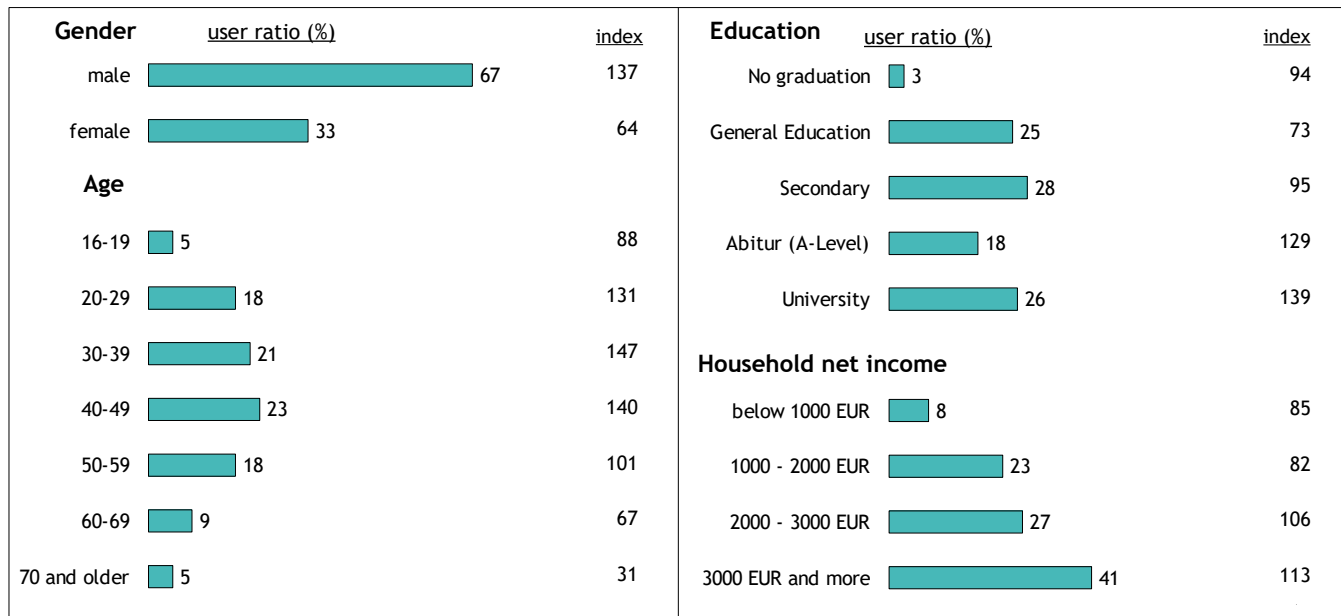




## Well-educated men with high income



Source: AGOF daily digital facts; based on: 144,553 unweighted cases (total population from 16 yrs +); data in percent and as an index for June 2018 for the overall digital offer; Index: user ratio of teltarif.de (desktop and mobile) in relation to the user ratio of the total population.



## Many influencers and early adopters

More users of teltarif.de than average are saying\*:

In a discussion I'm usually the dominant speaker!

35 % of teltarif.de users vs. 28 % of the total population

I'm usually one of the first among my acquaintances to try out new technologies!

28 % of teltarif.de users vs. 21 % of the total population



I'm very mobile and always on the go!

76 % of teltarif.de users vs. 67 % of the total population

I frequently get in touch with interesting products through advertisements.

44 % of teltarif.de users vs. 40 % of the total population

\* Statements apply entirely or predominantly

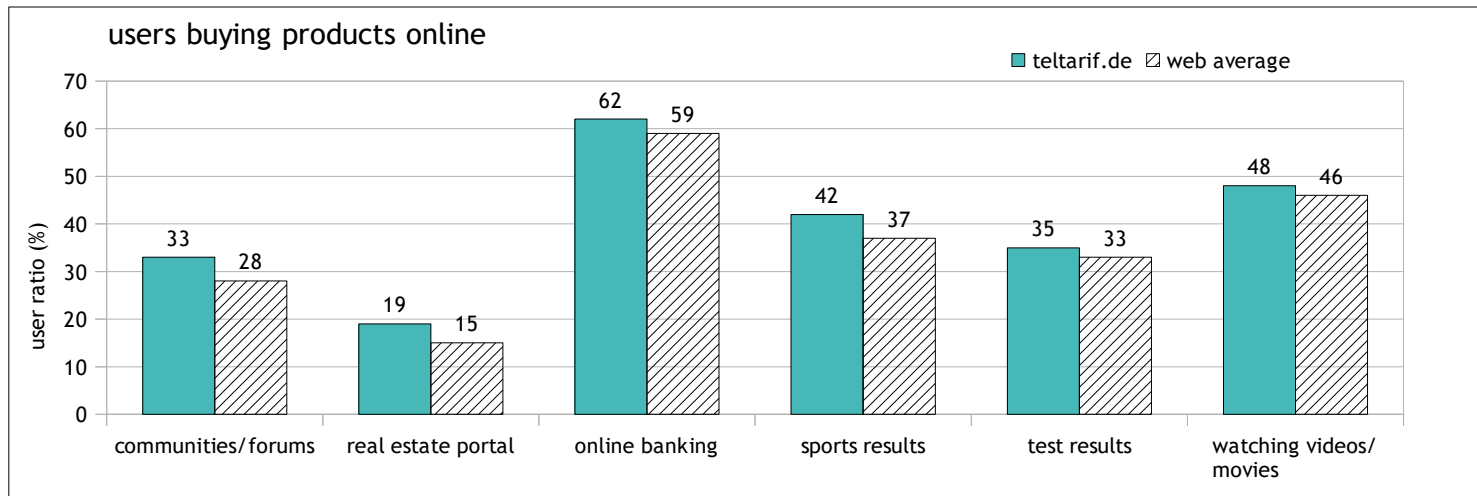
Source: AGOF daily digital facts; based on: 144,553 unweighted cases (total population from 16 yrs +); data in percent for June 2018 for the overall digital offer.



## Users with experience in e-commerce

71 % of teltarif.de's users are shopping online at least occasionally.

This affinity for online shopping is not related to telecommunications alone, but includes different products from various other topics as well:



We will be glad to provide you with more data concerning product affinities. Feel free to contact us!

Source: AGOF daily digital facts; based on: 139,266 unweighted cases (desktop and/or mobile internet users in the last three months from 16 yrs +); data in percent for June 2018 for the overall digital offer.



## Insertion unit *teltarif.de BUSINESS* for addressing business clients and professionals in telecommunications

Almost one third (30,6 %) of teltarif.de's users are taking decisions\* in their company!

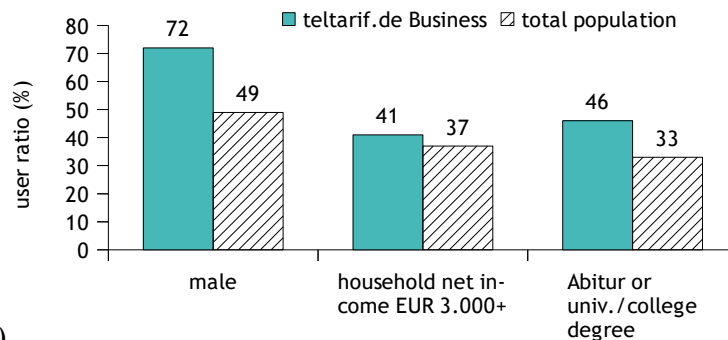
\* owners, managers, chief executives

source: own survey among our readers

### *teltarif.de BUSINESS*...

- \* presents information about tariffs for business clients
- \* contains datasheets about business phones
- \* covers company take-overs
- \* informs about conference calls services
- \* can be reached via: [www.teltarif.de/business](http://www.teltarif.de/business)
- \* had 470,000 unique users in June 2018
- \* has a promising user profile (see chart on the right)

users of teltarif.de BUSINESS



Source: AGOF daily digital facts; based on: 144,553 unweighted cases (total population from 16 yrs +); data in percent for June 2018 for the overall digital offer.



# teltarif.de Onlineverlag GmbH

Your access to the German telecom audience

SOZIO-DEMOGRAPHICS

STATEMENTS

SHOPPING AFFINITY

BUSINESS USERS

CONTACT

## teltarif.de Onlineverlag GmbH, marketing

Dr. Jürgen Bossmann, Jessica Fiebelkorn-Öztürk, Robin Nordmann, Vera Wagner

Brauweg 40, 37073 Göttingen, Germany

tel.: +49 (0)551 51 75 7-10, fax: +49 (0)551 51 75 7-11

e-mail: [marketing@teltarif.de](mailto:marketing@teltarif.de)

WWW: [www.teltarif.de/media](http://www.teltarif.de/media)

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