

Style

Reach & Readership



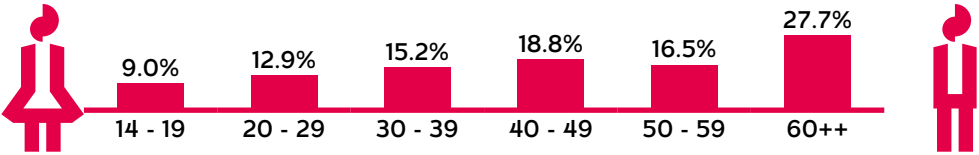
5.2%

German-speaking reach

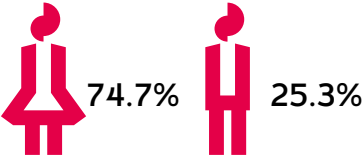
250 000

German-speaking readership

Age



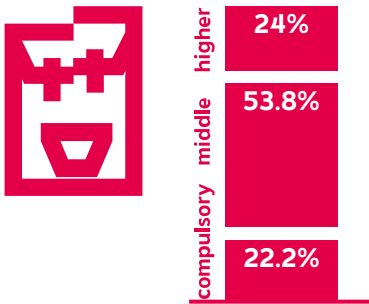
Gender



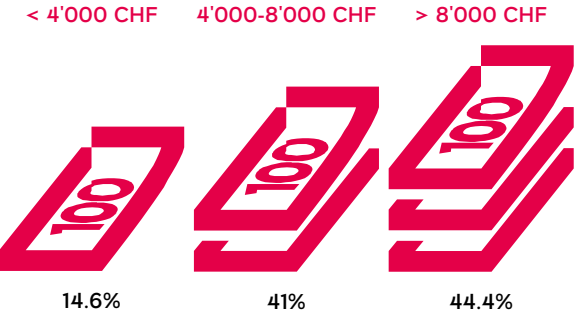
Affinity



Education



Income



Source: MACH Basic 2019-1 / Basis: German-speaking group, 4 838 000 people