

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

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 Hohle der Lowen, sing my song, kitchen impossible, the perfect dinner or shopping queen stand for positive, inspiring entertainment. Core target group is adults 14-59 years.

### TV

Monthly reach <sup>1</sup>	47,364,000
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### Audience Profile

Men	36%
Women	63%
6-15 years	2%
16-24 years	1%
25-34 years	7%
35-44 years	10%
45-54 years	21%
55-64 years	26%
65+ years	32%



<sup>1</sup>AGF Videoforschung in Zusammenarbeit mit GfK; VIDEOSCOPE 2023. VOX is published in Germany.