

# Schweizer Bank

## Reach & Readership



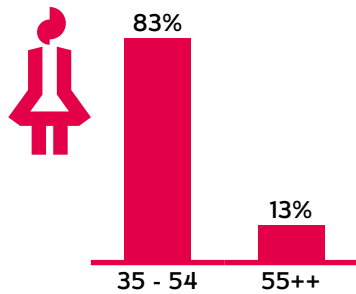
1.6%

German-speaking reach

5 000

German-speaking readership

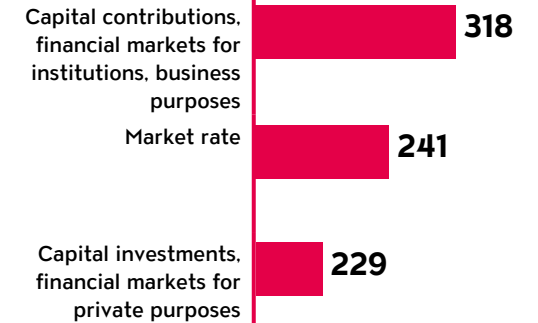
### Age



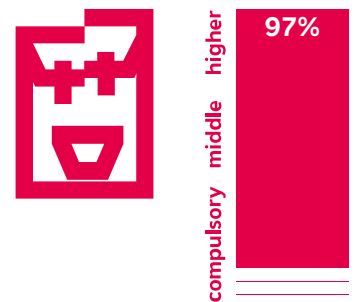
### Gender



### Affinity



### Education



Source: MA Leader 2015 / Base: German-speaking group, 333 000 people