

CHIP

Germany's biggest technology and consumer web portal

Comprehensible. Competent. Up-to-date.



This is CHIP

Germany's biggest technology and consumer web portal

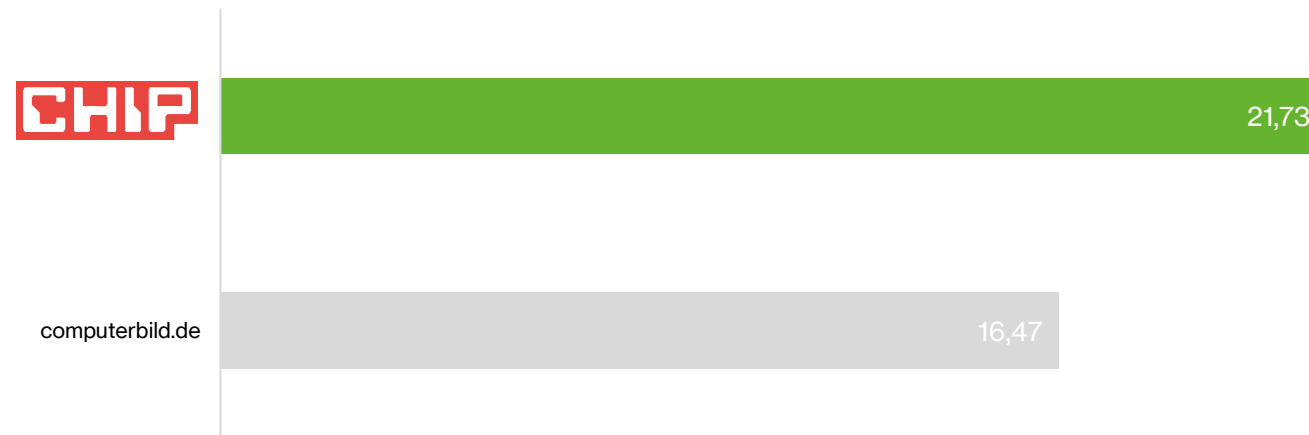
Whether it's purchase advice, news, test reports, downloads or practical tips:
We **provide our users with extensive, comprehensive and independent information and advice.**

As the **opinion leader among the 14 to 29-year-olds in Germany** we rank ahead of other established media brands such as RTL, Bild or Netflix.

Editorial concept

- **Comprehensible** – No matter how complex a product is, our explanation is easy to understand.
- **Competent** – Being the longest standing German tech medium, we know what we are talking about.
- **Tech-positive** – We are open-minded and optimistic when it comes to new technologies.

Ranking in 1st place, CHIP is ahead of the German tech portal competitors (million UU)



23.19m
Unique Users



77.79m
visits



106.24m
page impressions



3.09m
video ad impressions

High reach on all devices

23.19m UU

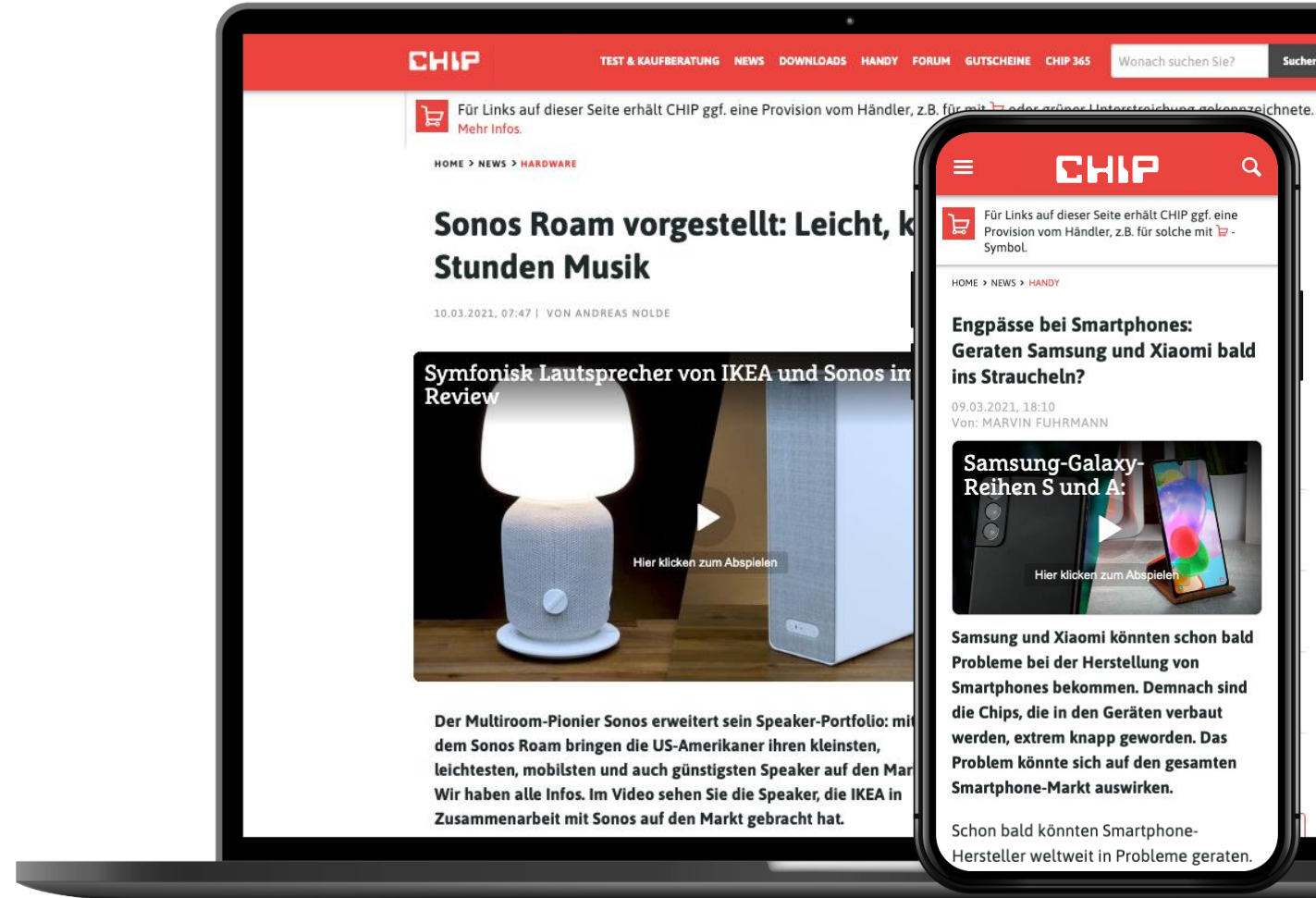
total digital reach

8.88m UU

online reach

17.30m UU

mobile reach



Our USPs



Brand trust for 40 years.

We are an established brand with **above-average user trust** and a positive reputation. Despite our age, **what we say matters**, especially in the age group of the 14 to 29-years-olds*.



Test competence.

We publish **more than 1,000 independent product tests per year**, providing guidance to our users and **unique and objective purchase advice**. In fact, we do it to an extent that is unmatched by any other portal.



SEO strength.

We make it a point to **support and advise all users**, which is why SEO is very important to us. As a result, we often have **higher rankings in search results than the manufacturers** of the products.

Our users trust our competence!

When it comes to making buying decisions, we are a top-of-mind brand.

Germans need **trustworthy and independent review sites** to find their way in the e-commerce jungle. Compared to common test sites, we are second best, thus **outperforming many other acknowledged test sites!**

CHIP is the biggest competitor of Stiftung Warentest!

98.6%



With **89.1% brand awareness** CHIP currently ranks in **2nd place** among the e-commerce brands in Germany in the customer journey stage **"product information"**!

89.1% 

In fact, **CHIP** ranks **ahead of renowned institutions** such as Ökotest, Testsieger.de or Testberichte.de.

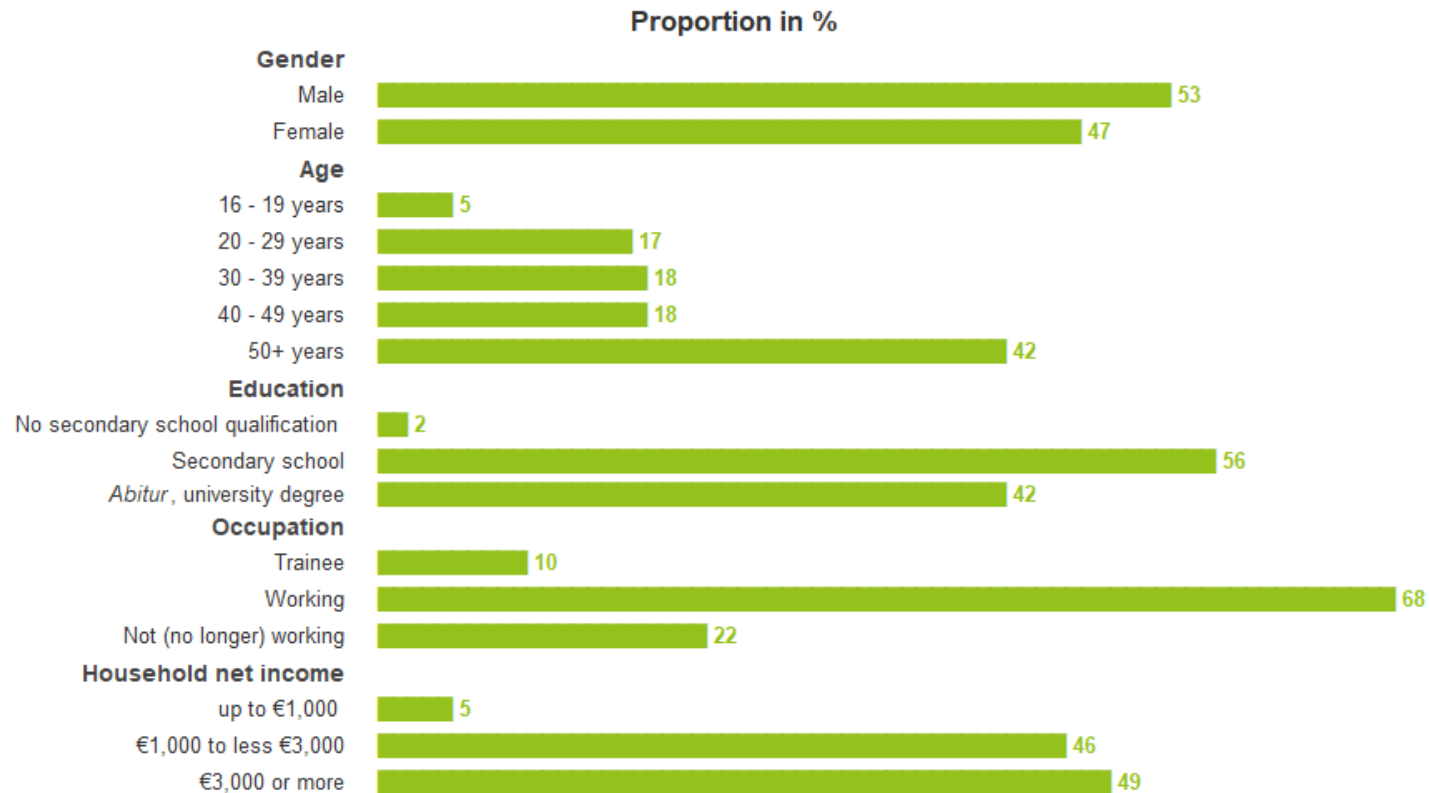
81.3%







Sociodemographics



Source: agof daily digital facts, May 2022, single month (May 2022), population: aged 16+



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