



WATSON MEDIENDATEN

WATSON

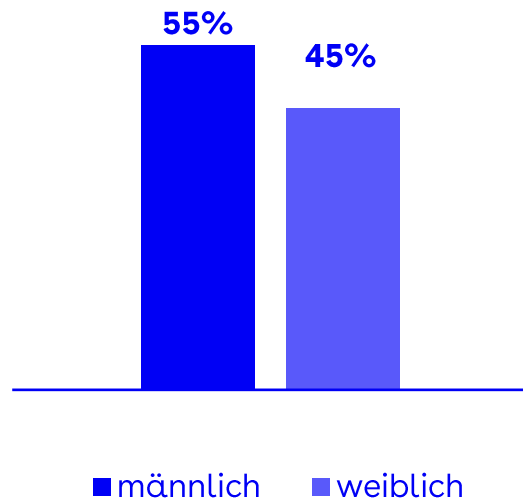
Ø monthly Visits: 18'995'000
Ø monthly Unique Users: 1'245'000

*Quelle: Mediapulse Network Report Jan – Nov 2024 & Mediapulse Online Content Traffic Data

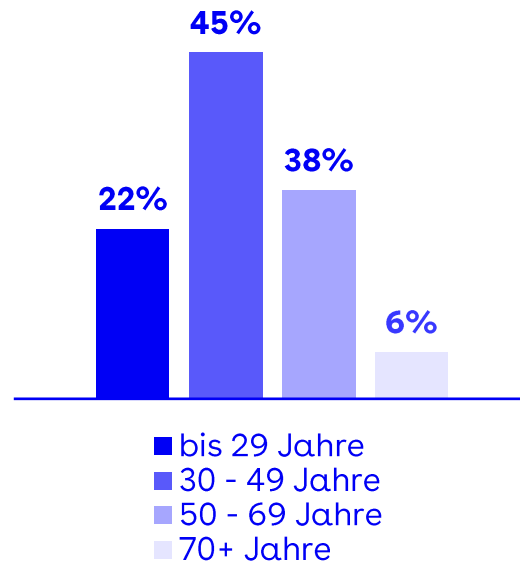


MEDIENDATEN D-CH

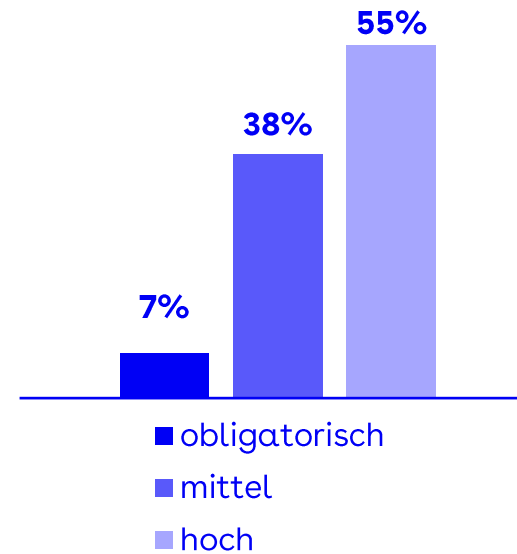
Geschlechter



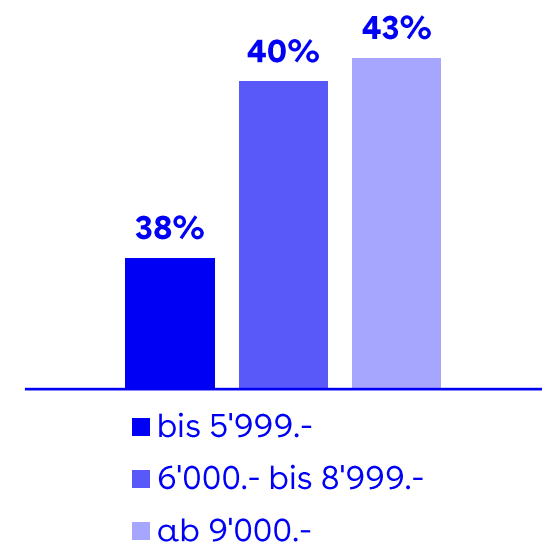
Alter



Schulbildung



Haushaltseinkommen

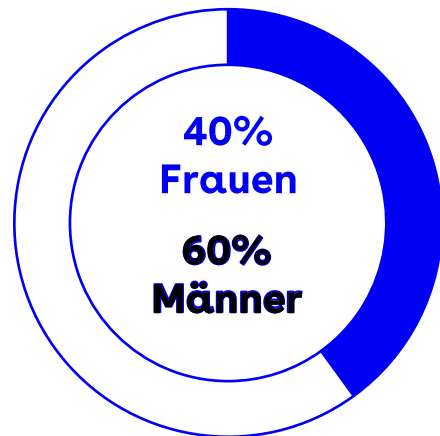


Quelle: Mediapulse Audience Data watson national Jan - Dez 2024 & MACH Strategy 2024

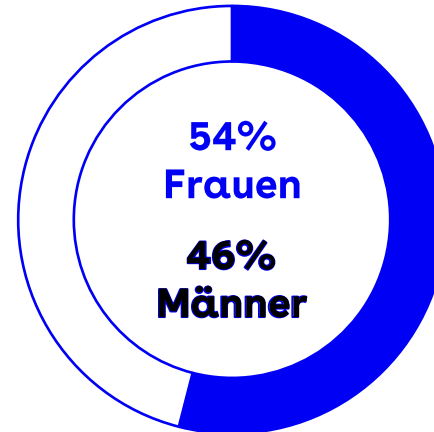
MEDIADATEN SOCIAL D-CH

FOLLOWERS BY GENDER

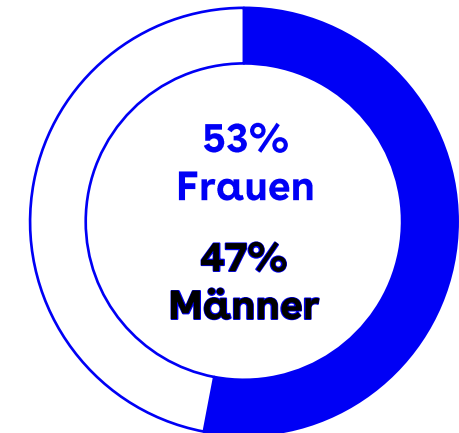
TIKTOK
158'100



FACEBOOK
341'418



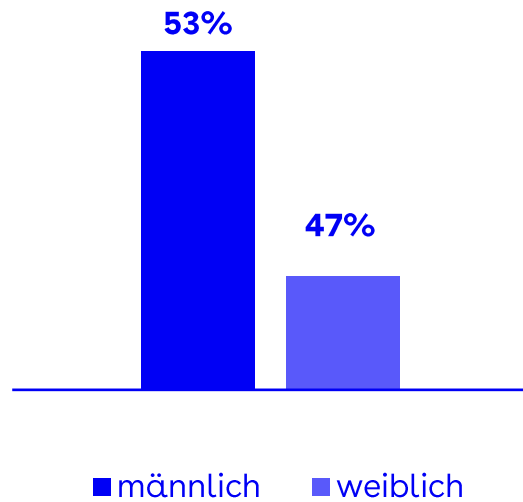
INSTAGRAM
142'000



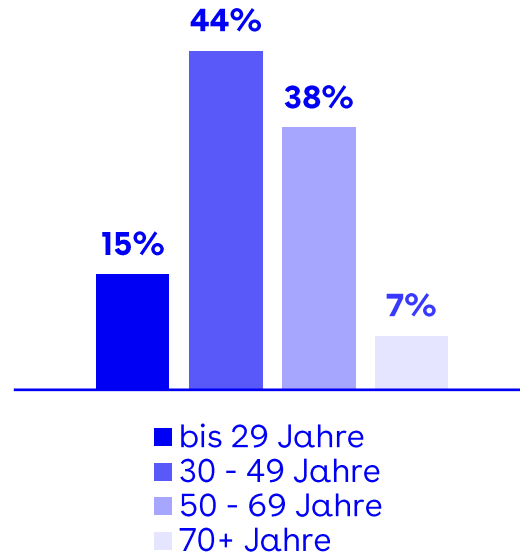
Quelle: watson DE / Meta Business Site & TikTok Business Site

MEDIENDATEN W-CH

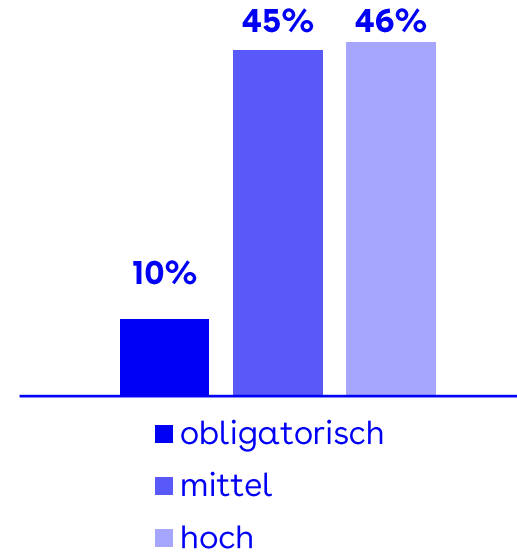
Geschlechter



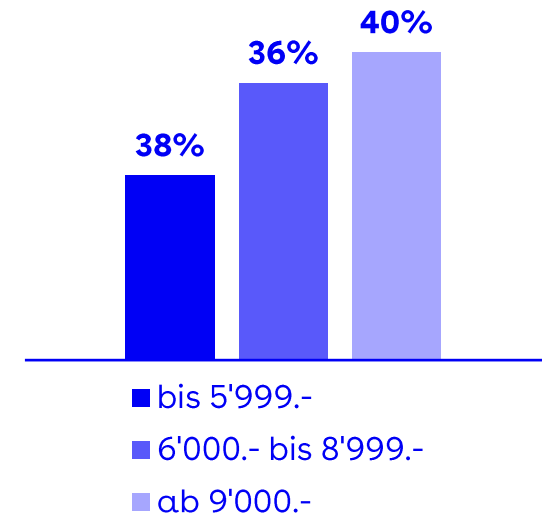
Alter



Schulbildung



Haushaltseinkommen

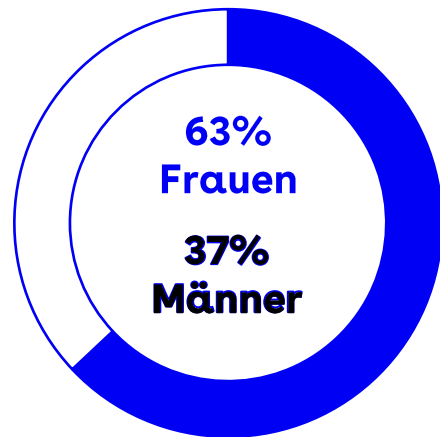


Quelle: Mediapulse Audience Data watson national Jan - Dez 2024 & MACH Strategy 2024

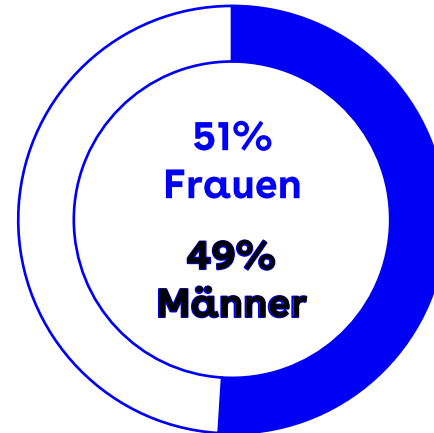
MEDIADATEN SOCIAL W-CH

FOLLOWERS BY GENDER

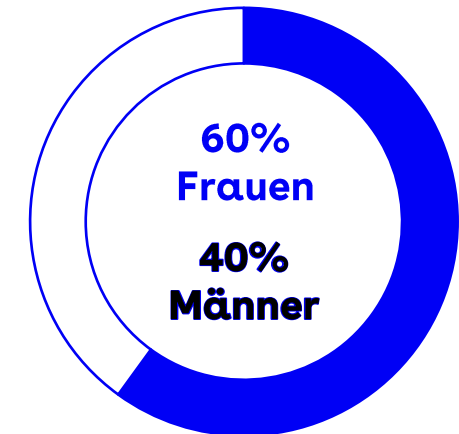
TIKTOK
221'800



FACEBOOK
41'224



INSTAGRAM
23'200



Quelle: watson FR / Meta Business Site & TikTok Business Site