

## Inspiring, diverse, true to life – with heart and attitude, the oasis of well-being

VOX celebrates people, life and love. VOX offers emotions of all kinds, it creates a familiar identification area and thus a positive environment for every customer. The broad, high-quality program is based on the reality and diversity of the audience. VOX always conveys the positive attitude to life on the basis of respect and tolerance. Best brands such as Die Höhle der Löwen, sing my song, kitchen impossible, the perfect dinner or shopping queen stand for positive, inspiring entertainment. Core target group is adults 14-59 years. (Age clusters: 3-14; 15-29; 30-39; 40-49; 50-59; 60-69; 70+)

### TV

Monthly reach <sup>1</sup>	2,434,667
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### Audience Profile

Men	36%
Women	63%
6-15 years	2%
16-24 years	2%
25-34 years	11%
35-44 years	13%
45-54 years	27%
55-64 years	27%
65+ years	2%



<sup>1</sup>Mediapulse TV Data (Instar Analytics), 2024. VOX is published in Switzerland.