

B.Z.

The B.Z. reflects the soul of Berlin city and is one of the capital's leading news portals

For more than 145 years, B.Z. has been one of the city's most distinctive trademarks. As a daily newspaper, B.Z. reflects the soul of Berlin, because B.Z. knows what moves the people of Berlin. It presents news with strong regional ties, reports, sports, culture and scene tips from Berlin and Brandenburg - fast and to the point.

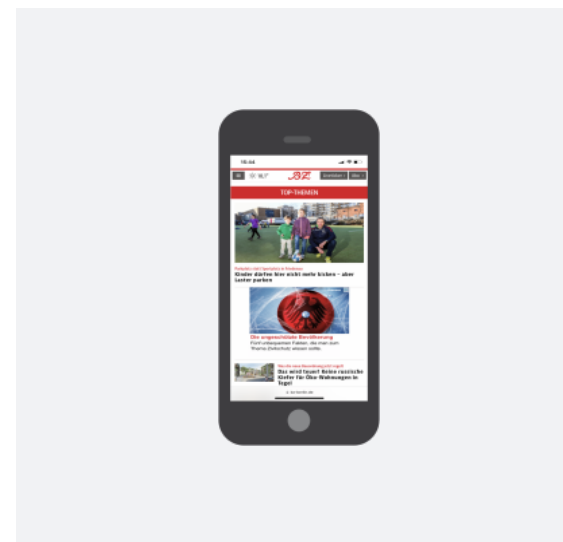
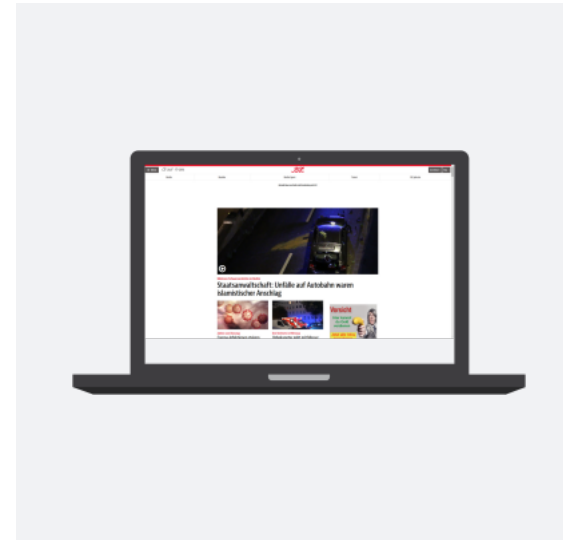
The readers are men (58%) and women (42%) of all ages.

Print

Coverage ¹	283,000
Paid Circulation ²	78,933
Frequency	weekdays (Mon-Sat.)

Digital

Unique User ³	3,630,000
Visits ⁴	12,554,078
Page Impressions ⁴	27,199,907
Possible Video Ads ⁵	4,609



¹ma /2022, ²IVW 4/2022, ³AGOF 2022-10, ⁴IVW 2023-12, ⁵Adserver 2025-01. B.Z. is published in Germany.