

# Digital: User:innen from WUNDERWEIB.de



- WUNDERWEIB is the digital best friend for real women in all areas of life - authentic, approachable and always at their side. The WUNDERWEIB community are everyday heroines who skilfully balance family, work and everyday life.
- As true family managers, they make the most important purchasing decisions, are keen consumers and are always on the lookout for practical tips, inspiring ideas and sound advice to enrich their everyday lives. They love to find out about the latest trends in beauty, health, nutrition and fashion, value quality and look for content that offers real added value.



61% of WUNDERWEIB.de users are female



WUNDERWEIB.de users are 20 to 59 years old

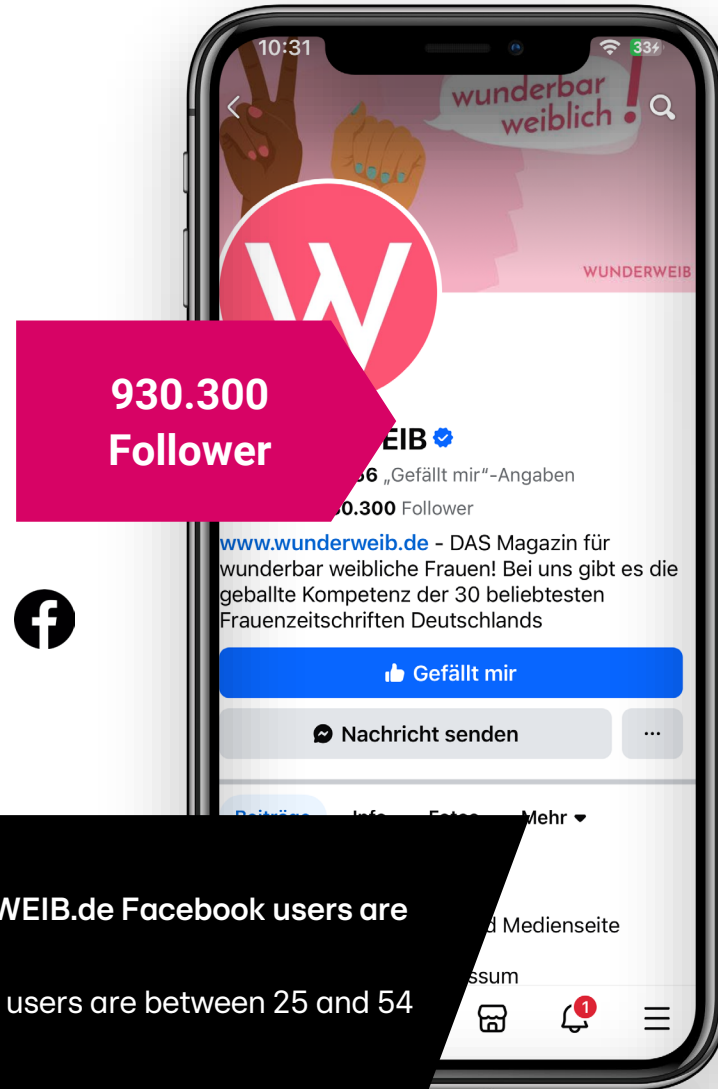


WUNDERWEIB.de users have an average monthly HHNE of €3,549

# Social: focus on followers and fans



108.000  
Follower



930.300  
Follower



91% of WUNDERWEIB.de Instagram users are female



WUNDERWEIB.de users are between 25 and 54 years old



93% of WUNDERWEIB.de Facebook users are female



WUNDERWEIB.de users are between 25 and 54 years old