

# 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 FAZ+ 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.

QUALITY  
ON THE WEB

### Key Facts

Unique User:	10.4 million <sup>1</sup>
Page Impressions:	191.3 million <sup>2</sup>
Visits:	63.2 million <sup>2</sup>

### Highlights

6 minutes time spent per user online and mobile<sup>3</sup>

€ 3,570 ∅ net household income/month<sup>1</sup>  
total population = € 3,283



<sup>1</sup> b4p 2023 II; <sup>2</sup> IVW Online 09 2023

<sup>3</sup> Publisher's details 2023;

Website

App