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/// Young male target group – high affinity to sports and games

1.3 million UNIQUE USERS
4.6 million VISITS
5.89 million PIs

82% male
66% 20–49 years
48% HHNI ≥ 3,000 €
43% University entrance/qualification or degree
70% employed

Source: Unique User: AGOF digital facts 2021-09 (single month, age: 16+ years); Visits, Page Impressions: IVW (2022-10)
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