

# Bilanz homes

## Reach & Readership



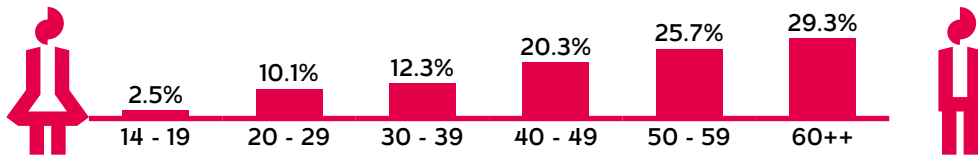
4.8%

German-speaking reach

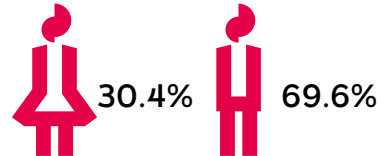
231 000

German-speaking readership

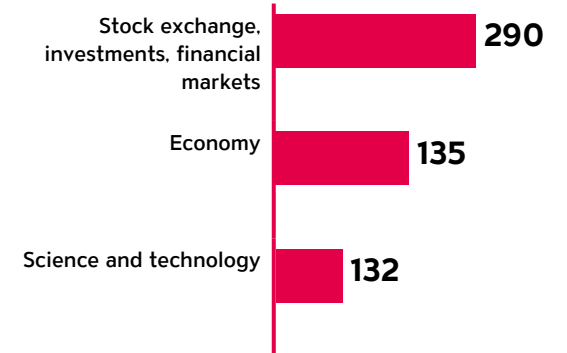
### Age



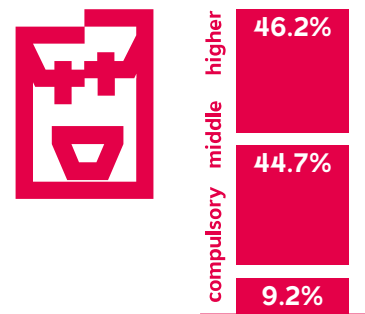
### Gender



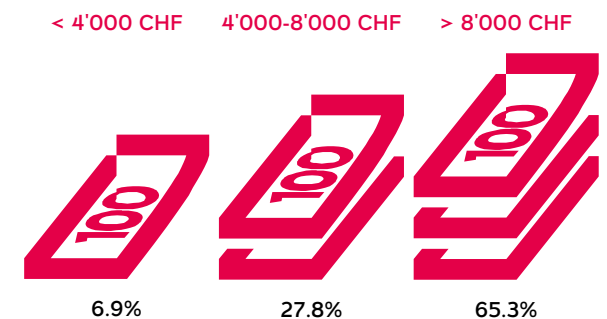
### Affinity



### Education



### Income



Source: MACH Basic 2017-2 / Basis: German-speaking group, 4 761 000 people