

Outstanding Content for Premium Target Groups

FAZ.NET

Concept. FAZ.NET keeps its readers informed around the clock in a fast, in-depth and reliable manner. The portal offers a variety of digital features and formats: interactive graphics, topic pages, the text-to-speech function and blogs as well as live tickers for special events.

Target group. FAZ.NET reaches more than three quarters of its users via mobile devices. The service is particularly in demand among high-income executives and, with the F+ offer, is acquiring more and more subscribers who are willing to pay for exclusive content.

Media. From optimised viewability to specific targeting, FAZ.NET offers ideal presentation options for campaigns. In addition, advertisers can book FAZ.NET both mobile and online: due to the low user duplication this pays off twice.

Key facts

Page impressions: 199.04 million¹

Visits: 72,77 million¹

Unique users: 16.16 million²

Highlights

1.5 million downloads of the FAZ.NET app⁴

6 minutes time spent per user online and mobile³

€ 3,317 ∅ net household income/month⁴

QUALITY
ON THE WEB



¹ IVW Online 2021, 3dr quarter; ² AGOF Daily Digital Facts 2021, 3dr quarter

³ Publisher's details 2021; ⁴ b4p 2021 I; Users per month, overall digital offer

Website

App