

## AUTO | REISE | FREIZEIT & OUTDOOR

### MAIRDUMONT MEDIA: FACT SHEET

Portale / Kombis	Reichweite (Monat)			Geschlecht**		Alter**						HHNE**	
	PI's*	Visits*	Unique User**	m	w	14 - 17	18 - 24	25 - 39	40 - 49	50 - 59	60+	ab 3.000€	
4trips.de	6.621.008	2.029.419	370.000	49%	51%	6%	11%	27%	24%	18%	13%	33%	
BeLocal.de	665.978	215.157	150.000	52%	48%	5%	12%	31%	23%	16%	13%	33%	
Discover-Outdoor.com	9.213.671	1.443.481		ab AGOF if 2010 I									
Falk.de	67.400.005	5.076.428	1.230.000	50%	50%	2%	10%	30%	28%	18%	11%	32%	
Marcopolo.de	2.849.376	383.813	130.000	53%	47%	3%	9%	30%	22%	19%	17%	35%	
Schneehoehen.de	5.500.000	1.585.661	140.000	55%	45%	4%	11%	30%	25%	15%	15%	45%	
Tripwolf.com	6.417.695	1.364.531	170.000	50%	50%	4%	8%	26%	23%	19%	21%	38%	
MAIRDUMONT RON	69.620.000	auf Anfrage	2.210.000	51%	49%	3%	10%	30%	26%	18%	12%	34%	
MAIRDUMONT REISE	61.630.000	auf Anfrage	2.120.000	50%	50%	3%	11%	30%	26%	17%	12%	34%	
MAIRDUMONT AUTO	42.010.000	auf Anfrage	1.230.000	49%	51%	2%	10%	31%	29%	18%	10%	33%	
MAIRDUMONT OUTDOOR	2.350.000	auf Anfrage	140.000	55%	45%	4%	11%	29%	26%	15%	15%	45%	

\* Quelle: IVW

\*\* Quelle: AGOF internet facts 2009 IV

\*\*\* eigene Angaben /teilw. saisonale Schwankungen

**KONTAKT:** Steffen Koch - Junior Account Manager Online. Telefon: +49 (0) 711 4502 4243. Email: s.koch@mairdumont.com

## PORTFOLIO

4trips.de | Alpen-Guide.de | Baedeker.com | BeLocal.de | **NEU: Bergfex.de** | **NEU: Discover-Outdoor.com** | Dumontreise.de | Falk.de | HB-Bildatlas.de | Kompass.de | Lonelyplanet.de/.com | Marcopolo.de | **NEU: Reiseplanung.de** | Schneehoehen.de | Skyscanner.de | Staedte-Reisen.de | **NEU: Stefan-Loose.de** | Tiscover.com | Tripwolf.de | Varta-Guide.de | Wellness.info | **MOBILE:** Falk Mobile | Marco Polo Mobile | Marco Polo iPhone App | Tripwolf iPhone App

# MAIRDUMONT MEDIA SPECIAL KALENDER

## AUTO | REISE | FREIZEIT & OUTDOOR

JULI



LAST MINUTE

AUGUST



LAST MINUTE



WANDER-  
SPECIAL

SEPTEMBER



KFZ-VERS.

OKTOBER



WINTER-  
REIFEN-  
SPECIAL

NOVEMBER



GOURMET-  
REISEN

DEZEMBER



SKI-SPECIAL



X-MAS  
SHOPPING  
GUIDE

KONTAKT: Steffen Koch – Junior Account Manager Online. Telefon: +49 (0) 711 4502 4243. Email: [s.koch@mairdumont.com](mailto:s.koch@mairdumont.com)

## PORTFOLIO

4trips.de | Alpen-Guide.de | Baedeker.com | BeLocal.de | **NEU: Bergfex.de** | **NEU: Discover-Outdoor.com** | Dumontreise.de | Falk.de | HB-Bildatlas.de | Kompass.de | Lonelyplanet.de/.com | Marcopolo.de | **NEU: Reiseplanung.de** | SchneehoeHEN.de | Skyscanner.de | Staedte-Reisen.de | **NEU: Stefan-Loose.de** | Tiscover.com | Tripwolf.de | Varta-Guide.de | Wellness.info | **MOBILE:** Falk Mobile | Marco Polo Mobile | Marco Polo iPhone App | Tripwolf iPhone App