



## The first stop for auto content on the German web

AUTOBILD.de is the first address for editorial automotive content on the German-language web, and is, with its desktop and mobile offerings as well as its social media platforms, a digital market leader. Besides the most up-to-date and most exhaustive editorial offerings in automotive news and used vehicles, AUTOBILD.de offers Germany's most comprehensive test and driving report archive as well as 8 special interest categories from classic to connected car.

Two thirds of the readers are men. The readers are mainly between 20 and 49 years old.

### Digital

Views <sup>1</sup>	21,294,075
Net coverage <sup>1</sup>	3,560,267
Possible Video Als <sup>2</sup>	56,743

