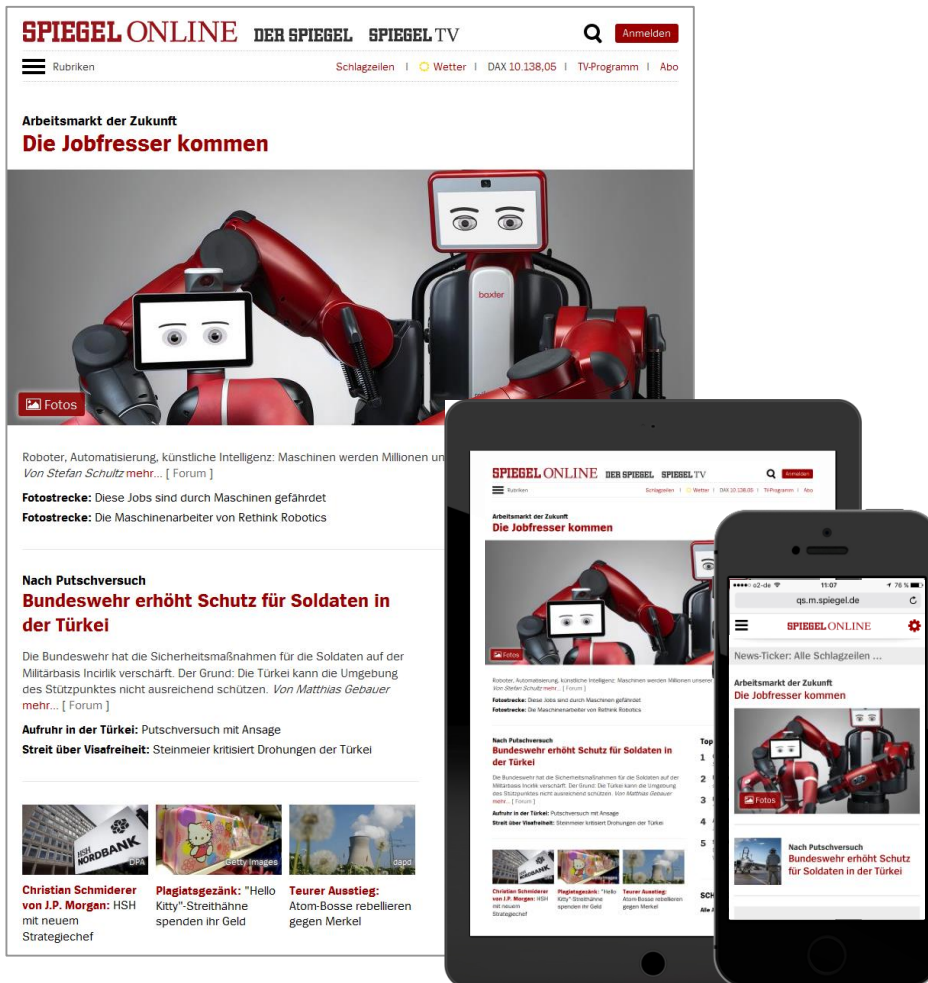


Leading news site on the German-language Internet



Showing what is happening in the world – up-to-date and well-researched reporting.

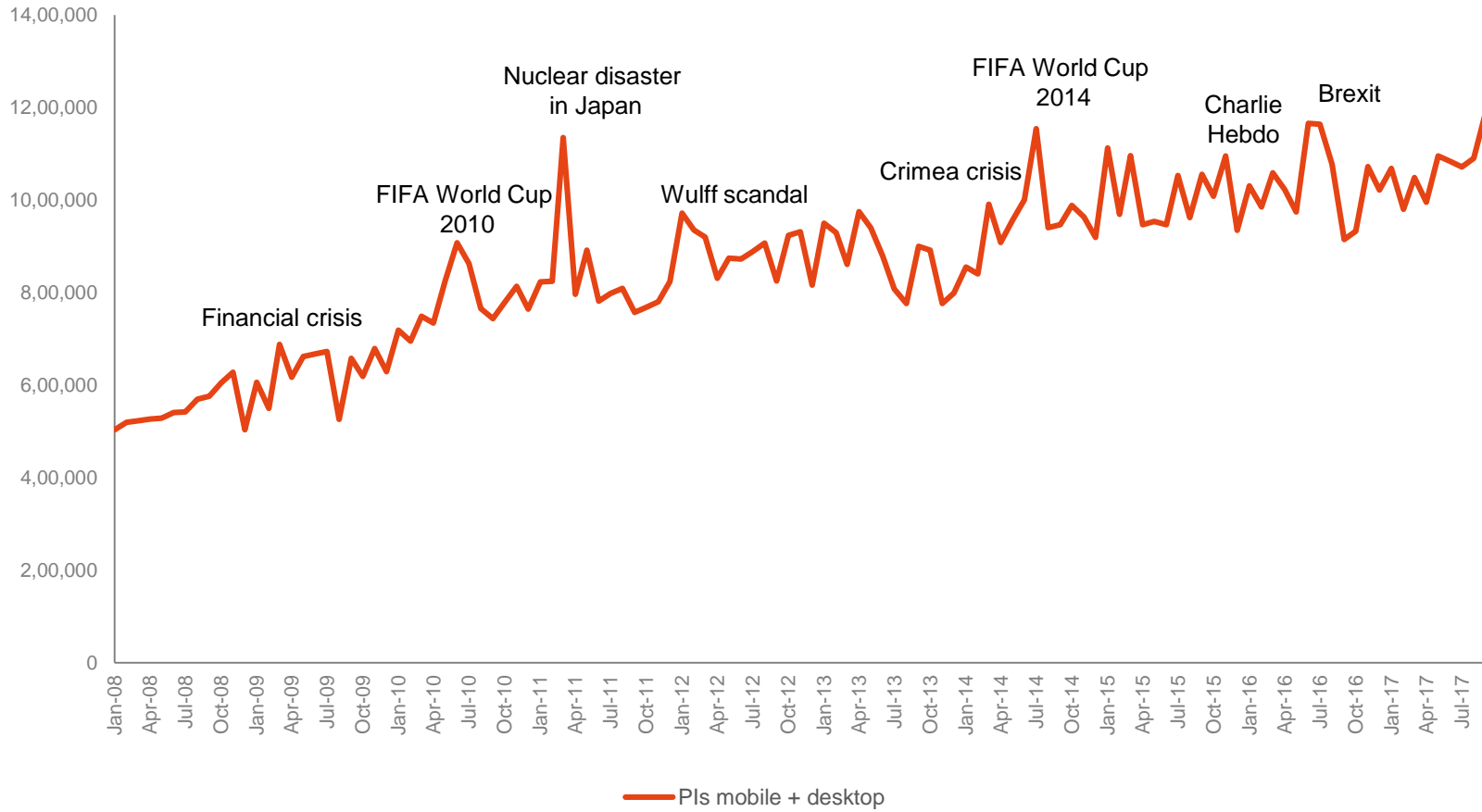
Be first, but first be right!
Speed is important, but thoroughness, coherence and relevance come first. The ‘two-sources principle’ applies.

Events become more and more complex - that’s why SPIEGEL ONLINE doesn’t only report about the events, but **puts** them **into context**. What happened and what does it mean?

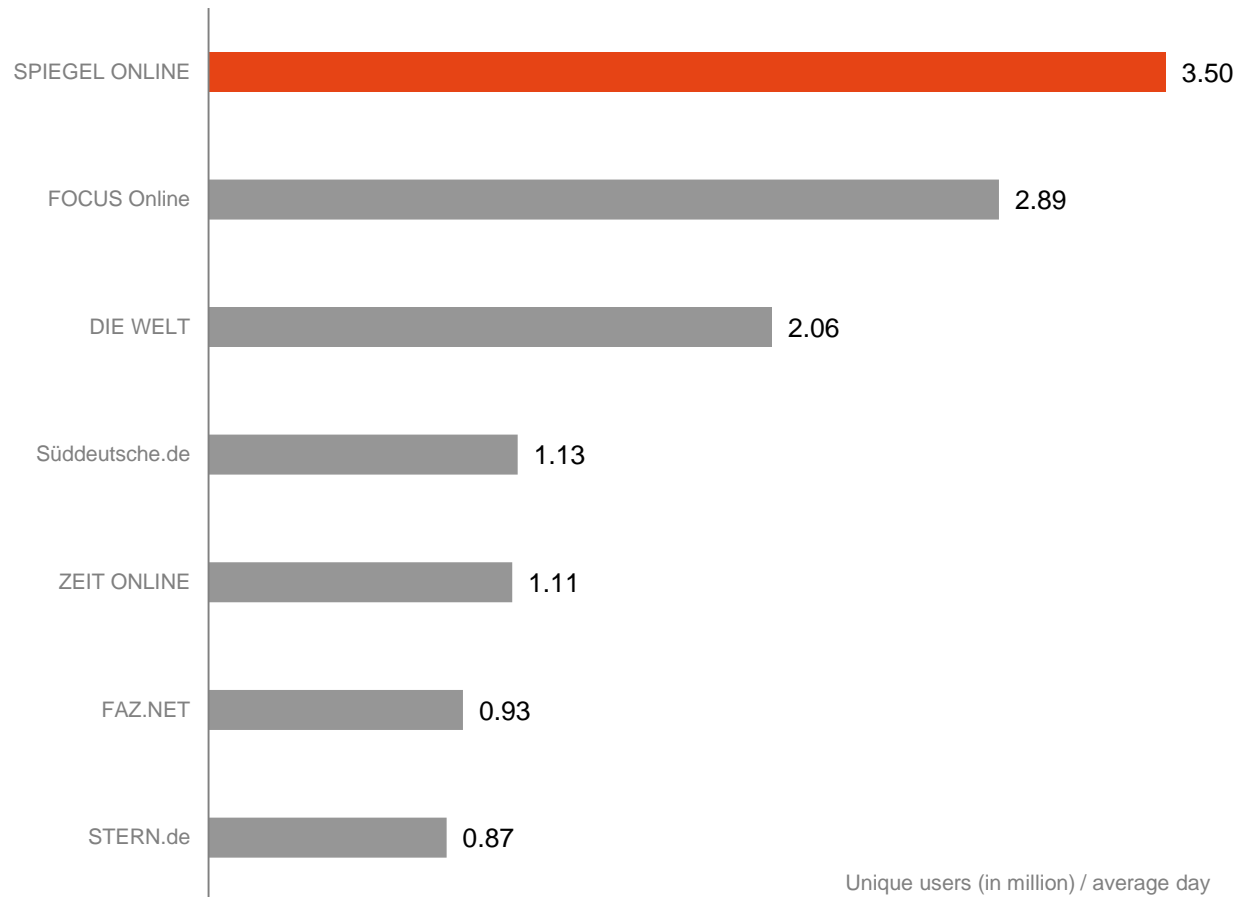
Exceptional interview partners, because SPIEGEL ONLINE matters.

Renowned commentators and columnists – various voices get to have their say. Political and social debates are being initiated.

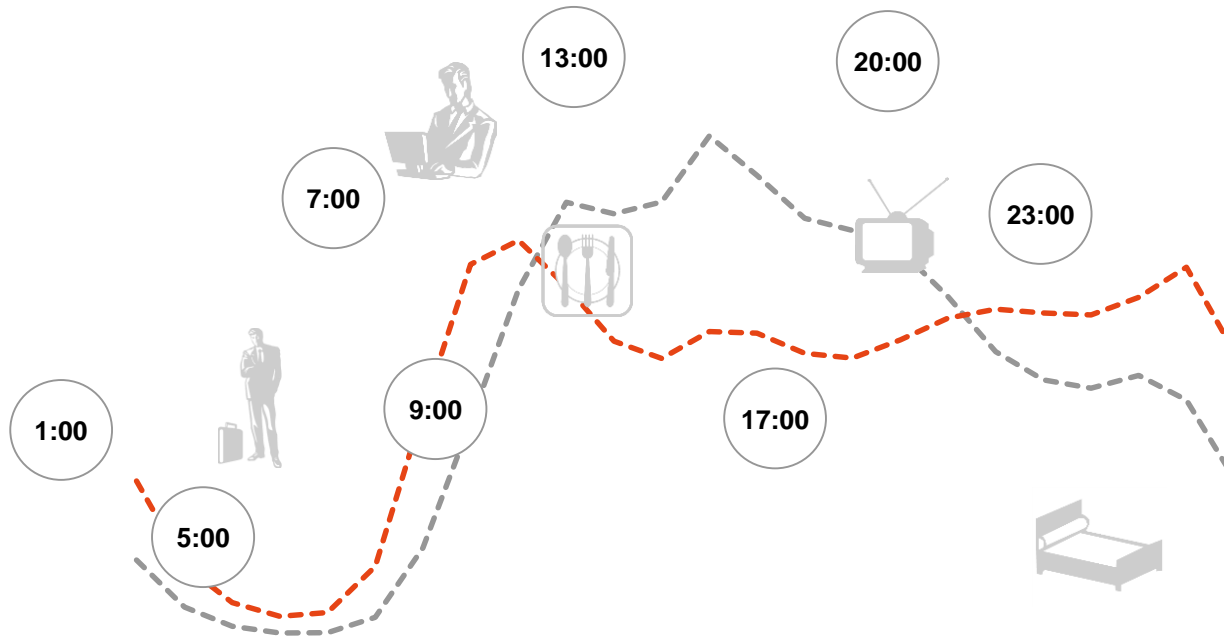
Positive development of usage



Highest daily reach

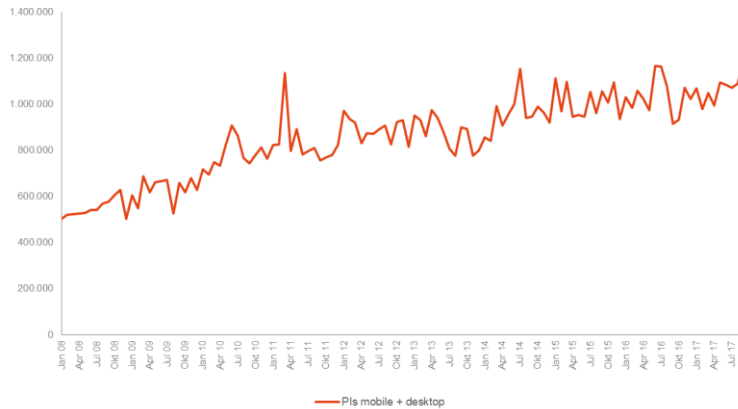


Knowing faster what's important – at home, in the office and on the go

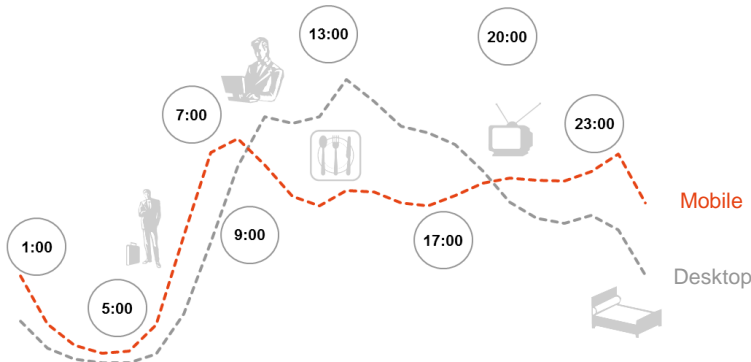
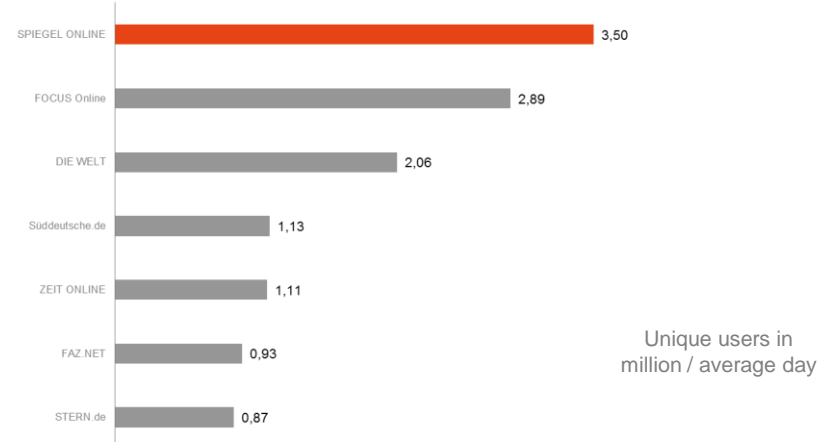


Relevance and high standards pay off

Positive development of usage



Highest daily reach



Being well-informed at any time, everywhere

130 stories per day

15 departments

160 editors

40 videos per day

7 correspondent locations worldwide

Journalistic quality

The finer things in life on SPIEGEL ONLINE



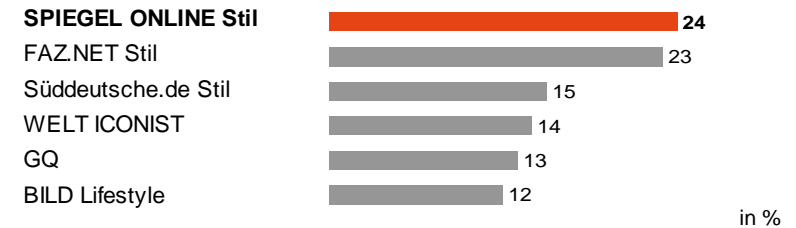
STYLE

SPIEGEL ONLINE Stil is all about the finer things in life. Stil presents the latest in fashion, interior design and indulgence in its very own unique way. Stil always keeps on an equal footing with the users and explores the world of stylish things together with them. An ideal opportunity to draw attention to premium products in style!

Sub sections: Design | Fashion | Cooking | Travel | Hotels

Composition characteristics	Proportion	Index
20-49 years	67 %	152
Higher education*	73 %	225
Managerial position**	38 %	201
Personal net income ≥ 2.000 €	58 %	161

Premium target audience



SPIEGEL ONLINE Stil reach a target group, which is very well-funded (at least vocational diploma and a personal net income of € 2.500 and more).

0,91 Mio. Unique User/ø-month | 13,22 million page impressions

Journalistic quality