

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

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|---------------------------------|------------|
| Unique User ¹ | 8,980,000 |
| Visits ² | 29,602,274 |
| Page Impressions ² | 79,979,915 |
| Possible Video Ads ³ | 138,118 |

