

Hubert Burda Media

The celebrity portal



Bunte.de is the leading digital content destination for women in Germany. At *Bunte.de* we combine entertaining, inspiring and informative content - current people & entertainment news and comprehensive service topics.

The success confirms our strategy: *Bunte.de*, with more than 8 million unique monthly users (AGOF), is the leading site for women in Germany and one of the largest German video publishers on Facebook.

In 2017, we expanded the content of our offering with additional service and advisory. With the four channels "Feel fit", "Family", "Fashion" and "Beauty", the people and entertainment brand is thus becoming a comprehensive content destination for women in Germany and an indispensable brand for successful advertising partnerships.

As the only German brand explicitly aimed at a female target group, *Bunte.de* has been represented at Snapchat Discover since January 2018. With the discover function, Instant-Messenger offers media partners the opportunity to distribute editorial content and thus make it accessible to new target groups.

We always have our finger on the pulse of the times: *Bunte.de* owes its growth to a committed team, above-average quality standards, technical lead, high editorial expertise and a feel for journalistic trends in the digital market.

Links: [Bunte.de](https://www.bunte.de)



Hans Fink
Managing director

Before joining Hubert Burda Media, Hans Fink held various executive positions with ProSiebenSat.1 and managed the holding company Seven Ventures (among others). He most recently served as Executive Vice President Business Innovation and was responsible for implementing new business and product ideas.



Nina Zimmermann

Managing director

Born in Britain, Nina Zimmermann held various digital roles (with companies such as T-Online, Bertelsmann and the internet marketplace ricardo.de) before joining the management board and organising the internationalisation of the Experteer career network, where she was most recently responsible for products and technology. Since April 2016, Nina Zimmermann has had overall managerial responsibility for the celebrity portal *Bunte.de*, the videotainment brand *BNow*, the affiliate network *Tracdelight*, Burda's word-of-mouth team and the crowdfunding music label *Musicstarter*.

Facts

Division	BurdaStudios
Managing directors	Hans Fink, Nina Zimmermann
Contact	Katherine.Kreiner@burda.com