

Established Audience Profile (targeting NRW & BAWU) – #KommMit 2023

Location – Living in:

Germany: Bietigheim-Bissingen (+17 km), Heidelberg (+16 km), Kirchheim unter Teck (+17 km), Offenburg (+16 km) Baden-Württemberg; Celle (+17 km), Neustadt am Rübenberge (+16 km), Peine (+17 km), Springe (+17 km) Niedersachsen; Aachen (+16 km), Blankenheim (+17 km), Düsseldorf (+16 km), Iserlohn (+16 km), Marl (+16 km), Meinerzhagen (+17 km), Much (+17 km), Nideggen (+17 km), Remscheid (+17 km), Wesel (+16 km) Nordrhein-Westfalen; Birkenbeul (+17 km), Heckenbach (+17 km), Wölferlingen (+17 km) Rheinland-Pfalz

Age:

35–65+

Language:

German

People who match:

Interests: Organic food (food and drink), Small business (business and finance), Interior design (design), Classical music (music), Theatre (performing arts), Concerts (music event), Mystery fiction (entertainment and media), Singing (music), Beer (alcoholic drinks), Community issues (law and government), Gardening (outdoor activities), Retail banking (banking), Investment banking (banking), Mountains, E-books (publications), Car rentals, Italian cuisine (food and drink), Soul music (music), Desserts (food and drink), TV game shows, Furniture (home furnishings), Baking (cooking), Mortgage loans (banking), Painting (visual art), Jazz music, Wine (alcoholic drinks), Bars (bars, clubs and nightlife), Cats (animals), Comedy films (films), TV chat shows, Automobiles (vehicles), Rhythm and blues music, Magazines, Romance novels (literature), Air travel (transportation), Insurance (business and finance), Televisions (consumer electronics), Thriller films (films), Cruises (travel and tourism business), Seafood (food and drink), Ballet (dance), Literature (art), Engineering (science), Blues music (music), Fiction books (publications), Current events (politics), Dogs (animals), Music videos, Musical theatre (performing arts), Documentary films, Drama films (films), Recipes (food and drink), Investment (business and finance), Business (business and finance), Horses (animals), Plays (performing arts), Non-fiction books (publications), Charity and causes (social causes), Tourism (industry), Beaches (places), Barbecue (cooking), Books (publications), Healthcare (health and medical), Family (social concept), Tea (non-alcoholic beverage), Country music (music), Hotels (lodging), Property (industry), Rock music (music), Coffee

(food and drink), Politics (politics), Economics (economics), Law (law and legal services), Juice (non-alcoholic beverage), Sculpture (art), Retail (industry), Photography (visual art), Boats (watercraft), Management (business and finance), Newspapers (publications), German cuisine (food and drink), Physical exercise (fitness) or Retirement age (careers), Behaviours: Small business owners

And must also match:

Interests: Volunteering (social causes), Job title: Eigentümer/
Geschäftsführer, Relationship Status: Married, Civil partnership,
Domestic partnership, Separated, Divorced or Widowed, Income:
Household income: top 10% of ZIP codes (US) or Household income: top
10-25% of ZIP codes (US), Parents: Parents with teenagers (aged
13-17) or Parents with adult children (aged 18-26)