

Alle  2020  Mehrfachauswahl

**15 Mio. €**

WA Brutto

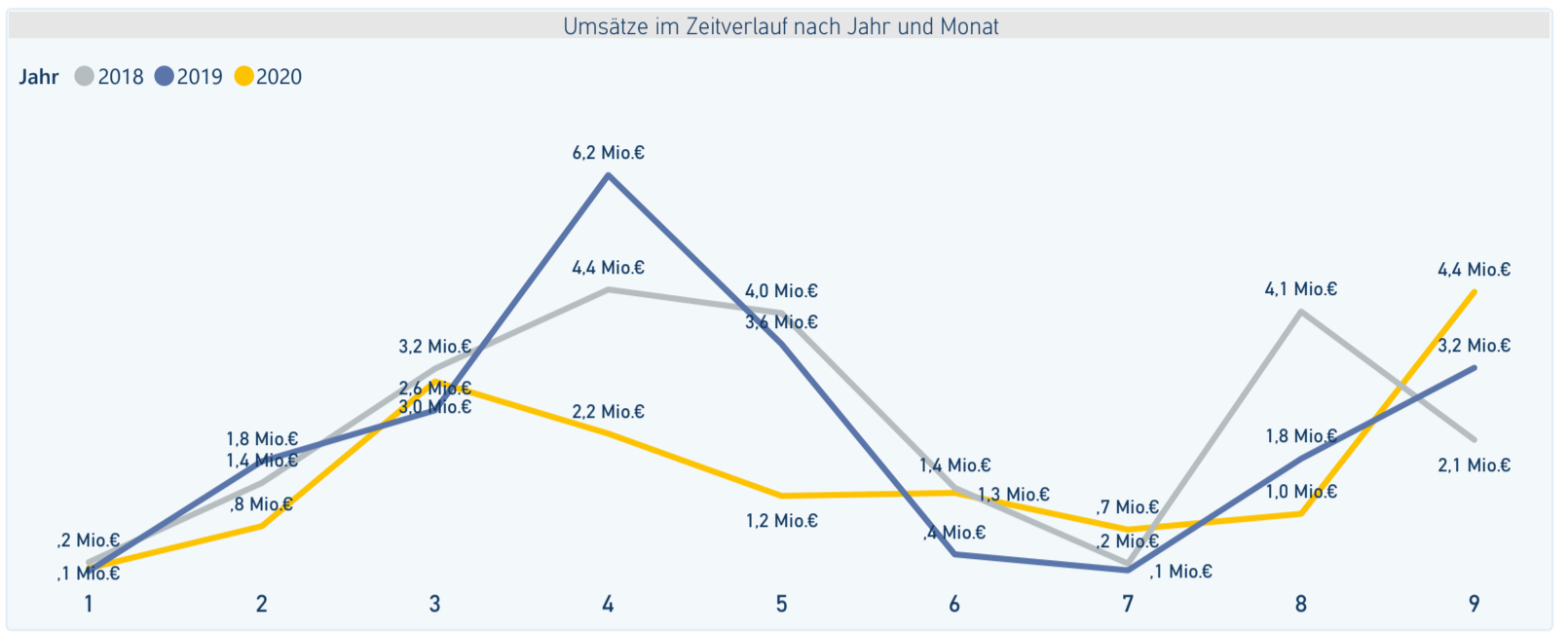
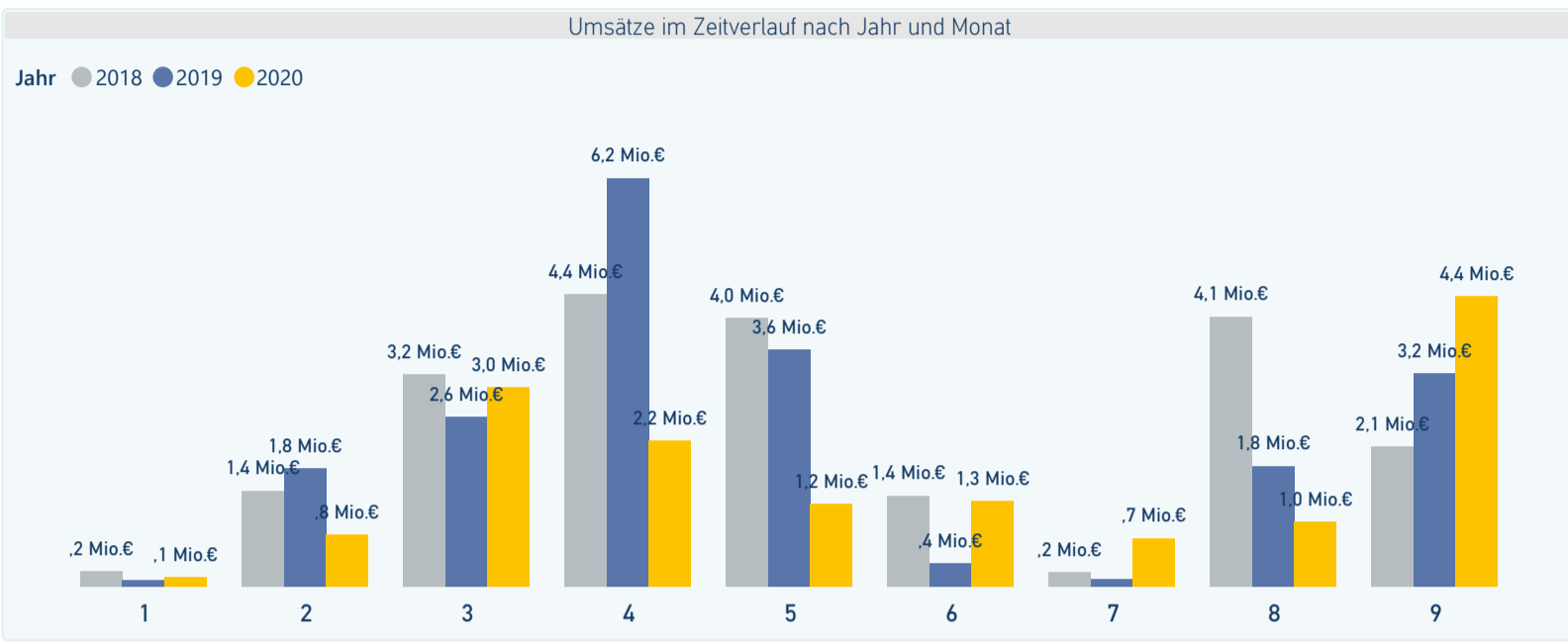
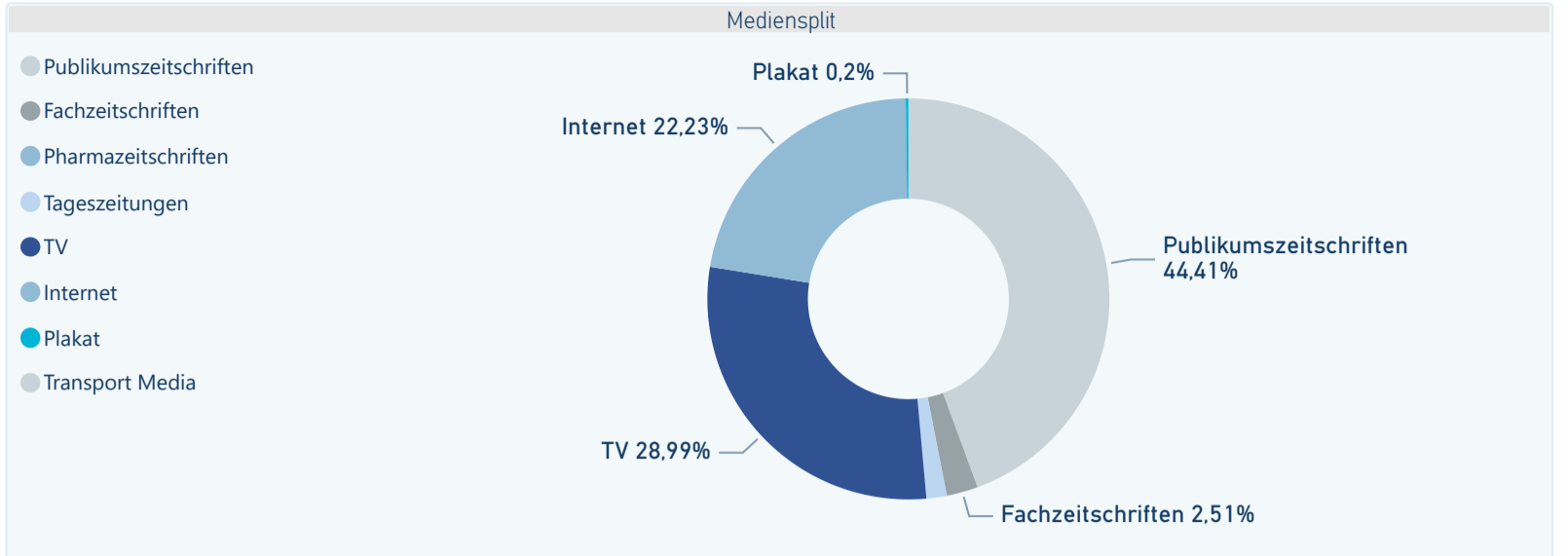
**-5 Mio. €**

WA Brutto Diff. VJ

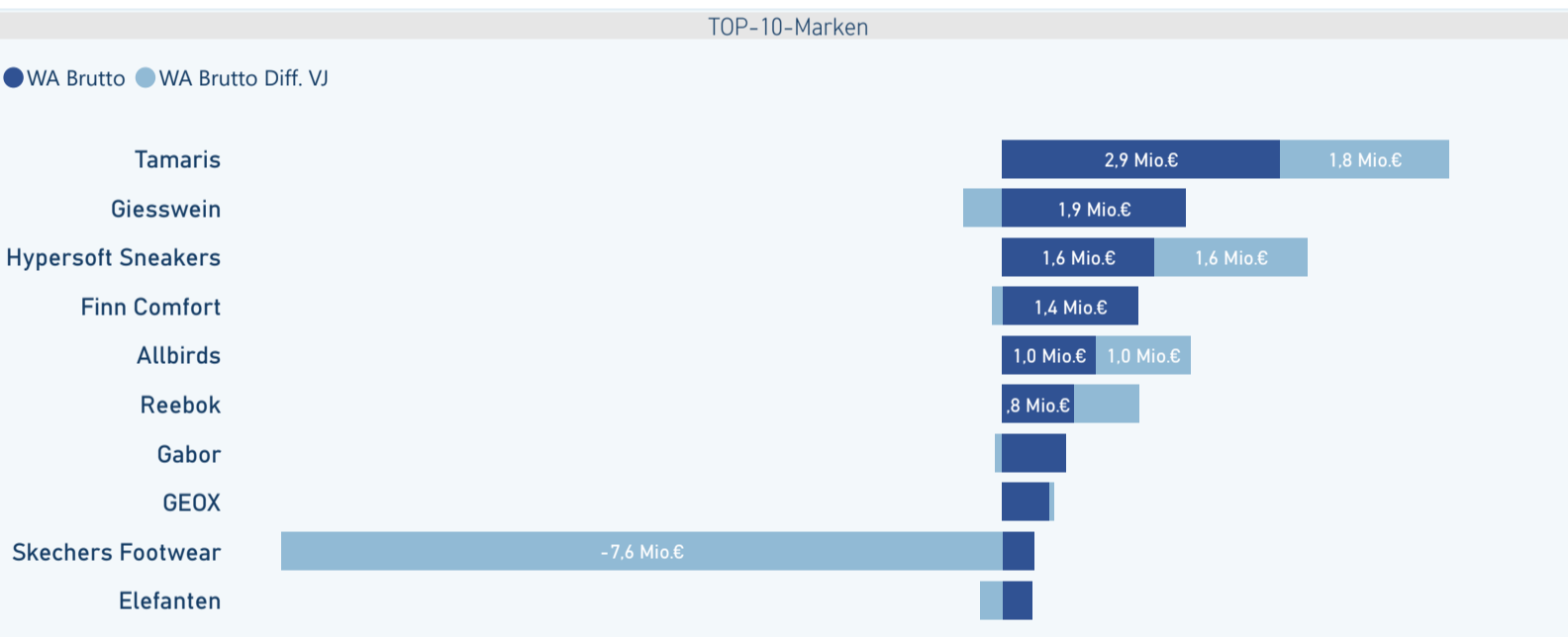
**-25,00%**

WA Brutto Diff. VJ in %

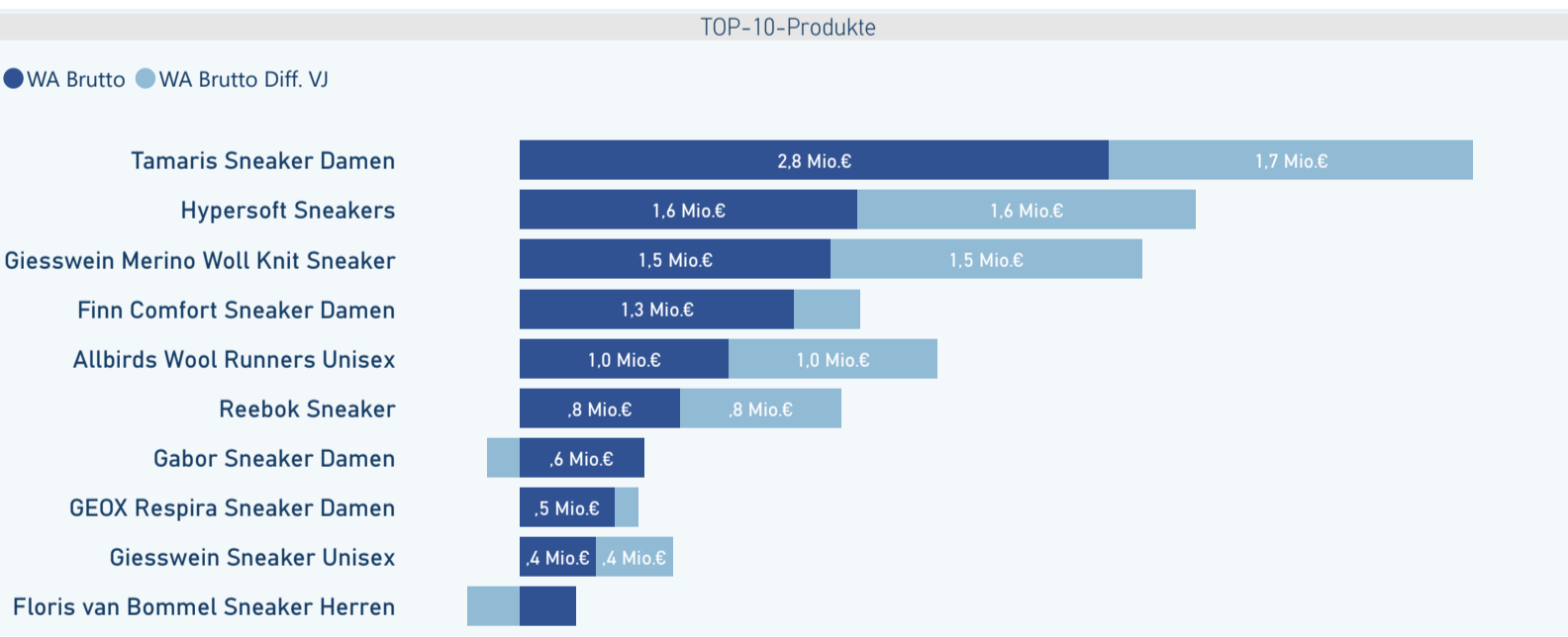
Mediengattung	WA Brutto	WA Brutto Diff. VJ	WA Brutto Diff. VJ in %
Publikumszeitschriften	6.534.981 €	-1.781.386 €	-21,42%
TV	4.266.548 €	-6.063.215 €	-58,70%
Internet	3.271.880 €	3.230.356 €	7.779,49%
Fachzeitschriften	369.900 €	-8.554 €	-2,26%
Tageszeitungen	237.550 €	134.376 €	130,24%
Plakat	29.841 €	-221.143 €	-88,11%
Pharmazeitschriften	4.420 €	90 €	2,08%
Transport Media	---	-	NaN
Kino	---	-196.706 €	-100,00%
<b>Gesamt</b>	<b>14.715.120 €</b>	<b>-4.906.181 €</b>	<b>-25,00%</b>



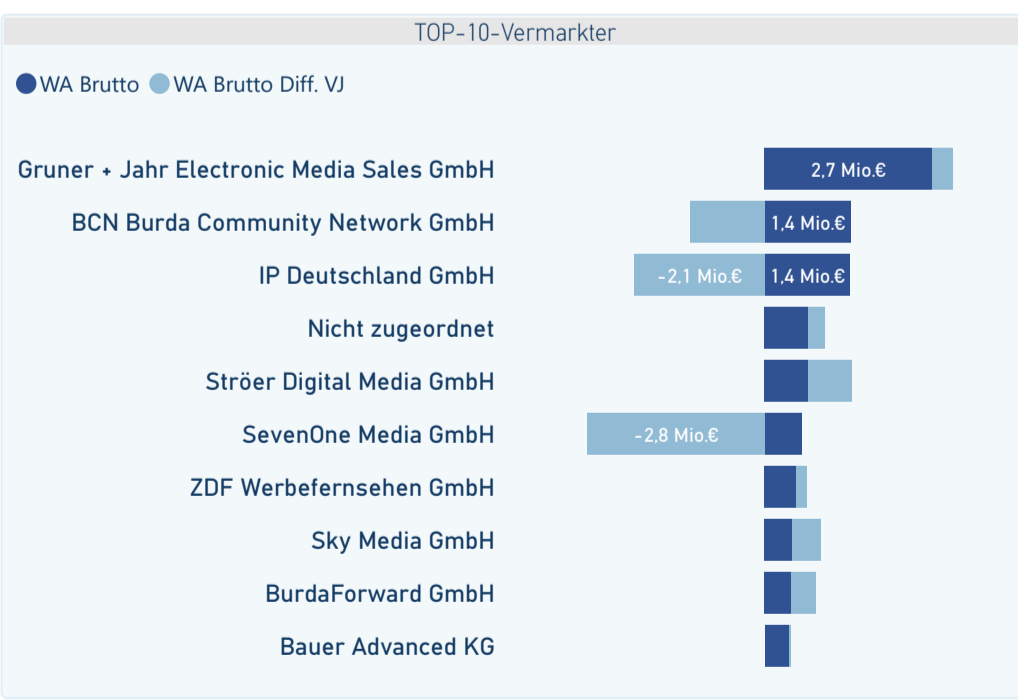
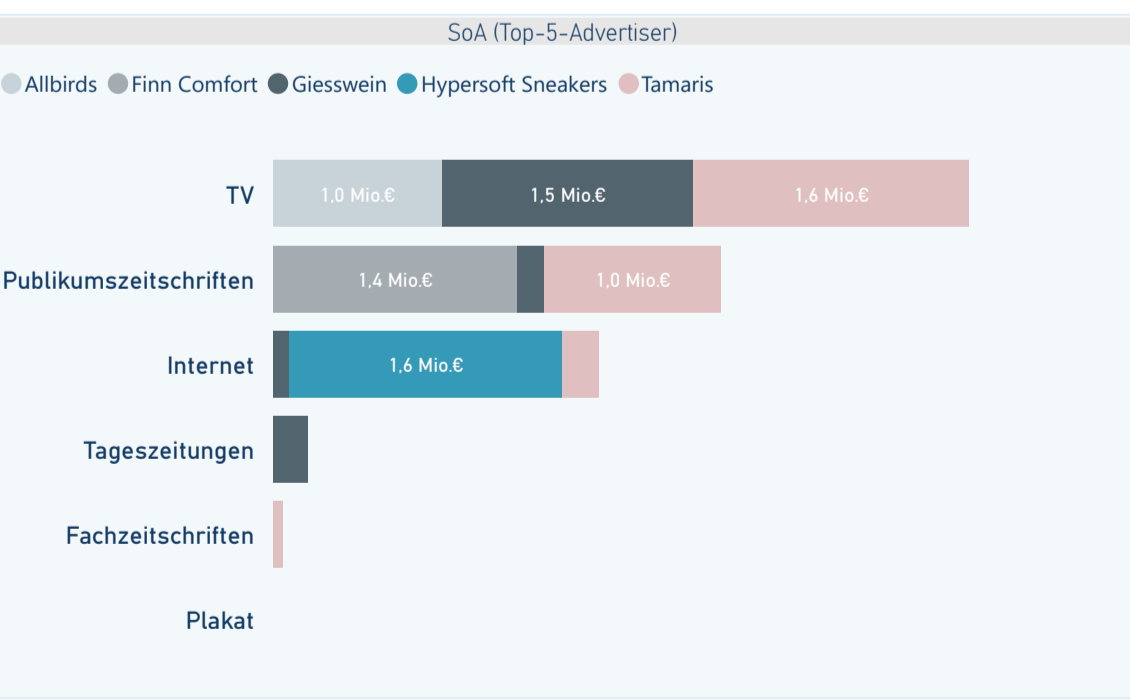
Firma	WA Brutto	WA Brutto Diff. VJ	WA Brutto Diff. VJ in %
Wortmann Schuh-Holding KG (Wortmann Schuh-Holding KG)	2.921.566 €	1.773.015 €	154,37%
Giesswein Walkwaren AG	1.931.345 €	-404.591 €	-17,32%
Digital Advice LLC	1.602.074 €	1.602.074 €	-
Waldi Schuhfabrik GmbH	1.432.310 €	-109.680 €	-7,11%
Allbirds, Inc.	989.605 €	989.605 €	-
Adidas AG (Reebok International Ltd.)	763.082 €	677.582 €	792,49%
Gabor Shoes AG	671.900 €	-72.200 €	-9,70%
GEOX s.p.a.	497.700 €	43.800 €	9,65%
Skechers USA Inc.	337.710 €	-7.563.023 €	-95,73%
Deichmann SE (Deichmann SE)	317.623 €	-228.926 €	-41,89%
<b>Gesamt</b>	<b>11.464.915 €</b>	<b>-3.292.344 €</b>	<b>-22,31%</b>



Marke	WA Brutto	WA Brutto Diff. VJ	WA Brutto Diff. VJ in %
Tamaris	2.921.566 €	1.773.015 €	154,37%
Giesswein	1.931.345 €	-404.591 €	-17,32%
Hypersoft Sneakers	1.602.074 €	1.602.074 €	-
Finn Comfort	1.432.310 €	-109.680 €	-7,11%
Allbirds	989.605 €	989.605 €	-
Reebok	763.082 €	677.582 €	792,49%
Gabor	671.900 €	-72.200 €	-9,70%
GEOX	497.700 €	43.800 €	9,65%
Skechers Footwear	337.710 €	-7.563.023 €	-95,73%
Elefanten	317.623 €	-228.926 €	-41,89%
<b>Gesamt</b>	<b>11.464.915 €</b>	<b>-3.292.344 €</b>	<b>-22,31%</b>



Produkt	WA Brutto	WA Brutto Diff. VJ	WA Brutto Diff. VJ in %
Tamaris Sneaker Damen	2.796.648 €	1.725.042 €	160,98%
Hypersoft Sneakers	1.602.074 €	1.602.074 €	-
Giesswein Merino Woll Knit Sneaker	1.474.687 €	1.474.687 €	-
Finn Comfort Sneaker Damen	1.302.210 €	313.690 €	31,73%
Allbirds Wool Runners Unisex	989.605 €	989.605 €	-
Reebok Sneaker	763.082 €	763.082 €	-
Gabor Sneaker Damen	589.500 €	-154.600 €	-20,78%
GEOX Respira Sneaker Damen	450.500 €	111.600 €	32,93%
Giesswein Sneaker Unisex	362.810 €	362.810 €	-
Floris van Bommel Sneaker Herren	266.240 €	-248.580 €	-48,28%
<b>Gesamt</b>	<b>10.597.356 €</b>	<b>6.939.411 €</b>	<b>189,71%</b>



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Transport Media	---	-	NaN
Kino	---	-196.706 €	-100,00%
<b>Gesamt</b>	<b>14.715.120 €</b>	<b>-4.906.181 €</b>	<b>-25,00%</b>

Vermarkter	WA Brutto	WA Brutto Diff. VJ	WA Brutto Diff. VJ in %
Gruner + Jahr Electronic Media Sales GmbH	2.668.695 €	323.368 €	13,79%
BCN Burda Community Network GmbH	1.371.757 €	-1.178.501 €	-46,21%
IP Deutschland GmbH	1.362.392 €	-2.078.749 €	-60,41%
Nicht zugeordnet	703.286 €	255.596 €	57,09%
Ströer Digital Media GmbH	695.319 €	691.960 €	20.600,19%
SevenOne Media GmbH	586.743 €	-2.822.077 €	-82,79%
ZDF Werbefernsehen GmbH	499.790 €	162.840 €	48,33%
Sky Media GmbH	449.073 €	449.073 €	-
BurdaForward GmbH	424.178 €	394.249 €	1.317,28%
Bauer Advanced KG	396.885 €	24.859 €	6,68%
<b>Gesamt</b>	<b>9.158.119 €</b>	<b>-3.777.381 €</b>	<b>-29,20%</b>

Werbeträger	WA Brutto	WA Brutto Diff. VJ	WA Brutto Diff. VJ in %
RTL	635.890 €	-718.696 €	-53,06%
Brigitte	632.300 €	245.500 €	63,47%
VOX	536.306 €	-606.913 €	-53,09%
ZDF	499.790 €	162.840 €	48,33%
ProSieben	408.265 €	-835.501 €	-67,18%
freundin	375.500 €	-110.300 €	-22,70%
TextilWirtschaft	369.900 €	-5.480 €	-1,46%
CHIP.DE	355.957 €	355.957 €	-
BUNTE	342.200 €	-251.800 €	-42,39%
GMX.NET	317.840 €	317.840 €	-
<b>Gesamt</b>	<b>4.473.949 €</b>	<b>-1.446.554 €</b>	<b>-24,43%</b>