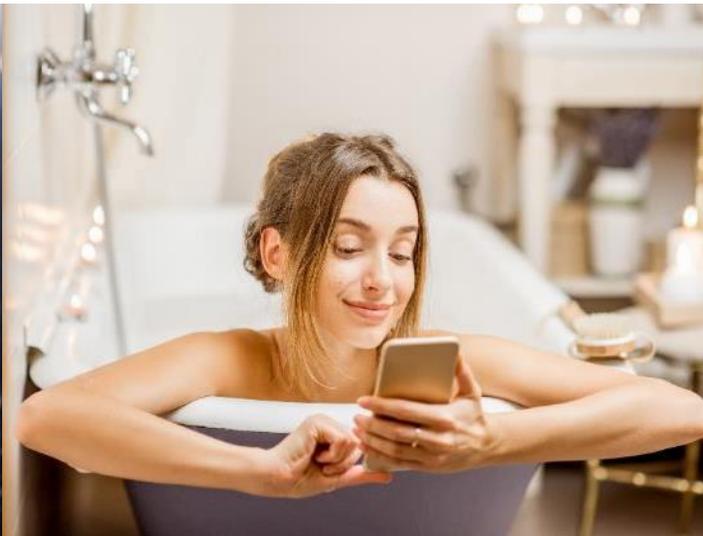
OUR USP

This is what our users love about our brand



ENTERTAINMENT.

BUNTE.de gives our users a **front row seat** to **what's happening** in the **world of the stars**: With the latest celebrity news, live formats and a direct line to the VIPs, they will never miss any news, royal baby or Hollywood event!



TIME OFF, TAKE A BREAK.

For our users, the **best time of the day** begins at BUNTE.de: their me-time! With our content, we offer them a welcome break from the madness of everyday life. Because here they find topics that make them happy...



EXPERTISE.

When it comes to stars and lifestyle we offer **full-scale editorial expertise**. With our expert knowledge on all topics, we underline our **journalistic standards** in all channels.

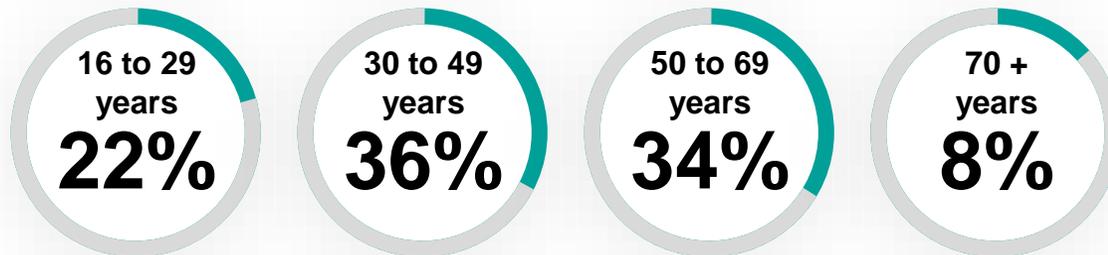
BUNTE.DE USER

BUNTE.de users are beauty-conscious and have a wide range of interests.

Although BUNTE.de is **predominantly used by women**, more than a **third of its users are male**



BUNTE.de is popular within **all age groups**.



Source: AGMA/ daily digital facts 2023-03, basis: usage in the last 3 months, population 16+ (online/mobile WNK); Best for Planning 2023 (Ø month), population 16+.

BUNTE.de users ...

- 92%** are decision-makers or co-decision-makers in household management.
- 52%** have a monthly net household income over 3,000 euros.
- 42%** have a high school diploma or a university degree.

BUNTE.DE USER

Leisure time and purchasing behavior

The distinctive interests are **varied**.



Sports

33% jogging (118)
28% swimming (116)
27% hiking (118)



Relaxation

19% spa (129)
20% audio book (123)
17% meditating (137)



Leisure

60% photography (117)
59% reading (128)
15% drawing (114)

This is **important** to the BUNTE.de user community.

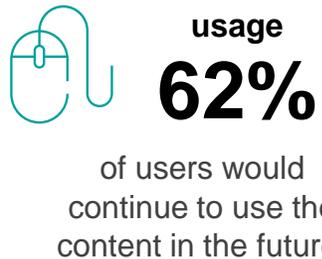


Basis: Best for Planning 2023 (Ø month), population 16+, figures in percent

BUNTE.DE USER

Loyal & Satisfied

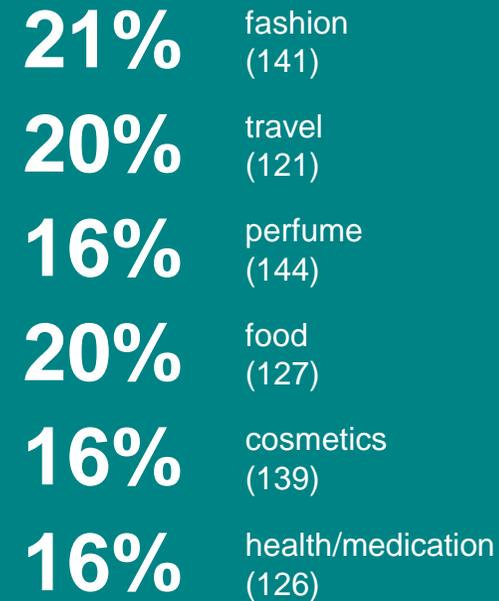
Just under three-quarters of the users **rated BUNTE.de online from 1 to 2**



This is what users **particularly appreciate** about BUNTE.de



% of Opinion Leader



Source: Best for Planning 2023 (Ø month), population 16+, figures in percent
Brand Monitor 2022; basis: each brand used in the last 3 months