NetDoktor

PROFILE

BCN.

QUOTE FROM THE EDITORS

The NETDOKTOR brand

As a provider of independent and evidence-based health information, the NETDOKTOR brand has enjoyed unwavering trust from its users in Austria for many years. With the relaunch at the beginning of August 2021, we made our consistently user-centred health portal **NETDOKTOR.at** even more comprehensible and accessible for our users and have thus **grown to become the market leader** in a short amount of time.

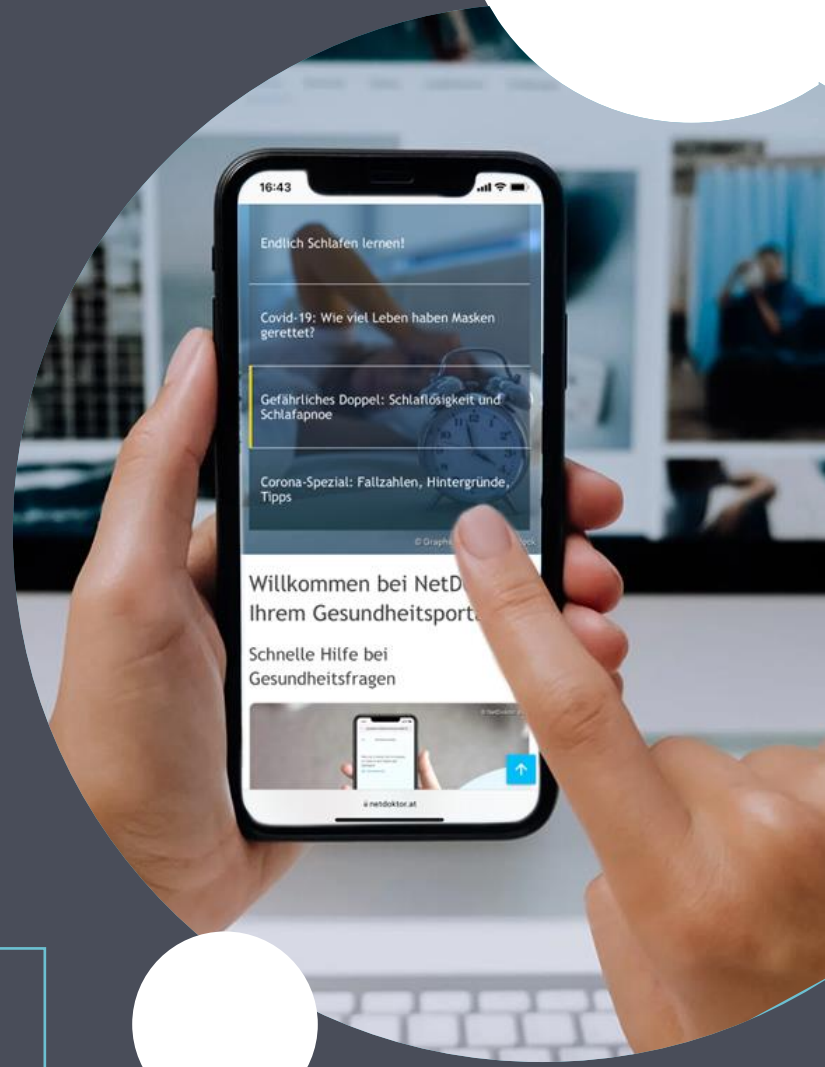
Jens Richter, Editor-in-Chief and Chief Operating Officer (COO)

BCN.

NETDOKTOR.AT A GLANCE

A brief look at the brand

The **NETDOKTOR** portal world is the high-reach health platform on the German-language Internet. Medical journalists and doctors provide evidence-based, independent, well-researched and, at the same time, easy-to-understand medical information on the most important diseases, symptoms, studies and medications. Thanks to its consistent user-centred content approach, **NETDOKTOR** provides readers with targeted content that matches the search entries they enter into the search engine. As part of its SEO strategy, **NETDOKTOR** includes individual verticals that are available for specific content and make optimal use of the user's search intent.



DIGITAL

Unique users	504,290
PIs	1,740,406
Austria's share of PIs	93.04%

NETDOKTOR.AT achieves the best rankings in the Austrian market by using the right platforms. There is no competitor who can do this better.

Source: ÖWA (Austrian Web Analysis) May 2023

NETDOKTOR.AT

Target Audience

Digital

39% of the target group are between 30 and 49 years of age

60% are women

43% have a monthly net household income of over €3,000

Well-educated: 32% of users have an university degree or matura

Sources: ÖWA May 2023

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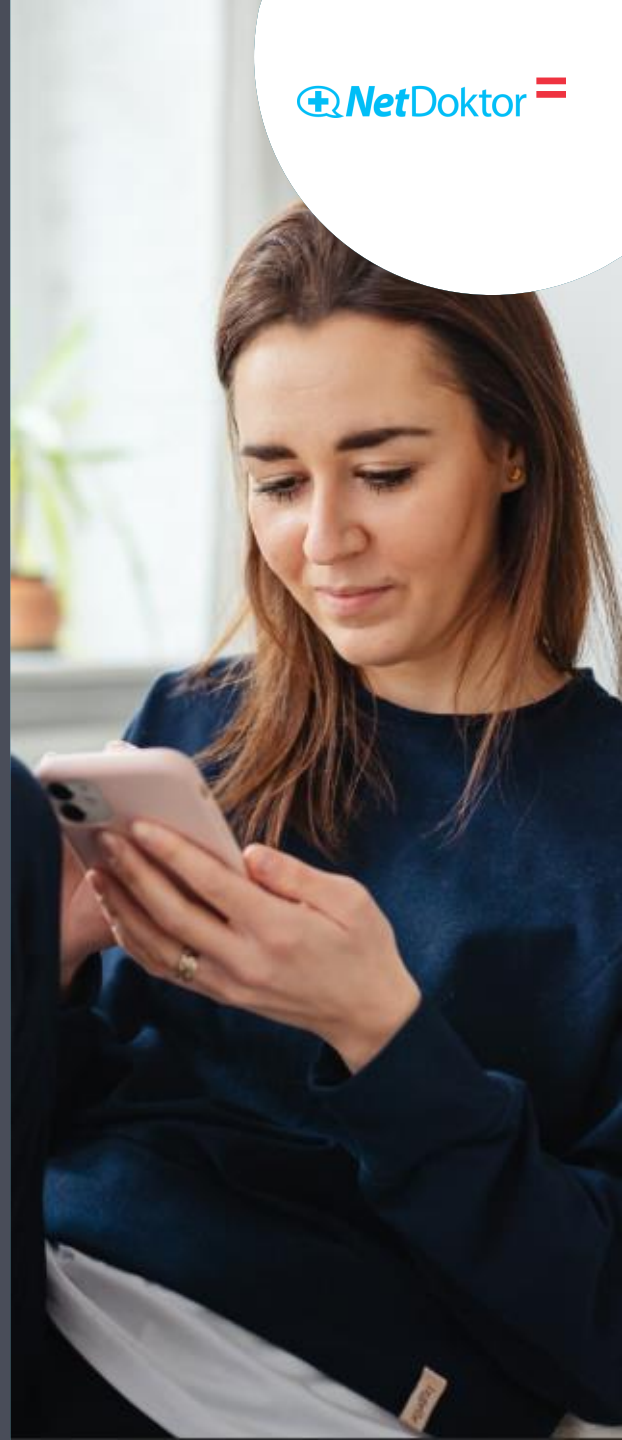
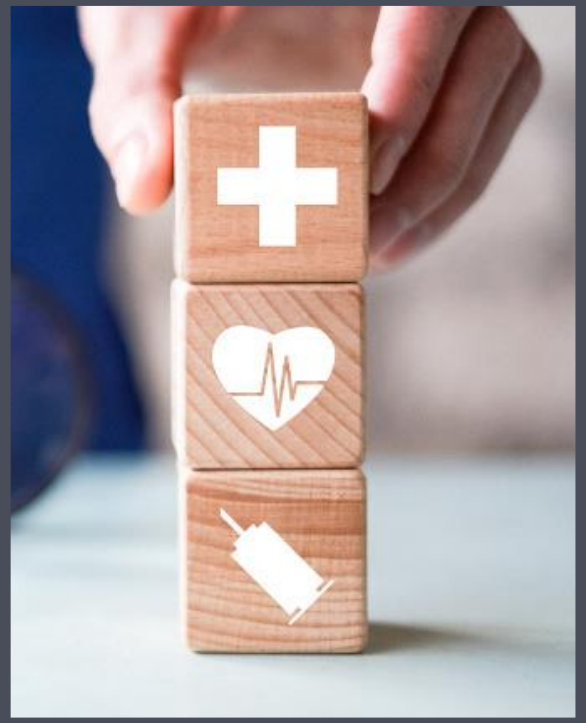


NETDOKTOR.AT – REPUTABLE MEDICAL CONTENT

Topical overview of the health portal

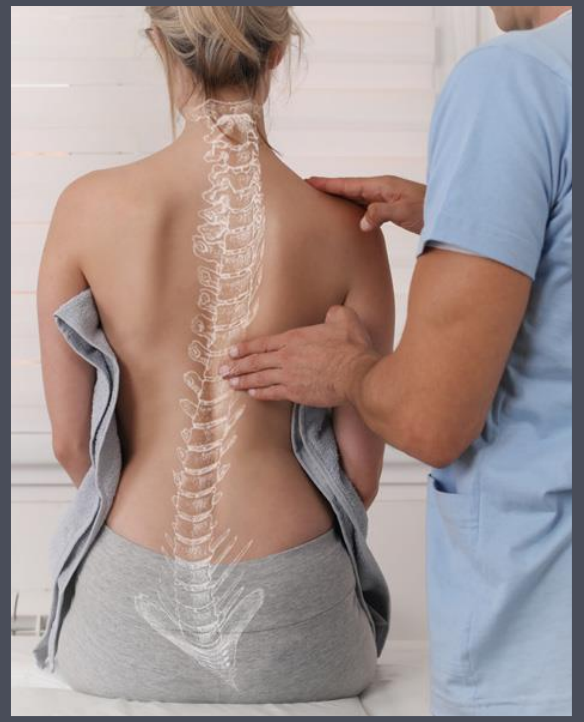


Symptoms/illnesses

Information on the most important symptoms, illnesses and causes

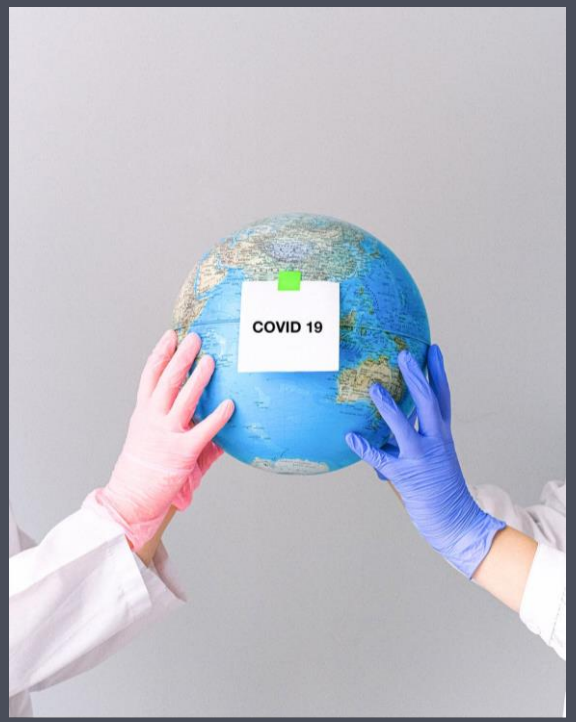
Medication/diagnostics

Information on intake, interactions, package inserts, placebos and diagnostic procedures



Treatments/anatomy

Information on medical treatments and overview of the composition of the human body



Health/current events

Information on prevention and check-ups, as well as current health topics, news and tips

Source: netdoktor.at

PERFECT FOR YOUR PLANNING

Good reasons

Planning with the market leader

NETDOKTOR reaches the most people in Austria who use health platforms to find out about medical content and perform Google searches using terms involving specific areas of specialisation. In Austria, NETDOKTOR is the market leader in terms of reach.

Advertising without ad waste

NETDOKTOR reaches every relevant user without ad waste. By taking a user-centred approach and due to its SEO-optimised thematic orientation, NETDOKTOR consistently delivers the best content matches for what users are searching for – the perfect advertising platform! Advertisers reach users via very specific queries about specific areas of specialisation that are very close to the problem solution/purchase decision in the patient journey funnel .

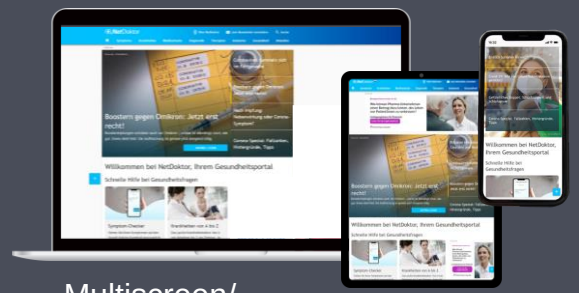
Credibility of the NETDOKTOR brand

The **NETDOKTOR editorial team** employs trained medical professionals who guarantee high-quality content through independent, well-researched medical journalism. The brand's high degree of credibility is also reflected in the users' long viewing time.

BRAND FAMILY

EFFECTIVELY INFORMED VIA NETDOKTOR'S WORLD OF PORTALS

NETDOKTOR'S WORLD OF PORTALS



Multiscreen/
Mobile first

GERMANY NETDOKTOR.de

AUSTRIA NETDOKTOR.at

SWITZERLAND NETDOKTOR.ch

ACTIVE HEALTH PLATFORM MYLIFE.de

Multiscreen/
Mobile first

World of portals
NetDoktor

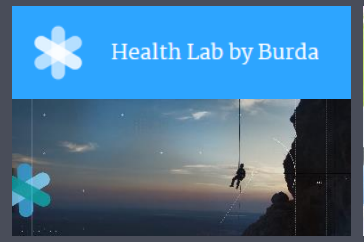
SOCIAL MEDIA

GERMANY **NETDOKTOR.de**
AUSTRIA **NETDOKTOR.at**
SWITZERLAND **NETDOKTOR.ch**

ACTIVE HEALTH PLATFORM **MYLIFE.de**

EVENT

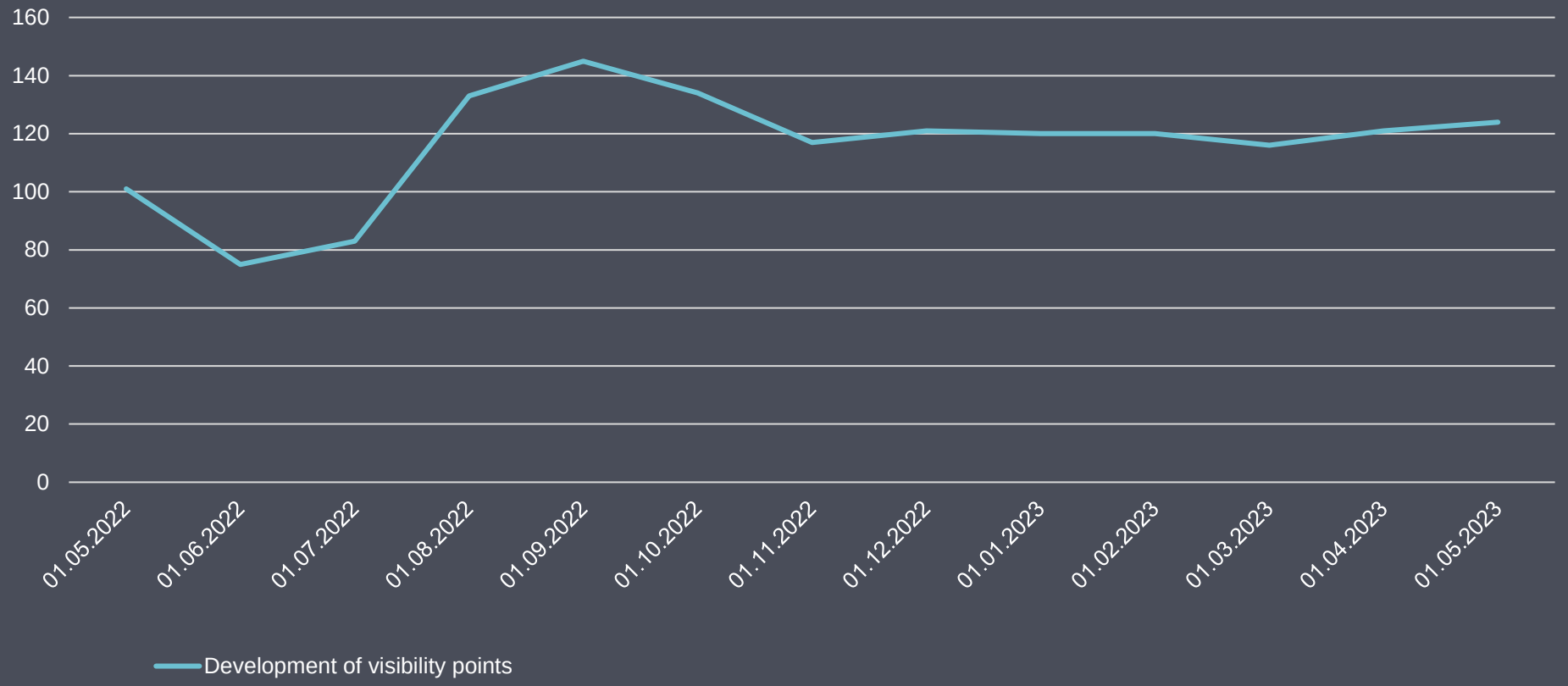
HEALTH LAB



BurdaVerlag's health event/
once annually with selected guests

DEVELOPMENT NETDOKTOR.AT

Visibility development in 2022/23

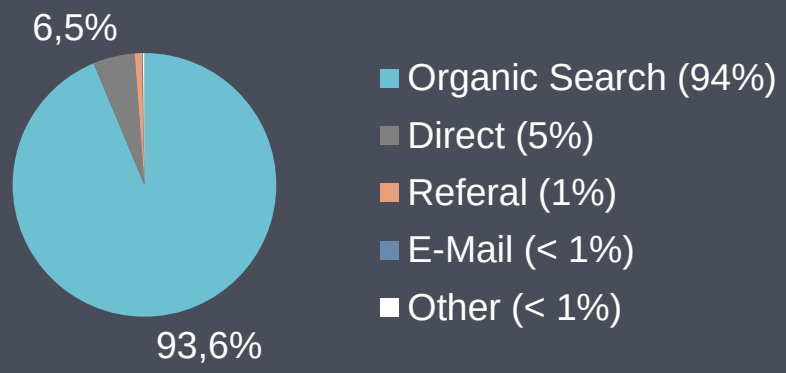


Source: SISTRIX

NETDOKTOR: TOP

in Google search results

94% of NETDOKTOR.at users come to the platform via Google with a specific search query related to a specific area of specialisation. NETDOKTOR content provides you with information on severe individual health issues. Advertisers are perfectly integrated into the platforms using a thematic reference. We therefore offer our customers access to a very personal area of our users' lives – their health.



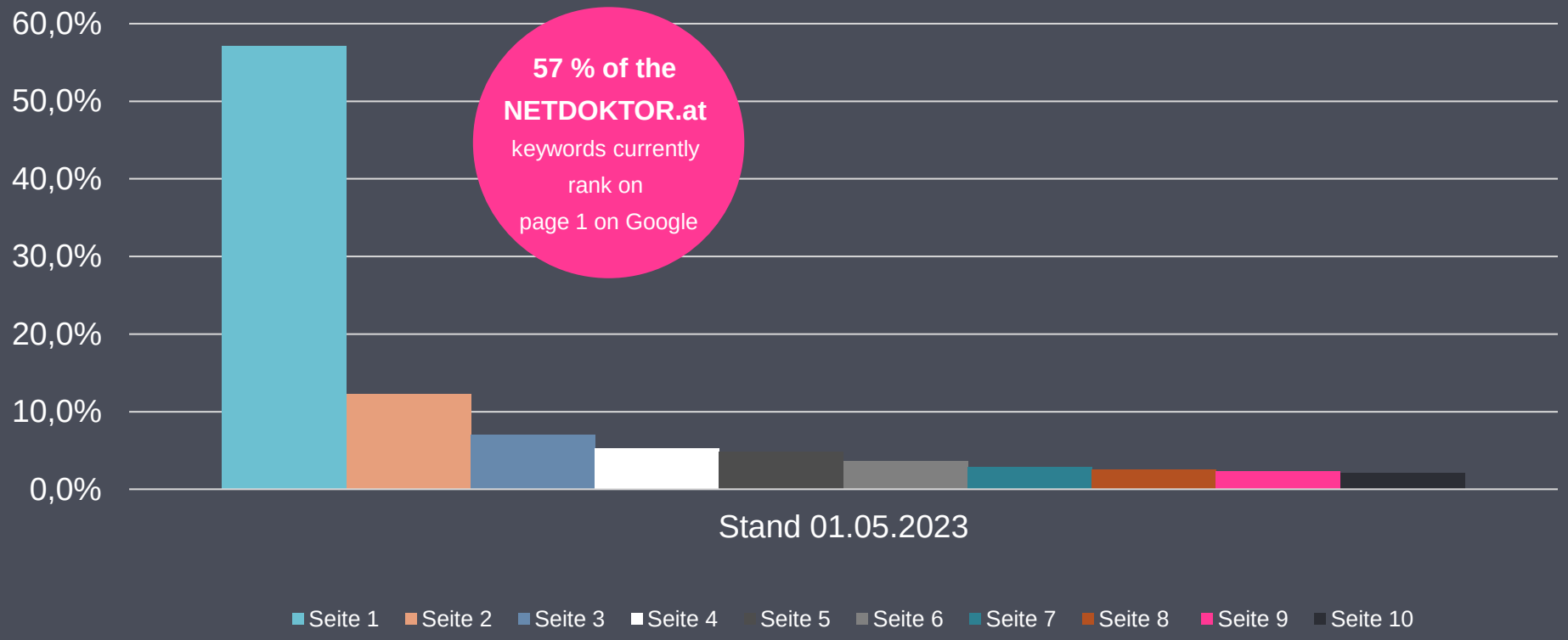
NETDOKTOR.at delivers content that ranks on Google's first search result page for more than 188,000 search entries.

Source: Google Analytics, Google Search Console, May 2023

NETDOKTOR.AT

Google ranking

Distribution of NETDOKTOR.at keywords on Google search result pages:



Source: Google Analytics, Google Search Console

BCN.