

A young man and woman are smiling and looking at a laptop screen. The man is wearing sunglasses and a plaid shirt, and the woman is wearing glasses and a beanie. They are outdoors, with a blurred background of hills and a bright sky.

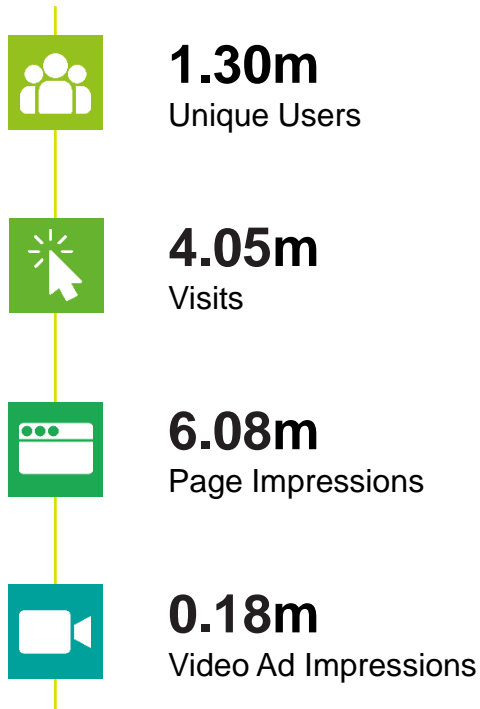
CINEMA

The best from the world of film

cinema

BurdaForward

AT A GLANCE



Cinema is the no. 3 publisher for all film fans in Germany, the largest German-language publication about films and a member of the Golden Globe Award jury and presents its own movie award.

EDITORIAL CONCEPT

- Authentic
- Exclusive
- Passionate

USERS

- Relevant for advertisers: 54 percent of the users are aged between 20 to 49
- Unisex: around 53 percent male users and 47 percent female users
- High-income: 45 percent of the users have a household net income of € 3,000+

Source: AGOF daily digital facts, March 2021, single month (March 2021), population of 16+; Visits & Pls: Google Analytics June 2021; Video AIs: internal analysis: total inventory June 2021

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High reach on all devices

0.57m

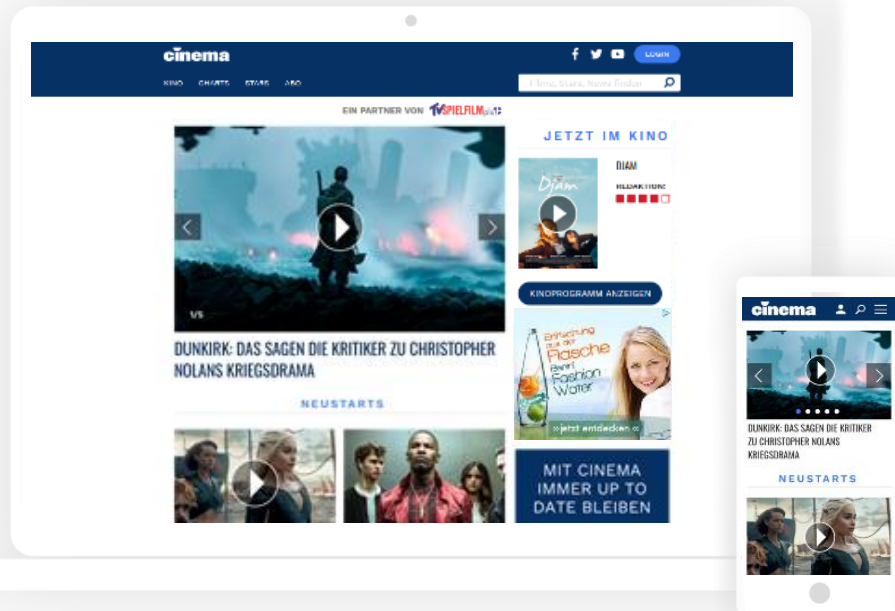
Total digital reach

0.28m

Online

0.29m

Mobile Web



Unique Users

Source: AGOF daily digital facts, March 2021, single month (March 2021), population of 16+

EDITORIAL CONCEPT

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YOUNG

We focus on a **young, digital lifestyle** and **present more than 1,000 films and series per year.**

UP-TO-DATE

We provide **the latest film reviews, film news and an archive of about 55,000 films, 24,000 DVDs and 88,000 actors.**

EMOTIONAL

We report with **passion, inside knowledge and profound expertise.**

INTERACTIVE

We offer our users numerous **opportunities for interaction**, such as the film ratings and a quiz arena.

DIGITAL

We are **continuously expanding our reach (multi-screen)** and focus on **social networks.**

HOW YOU BENEFIT FROM CINEMA



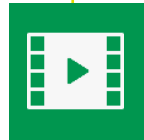
No. 3

Largest German-language publication about films



CROSS-MEDIA

More than **1 million users**, incl. print



YOUNG AND DIGITAL

Young **film enthusiasts** and readers interested in technology



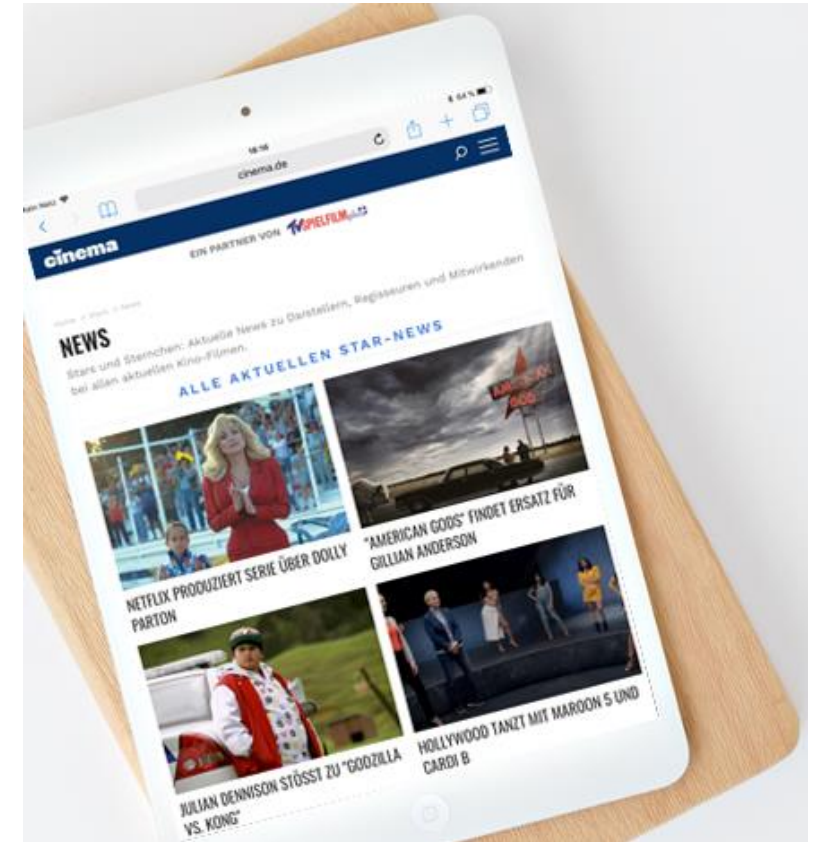
STRONG COMBINATION

Great entertainment and more entertainment with TV SPIELFILM plus



HIGH USER INVOLVEMENT

Numerous interactive functions and review/rating options



Source: Google Analytics

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Brand Reach and Traffic

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IN 3rd PLACE IN THE COMPETITIVE RANKING



Cinema is Germany's third largest film magazine and is steadily expanding its position!

Total digital reach - unique users in million

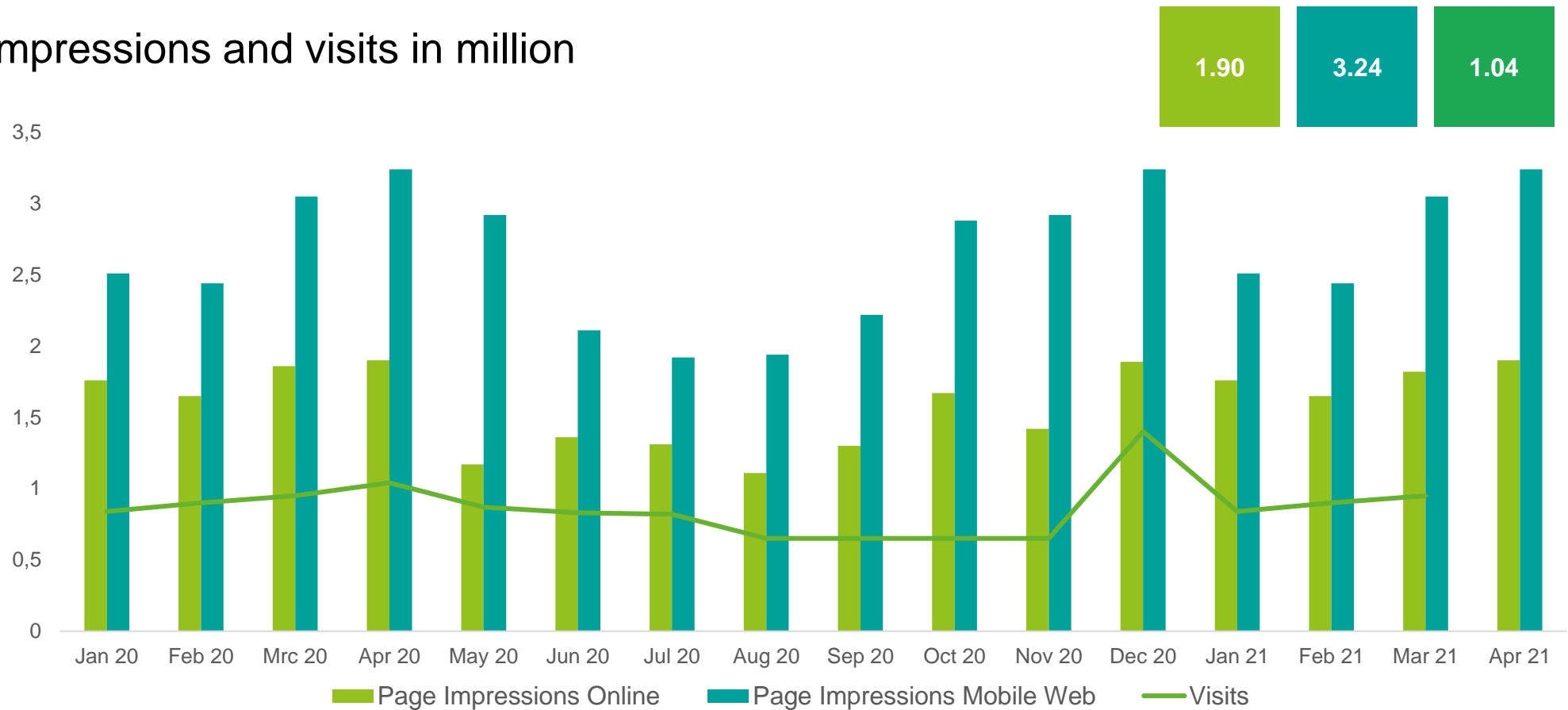


Source: AGOF daily digital facts, March 2021, single month (March 2021), population of 16 +

MEDIA PERFORMANCE DEVELOPMENT



Page impressions and visits in million



Source: IVW 2021-04

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User Demographics

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CINEMA USERS ARE...

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TECH FREAKS

...like to buy e-book readers, software, computer games, cameras and smartphones.

NUTRITION-CONSCIOUS

...have a strong interest in baby food, hair care products and cosmetics.

CAR LOVERS

...have a strong interest in cars, motorbikes and mopeds.

ONLINE SHOPPERS

...like to spend money on jewellery, handbags, luggage and fashion.

ADVENTURERS

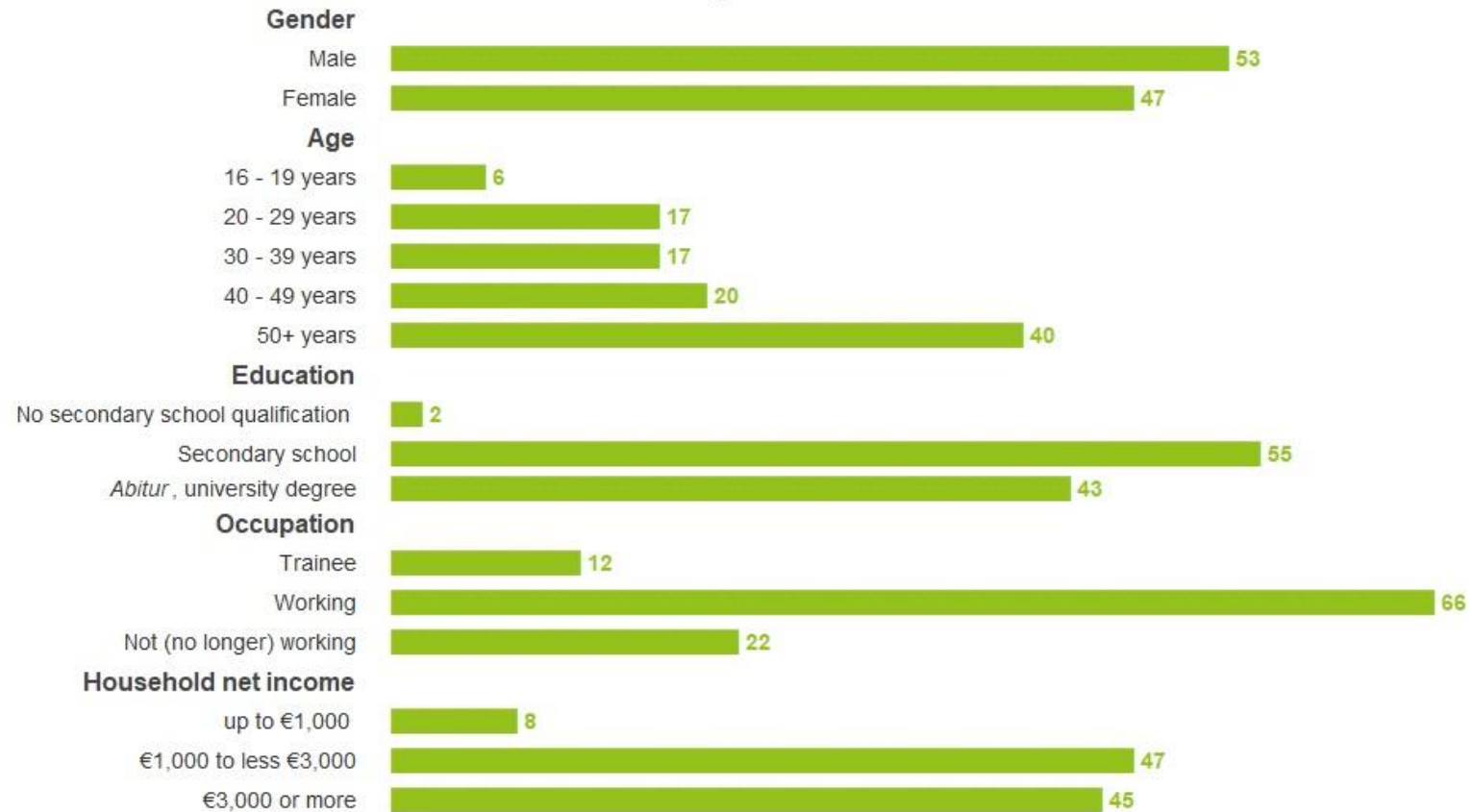
...are particularly interested in short trips and holiday travel.



USER DEMOGRAPHICS



Proportion in %



Source: AGOF daily digital facts, March 2021, single month (March 2021), population of 16+

A close-up photograph of a young man and woman smiling and looking at a laptop. The man is wearing sunglasses and a plaid shirt, and the woman is wearing glasses and a beanie. The background is a bright, outdoor setting with a blurred landscape.

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We would be happy to prepare a customized advertising concept for you.

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