

Marketleader in premium target groups among the German news sites

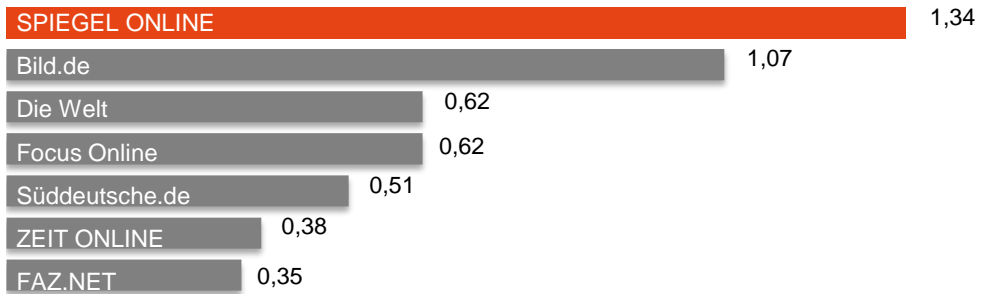


11.22 million Unique Users/average month | 816 million page impressions | 175 million visits

SPIEGEL ONLINE, the German news website, presents current news around the clock as well as opinions, analyses and debates, information and backgrounds, interviews and features.

Quality pays off

News websites, UU with a high educational level and high personal income* per week in million



Composition Characteristics

Composition Characteristics	Share	Index
Male	67%	136
20-49 years old	67%	143
High educational level*	54%	194
Occupation: executive and managerial level**	33%	166
Personal net income > €2,000	37%	156