



Fit For Fun

Germany's biggest sport and lifestyle web portal

Sport. Nutrition. Lifestyle.





This is Fit For Fun

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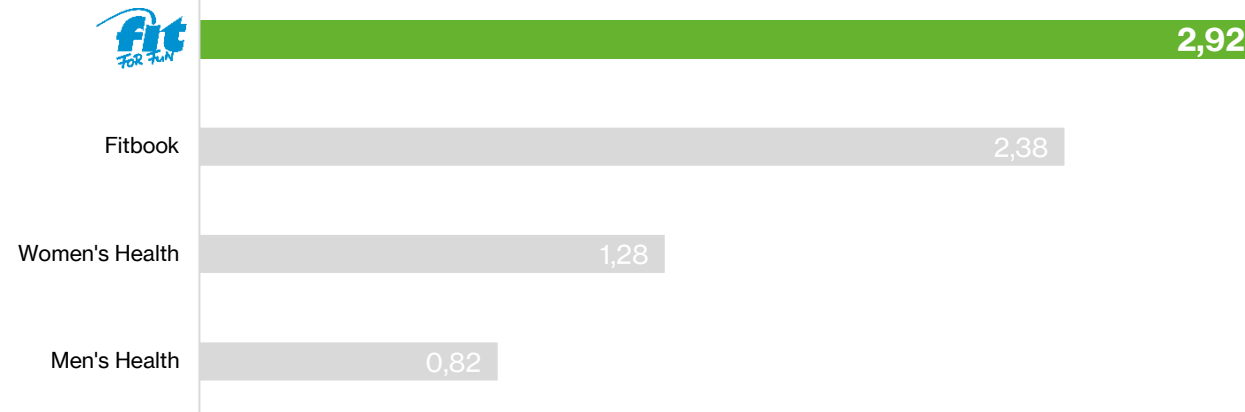
With Fit For Fun we support our users to lead an **active lifestyle** and to bring out the best in themselves. We are **on eye level** with our users and they **trust** us.

We excel with **high-quality content** and daily news in all channels. Whether it's innovative workouts or tips on nutrition – we contribute to **our users' active lifestyle**.

Editorial concept

- **Motivation** – We motivate and inspire with ideas for an active life and present great workouts.
- **Advice** – Whether it's tips on sports or nutrition, with our content everyone becomes an athlete.
- **Well-being** – Our users deserve to take some time off, not just after a hard workout.

In 1st place, Fit For Fun is ahead of the German competitors (million UU)



Sources: agof daily digital facts, November 2021, single month (November 2021), population: aged 16+; IVW 03/2022; video ad impressions incl. "Sound" PreRolls: : in-house analysis: total inventory March 2022



2.92m

Unique Users



4.58m

visits



8,61m

page impressions



0.22m

video ad impressions

Our USPs



Fitness.

We offer matching content for simply **any life situation and any goal**, whether it's special workouts for expectant mothers or guides that specifically help with burning fat. **We've got something for everyone!**



Social.

Sport is what connects us and in groups encourages us to achieve our best. So, we have regular dates with our **fitfluencers** Lea Light and Jan Körber to join innovative workouts on Instagram and the like.

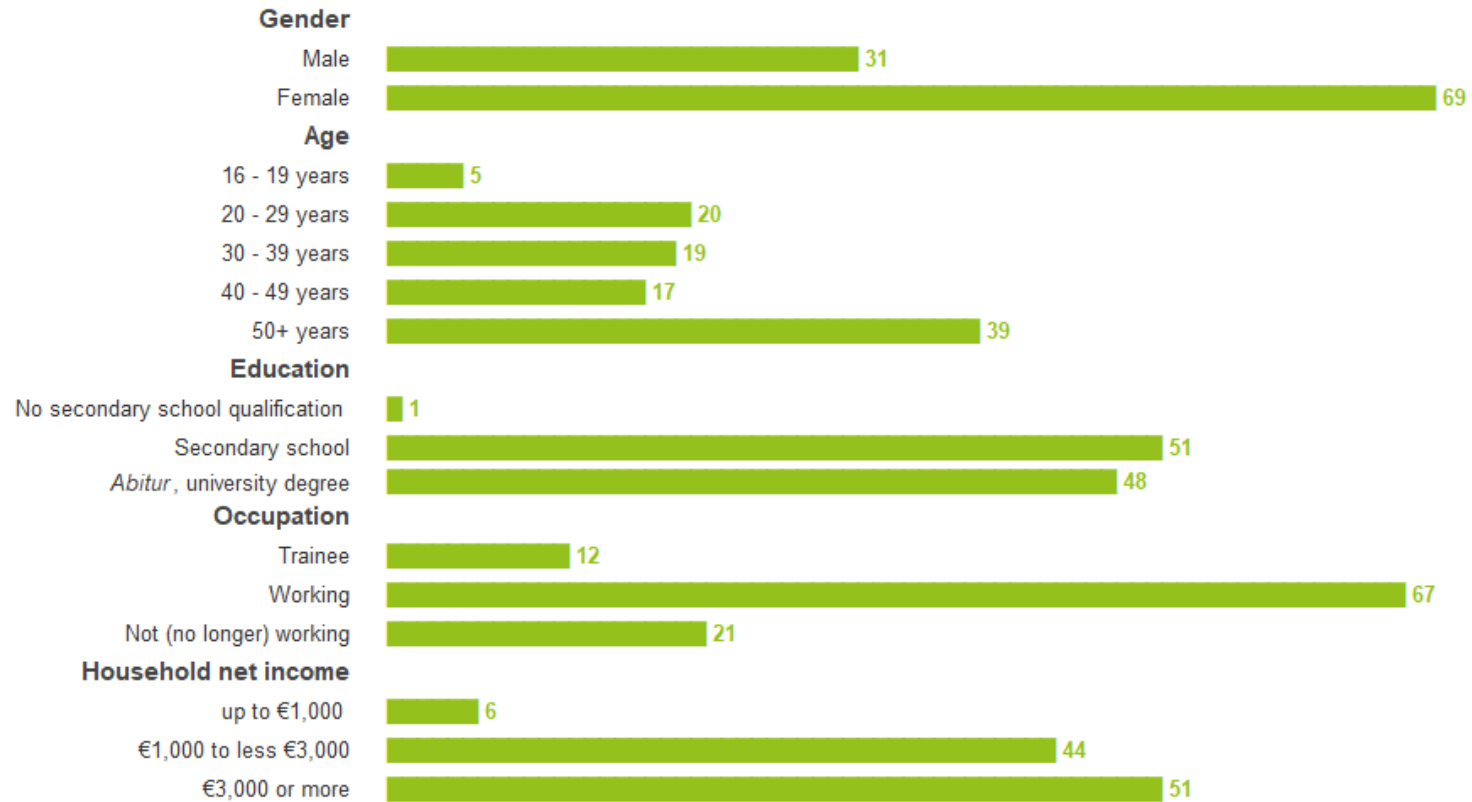


Lifestyle.

We enjoy life. And in addition to our passion for sport and nutrition, we also make sure to cover topics such as **health, beauty or love** that are also important to us.

Sociodemographics

Proportion in %



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