

**radio.net** is not a radio station,  
but thousands in one platform.  
The whole world of radio in one  
service and native everywhere.  
More than **29 Mio.\*** app downloads.

\*since mobile app launch 2009.

**Media Kit radio.net**

radio.net is the main online radio platform. At the touch of your fingertip you can find, in our app and on our website, more than **30,000 stations** from all over the world. With over **89 mio. stream starts** per month, radio.net is the market leader in the German speaking countries and one of the most important radio aggregators worldwide. Thanks to a wide reach and efficient advertising possibilities in a **brand safe high quality environment** radio.net assures sustainable success for your brand.



### **Anytime. Anything. Anywhere.**

- All stations - always up-to-date
- Usage on all audio devices
- More than 29 mio. app downloads
- Easy-to-use
- Available in 14 languages
- National experts for every main market

### **Address your audience in a broad target group**

- 6.8 mio. users per month
- Consistently high usage throughout the day
- 66% of users between 20 and 49 years
- Diverse fields of interest - multifaceted targeting
- Visual ads in a radio environment
- 90% VTR (View-Through-Rate)

## Total reach of radio.net

**6.8 mio.** unique users per month

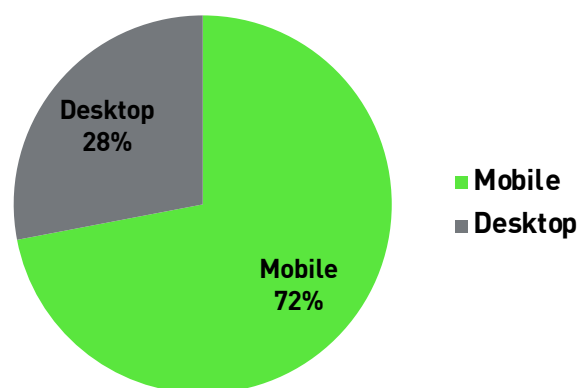
**37 mio.** visits per month

**89 mio.** stream starts per month

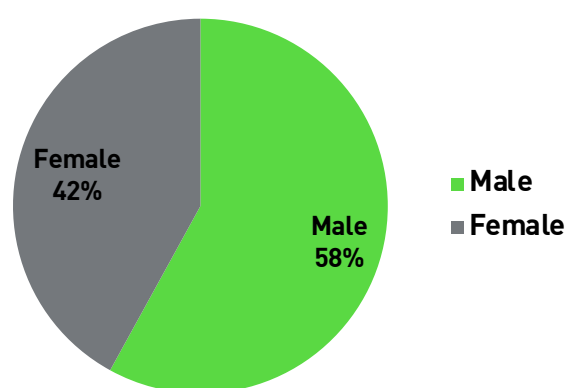
6.8 mio. people use radio.net every month; many of them listen to their favourite stations daily. Two thirds of our users are aged between 20 and 49 years.

## Demographics: Device, Gender and Age

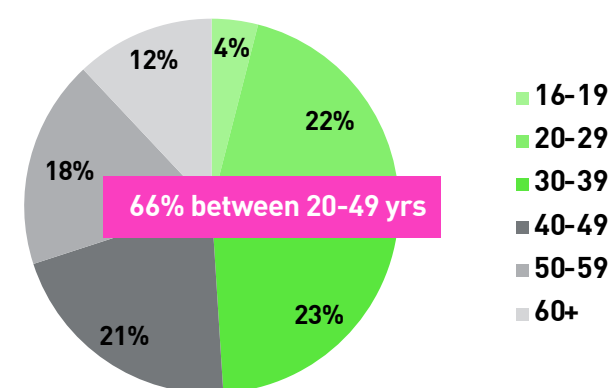
Device



Gender



Age



Source: AGOF Digital Facts, radio.de

## Interests

**Entertainment** / Media / Music

**Consumer Electronics** / Technology

**Travel** / Accommodation / Hotels

**Food** / Cooking

**Shopping**

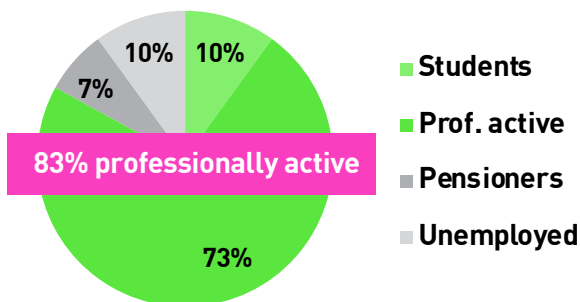
**Jobs** / Education

*Source: Google Analytics 2018*

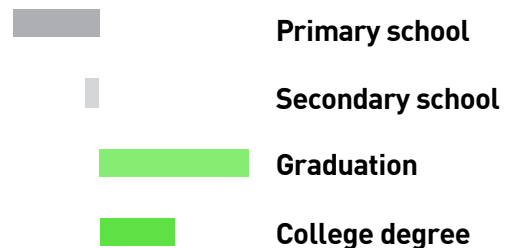
They are career oriented, well educated and eager consumers, with diverse interests. Your brand message can be placed perfectly thanks to our reliable targeting.

## Demographics: Employment, Education and Income

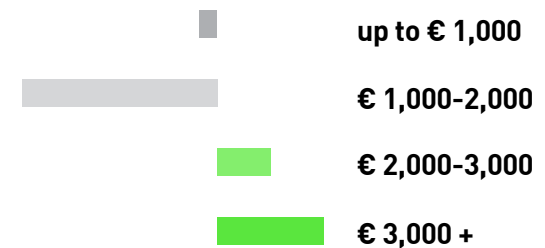
### Employment



### Education (Index)

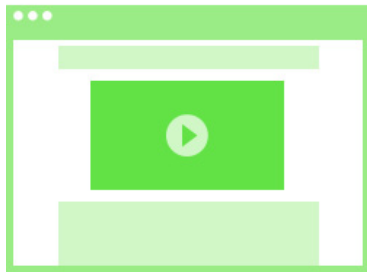


### Household Net Income (Index)

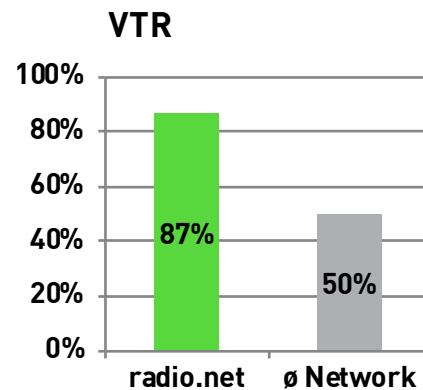


*Source: AGOF Digital Facts, radio.de*

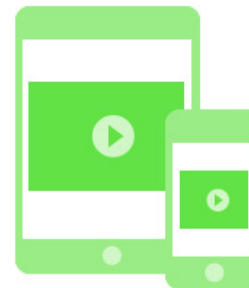
### Preroll Desktop



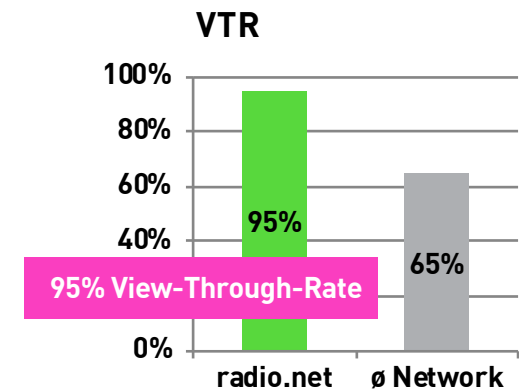
- VAST 4 & VPAID
- max 30 sec



### Preroll App



- VAST 4
- max 30 sec



**25 mio. video ad impressions** per month are the basis for high-reach campaigns. Outstanding KPIs such as the **VTR of more than 85% for desktop and 95% for in-app campaigns** generate excellent performance values for video campaigns on radio.net.

**1st Party Targetings:** Geo, Genre/Topic of station, Device Category, Carrier, Operating System, Bandwidth, User Language.

Quelle: Google DFP 2018

## Desktop



- Wallpaper
- Billboard (800x250, 970x250)
- 728x90, 160x600, 300x250
- HPA (300x600)



78% Viewability

## In App



- 728x90
- 300x250
- 320x50



72% Viewability

**103 mio. display ad impressions** per month provide the necessary reach for scaling campaigns. The average **viewability of 73%** guarantees that your ads are really seen.

**1st Party Targetings:** Geo, Genre/Topic of station, Device Category, Carrier, Operating System, Bandwidth, User Language.

*Quelle: Google DFP 2018*

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