



HARPERSBAZAAR.DE - WILD LUXURY, PROVOCATIVE, FASHION & BEAUTY

KEYFACTS

Portal: harpersbazaar.de

Unique User: 0.24 mill ^{1.)}

Visits: 0.62 mill ^{2.)}

Facebook fans: 210,900 ^{3.)}

Instagram follower: 48,700 ^{4.)}

Source: ¹⁾ AGOF digital facts 2016-07 (basis: 14 years +), ²⁾ IVW 09/16, ³⁾ 27.10.2016, ⁴⁾ 27.10.2016

WHY HARPERSBAZAAR.DE?

- ✓ OPULENCE by Fullscreen Layout
- ✓ PERCEPTION by relevant complexity
- ✓ DYNAMIC by responsive design
- ✓ EXTRAVAGANT by luxury-oriented target group with high socio-economic status
- ✓ INNOVATIVE by contemporary story-telling

HarpersBAZAAR.de is the high-fashion portal in the German market, with deep insights from the international world of fashion. Reports with zeitgeist formative protagonists, surprising insider tips from the worldwide Blog-Icons.

The harpersbazaar.de user is:

- mainly female (86 %)
- between 18 and 49 years old (73 %)
- employed (52 %)
- has a net household income of € 3,000 or more (40 %)

Source: AGOF digital facts 2016-07 (14 years +)