gofeminin

Media data
What women really care about!
gofeminin.de

- Platform for women who are interested in trends & lifestyle and who like to share information on various women themes
- One of the most read women magazines in Germany
- Big online community of more than 1.7m members
- Editorial content about fashion, beauty, fitness, nutrition and pregnancy

UNIQUE USER: 5.37m
VISITS: 13.08m
PIs: 53.1m

- 72% female
- 66% 20-49 years
- 42% HHNI ≥ 3.000 €
- 45% University entrance qualification or degree
- 68% employed

Source: AGOF digital daily facts 2019-07 (single month, age: 16+ years); Visits: IVW 07/2019