

48 Mio. €

WA Brutto

Ausgewählter Zeitraum

Jahr: 2020
 Monat: 1-8

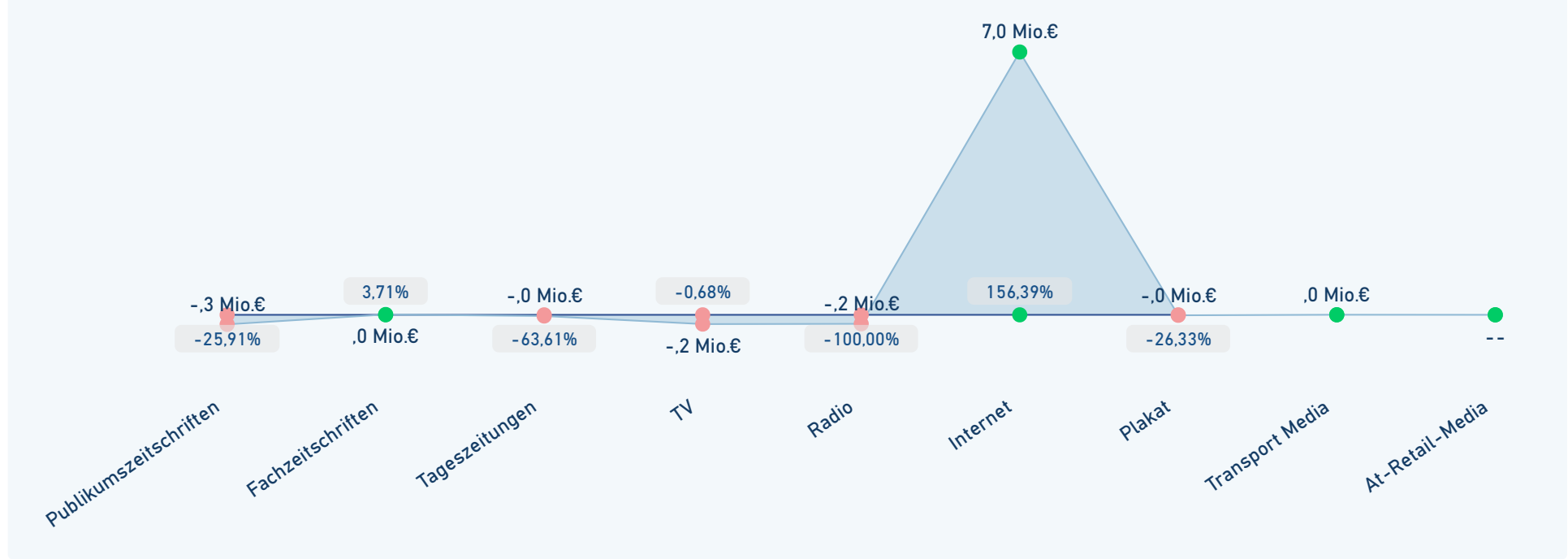
| Produktgruppe | WA Brutto | WA Brutto Diff. VJ | WA Brutto Diff. VJ in % |
|---|---------------------|--------------------|-------------------------|
| Kfz-Haftpflicht/-kaskoversicherung | 48.170.482 € | 9.407.404 € | 24,27% |
| Kraftrad-Versicherung | 191.392 € | 167.708 € | 708,12% |
| Kfz-Versicherungen Range-/Programmwerbung | 14.553 € | -3.358.018 € | -99,57% |
| Gesamt | 48.376.427 € | 6.217.094 € | 14,75% |

Firma: Alle
 Jahr: 2020
 Monat: Mehrfachauswahl

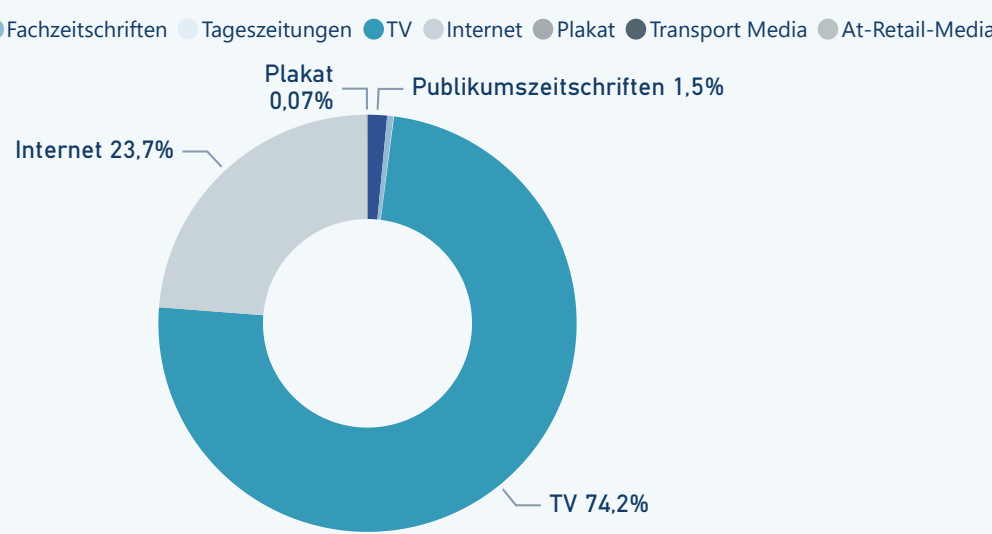
Ist Eigenwerbung: Eigenwerbung, Keine Eigenwerbung
 Ist Medienwerbung: Keine Medienwerbung, Medienwerbung



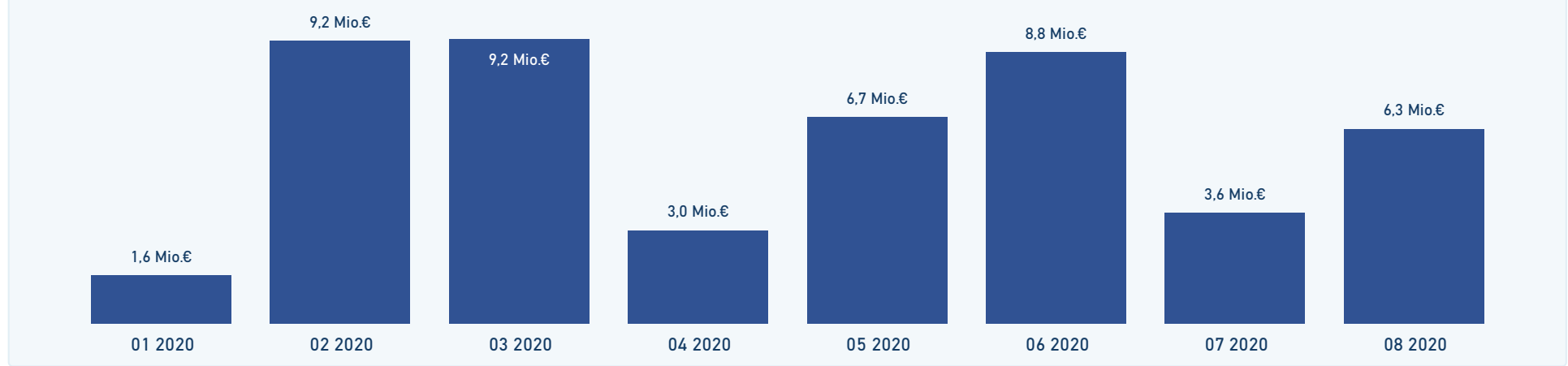
Entwicklung der Mediengattungen



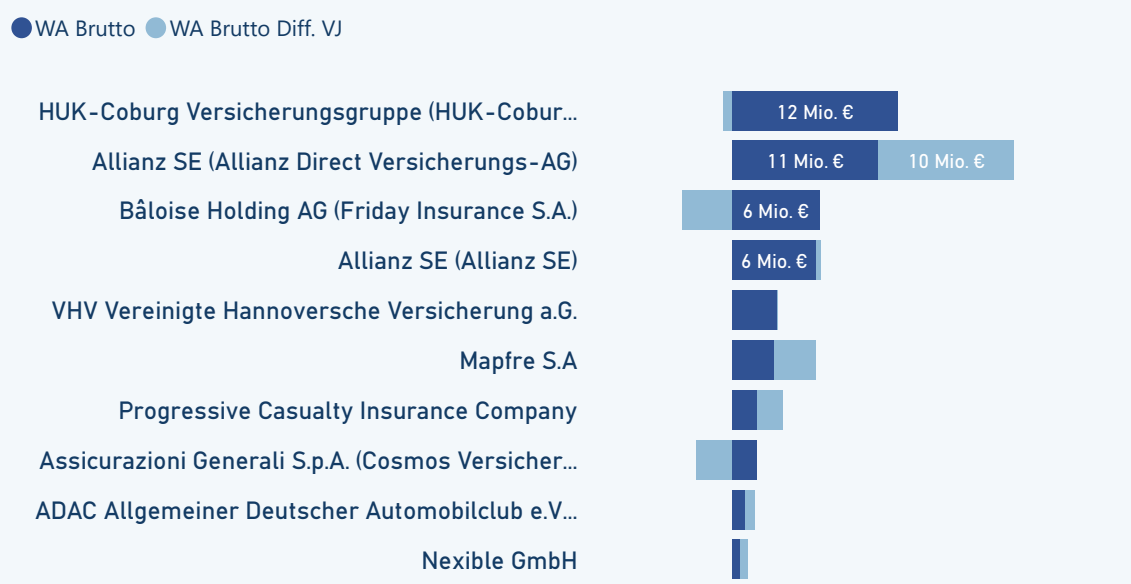
Mediensplit



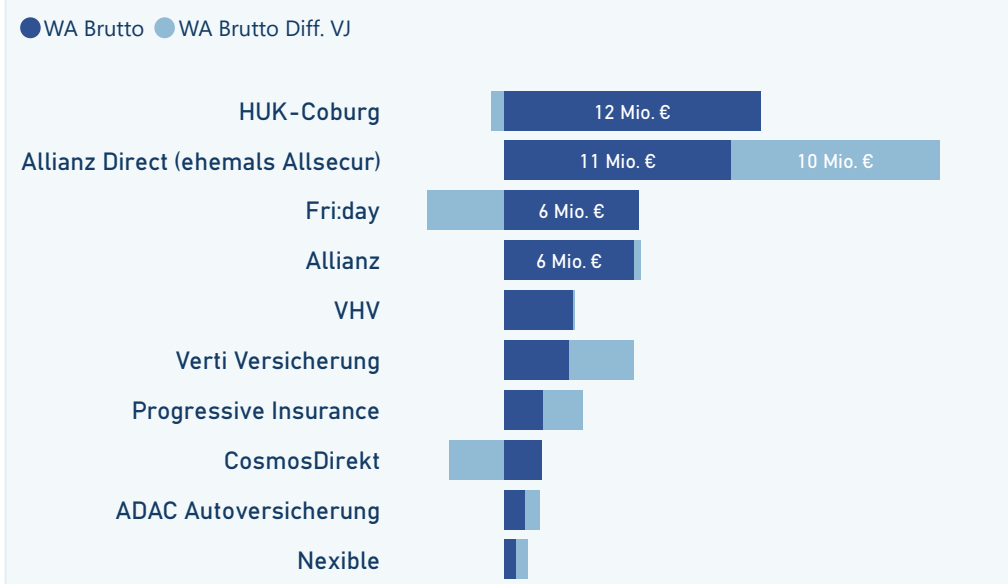
Umsätze im Zeitverlauf nach Jahr und Monat



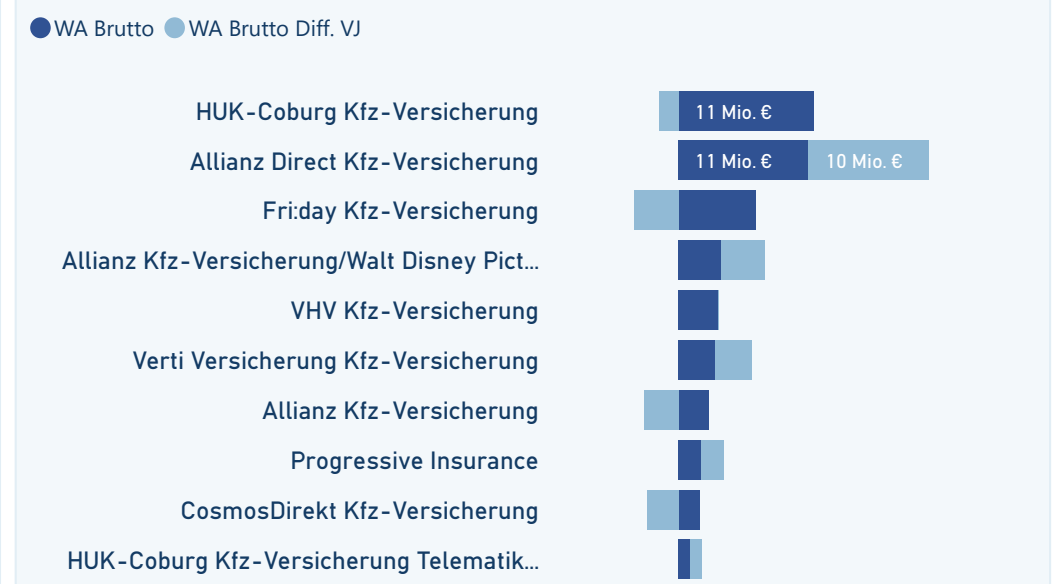
TOP-10-Firmen



TOP-10-Marken



TOP-10-Produkte

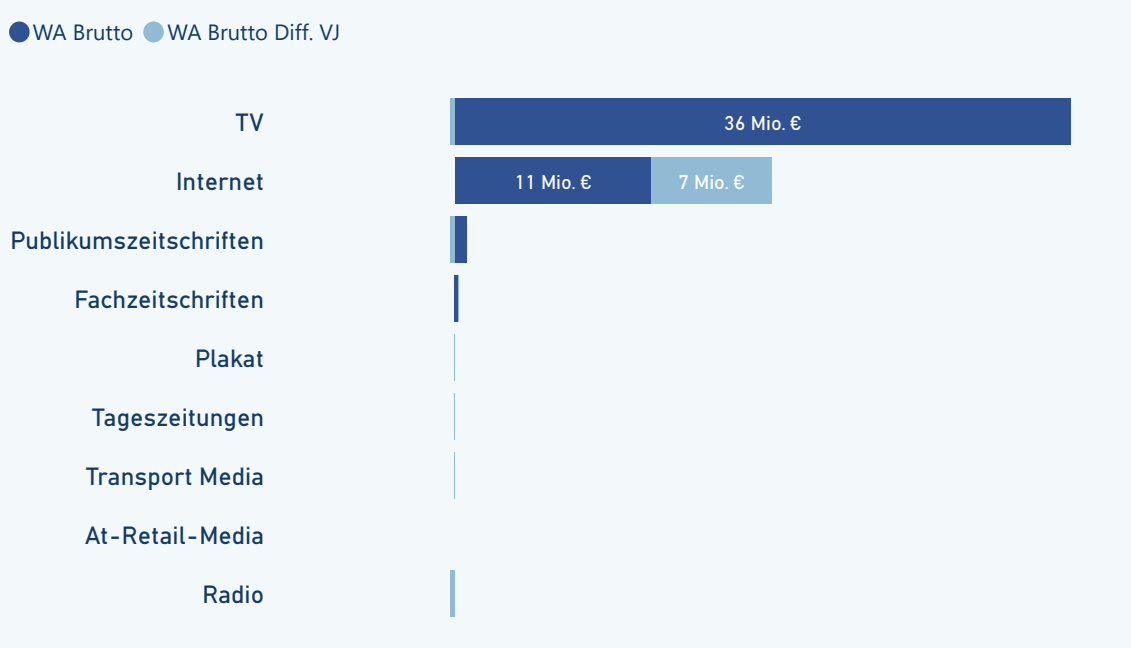


| Firma | WA Brutto | WA Brutto Diff. VJ | WA Brutto Diff. VJ in % |
|--------------------------------|---------------------|--------------------|-------------------------|
| HUK-Coburg Versicherungsgruppe | 12.207.185 € | -614.151 € | -4,79% |
| Allianz SE | 10.800.729 € | 9.938.999 € | 1.153,38% |
| Baloise Holding AG | 6.412.081 € | -3.662.070 € | -36,35% |
| Allianz SE | 6.183.118 € | 324.194 € | 5,53% |
| VHV Vereinigte Hannoversche | 3.284.967 € | 65.889 € | 2,05% |
| Mapfre S.A | 3.085.816 € | 3.085.816 € | - |
| Progressive Casualty Insurance | 1.861.401 € | 1.861.401 € | - |
| Assicurazioni Generali S.p.A. | 1.788.987 € | -2.603.672 € | -59,27% |
| ADAC Allgemeiner Deutscher | 993.773 € | 690.252 € | 227,41% |
| Nexible GmbH | 564.909 € | 563.133 € | 31.707,93% |
| Gesamt | 47.182.966 € | 9.649.791 € | 25,71% |

| Marke | WA Brutto | WA Brutto Diff. VJ | WA Brutto Diff. VJ in % |
|-----------------------|---------------------|--------------------|-------------------------|
| HUK-Coburg | 12.207.185 € | -614.151 € | -4,79% |
| Allianz Direct | 10.800.729 € | 9.938.999 € | 1.153,38% |
| Friday | 6.412.081 € | -3.662.070 € | -36,35% |
| Allianz | 6.183.118 € | 324.194 € | 5,53% |
| VHV | 3.284.967 € | 65.889 € | 2,05% |
| Verti Versicherung | 3.085.816 € | 3.085.816 € | - |
| Progressive Insurance | 1.861.401 € | 1.861.401 € | - |
| CosmosDirekt | 1.788.987 € | -2.603.672 € | -59,27% |
| ADAC Autoversicherung | 993.773 € | 690.252 € | 227,41% |
| Nexible | 564.909 € | 563.133 € | 31.707,93% |
| Gesamt | 47.182.966 € | 9.649.791 € | 25,71% |

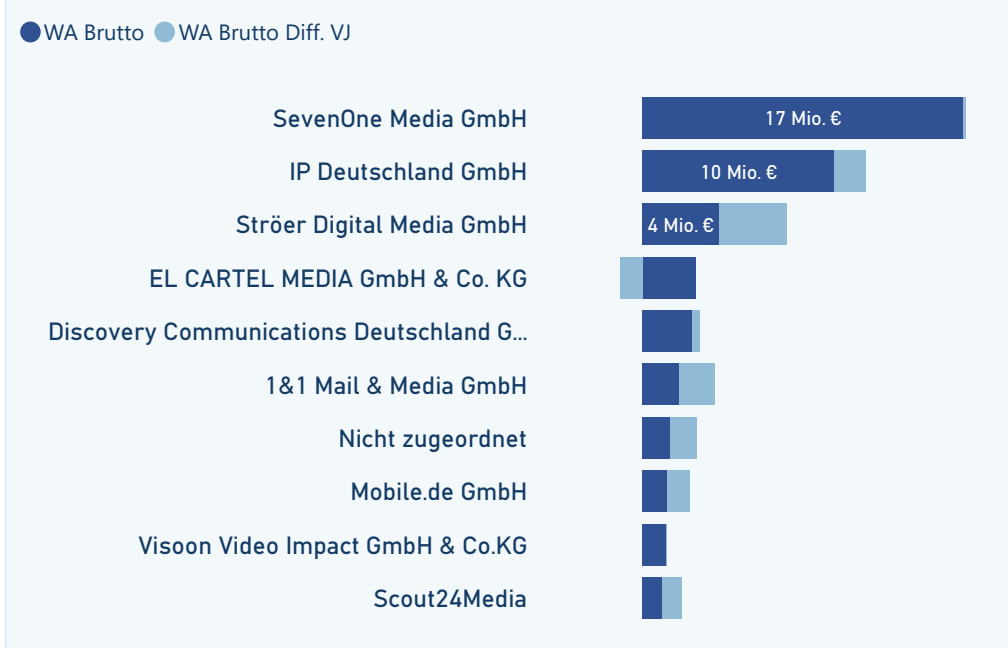
| Produkt | WA Brutto | WA Brutto Diff. VJ | WA Brutto Diff. VJ in % |
|--|---------------------|--------------------|-------------------------|
| HUK-Coburg Kfz-Versicherung | 11.220.801 € | -1.592.963 € | -12,43% |
| Allianz Direct Kfz-Versicherung | 10.800.729 € | 9.938.999 € | 1.153,38% |
| Friday Kfz-Versicherung | 6.412.081 € | -3.662.070 € | -36,35% |
| Allianz Kfz-Versicherung | 3.566.234 € | 3.566.234 € | - |
| VHV Kfz-Versicherung | 3.277.467 € | 58.389 € | 1,81% |
| Verti Versicherung Kfz-Versicherung | 3.045.191 € | 3.045.191 € | - |
| Allianz Kfz-Versicherung | 2.560.685 € | -2.879.615 € | -52,93% |
| Progressive Insurance | 1.861.401 € | 1.861.401 € | - |
| CosmosDirekt Kfz-Versicherung | 1.788.610 € | -2.604.049 € | -59,28% |
| HUK-Coburg Kfz-Versicherung Telematik-Plus | 962.397 € | 962.397 € | - |
| Gesamt | 45.495.596 € | 8.693.915 € | 23,62% |

Mediengattung



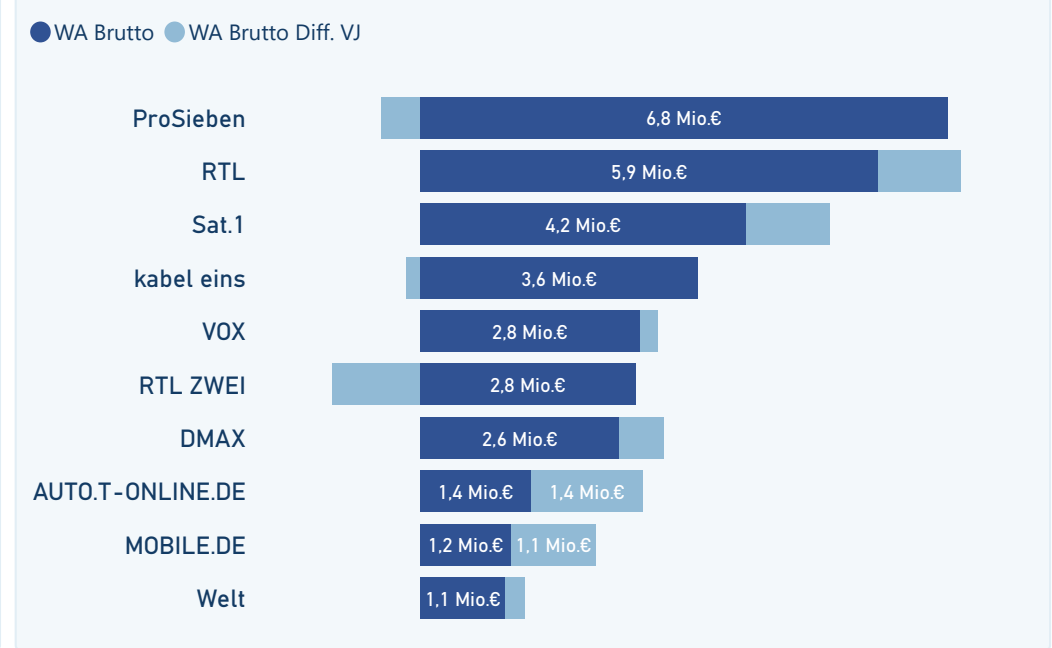
| Mediengattung | WA Brutto | WA Brutto Diff. VJ | WA Brutto Diff. VJ in % |
|------------------------|---------------------|--------------------|-------------------------|
| TV | 35.894.052 € | -246.447 € | -0,68% |
| Internet | 11.462.944 € | 6.992.033 € | 156,39% |
| Publikumszeitschriften | 727.204 € | -254.364 € | -25,91% |
| Fachzeitschriften | 236.441 € | 8.451 € | 3,71% |
| Plakat | 35.334 € | -12.630 € | -26,33% |
| Tageszeitungen | 18.262 € | -31.928 € | -63,61% |
| Transport Media | 2.190 € | 2.190 € | - |
| At-Retail-Media | 2.190 € | 2.190 € | - |
| Radio | 0 € | -240.211 € | -100,00% |
| Gesamt | 48.376.427 € | 6.217.094 € | 14,75% |

TOP-10-Vermarkter



| Vermarkter | WA Brutto | WA Brutto Diff. VJ | WA Brutto Diff. VJ in % |
|-------------------------------|---------------------|--------------------|-------------------------|
| SevenOne Media GmbH | 16.631.867 € | 134.398 € | 0,81% |
| IP Deutschland GmbH | 9.957.757 € | 1.624.332 € | 19,49% |
| Ströer Digital Media GmbH | 3.959.821 € | 3.520.030 € | 800,39% |
| EL CARTEL MEDIA GmbH & Co. KG | 2.774.490 € | -1.154.256 € | -29,38% |
| Discovery Communications | 2.590.410 € | 384.030 € | 17,41% |
| 1&1 Mail & Media GmbH | 1.884.176 € | 1.841.502 € | 4.315,28% |
| Nicht zugeordnet | 1.437.226 € | 1.384.075 € | 2.604,04% |
| Mobile.de GmbH | 1.266.915 € | 1.162.245 € | 1.110,39% |
| Visoon Video Impact GmbH | 1.229.681 € | 19.722 € | 1,63% |
| Scout24Media | 1.016.491 € | 1.016.491 € | - |
| Gesamt | 42.748.835 € | 9.932.570 € | 30,27% |

TOP-10-Werbeträger



| Werbeträger | WA Brutto | WA Brutto Diff. VJ | WA Brutto Diff. VJ in % |
|------------------|---------------------|--------------------|-------------------------|
| ProSieben | 6.799.637 € | -501.018 € | -6,86% |
| RTL | 5.897.574 € | 1.068.283 € | 22,12% |
| Sat.1 | 4.207.774 € | 1.078.743 € | 34,48% |
| kabel eins | 3.582.710 € | -173.777 € | -4,63% |
| VOX | 2.832.582 € | 227.498 € | 8,73% |
| RTL ZWEI | 2.774.149 € | -1.126.955 € | -28,89% |
| DMAX | 2.573.250 € | 570.537 € | 28,49% |
| AUTO.T-ONLINE.DE | 1.433.064 € | 1.433.064 € | Unendlich |
| MOBILE.DE | 1.175.260 € | 1.084.725 € | 1.198,13% |
| Welt | 1.099.539 € | 251.581 € | 29,67% |
| Gesamt | 32.375.539 € | 3.912.680 € | 13,75% |