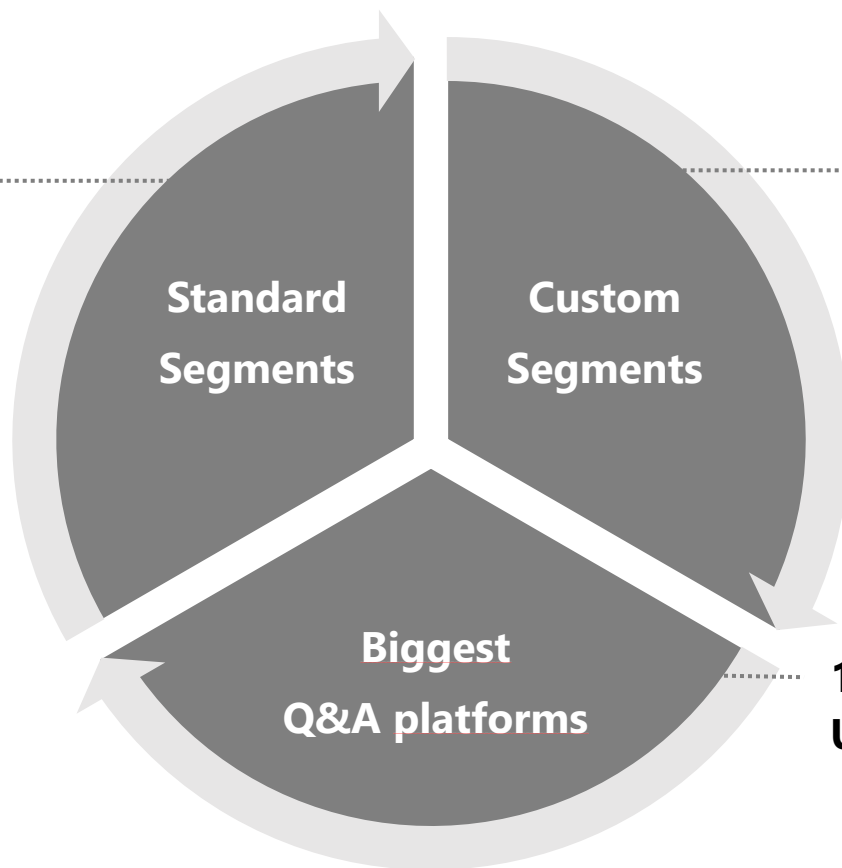


Gutefrage | Germany's biggest Q&A platforms ...

20+ iab (sub) channels

- Medical Health | 10 mil. profiles
- Technology/ Computing | 9 mil. profiles
- Personal Finance | 7 mil. profiles
- Travel | 3 mil. profiles
- Style & Fashion | 3 mil. profiles
- Automotive | 3. mil. profiles
- ...





3 Mio Tags


Minimum of 2 tags per detail page help identify the different topics and allow individual, highly customized segments


18 Mio. Unique User per month

 19 Mio. Questions & 74 Mio. Answers

 Nearly equal distribution of women (51,7%) and men (48,3%)

 Average age group: 20-49 years old

 Several Q&A platforms with highest attention rates:

 computerfrage (UGC), finanzfrage (UGC), gesundheitsfrage (UGC), gutefrage (UGC), motorradfrage (UGC), reisefrage (UGC) ...