



The titles of FUNKE MEDIEN NRW are present in the German metropolis-region Rhine Ruhr like no other media company – that is what makes them a unique and strong partner. Our 5 titles reach 1.63 million people in the circulation area – they represent around 30% of the population in this region.

The *Westdeutsche Allgemeine Zeitung (WAZ)* is the leading daily newspaper in the metropolitan cities Essen, Bochum, Gelsenkirchen, Duisburg, Oberhausen and Mülheim/Ruhr. The distribution area extends from the South of Münsterland to the Lower Berg region, from the Lower-Rhine to the region Unna.

The *Neue Rhein/Neue Ruhr Zeitung (NRZ)* ranks among the biggest regional newspapers in Germany and is, on the one hand, a big city medium for the Rhine Ruhr area and the state capital Düsseldorf, and on the other hand a local newspaper for the Lower-Rhine between Kleve and Moers.

The *Westfalenpost (WP)* is the biggest newspaper in the region Südwestfalen.

The *Westfälische Rundschau (WR)* offers a comprehensive local media coverage in the cities Dortmund, Hagen, the districts Olpe, Siegen Wittgenstein, Hochsauerlandkreis and Märkischer Kreis.

The *Iserlohner Kreisanzeiger und Zeitung (IKZ)* is the biggest newspaper in the area of Iserlohn, Letmathe and Hemer.

Prices and formats 2019 – Funke Medien NRW 850

	Price Mon. – Sat.
Text columns / mm, 4c	77,95
Format	
1/1 4c	208.126,50
½ landscape 4c	104.297,10
1/4 corner ad 4c	62.360,00

All prices in €, plus VAT.

Key Figures

- Reach (ma 2018 Tageszeitungen): 1.543.000 readers
- Publication frequency: Mon. – Sat.
- Paid circulation IWW IV/2018: NRW 850 Mon. –Sat.: 488,709 copies

Target group*

- Gender
 - Male 49
 - Female 51
- Age
 - 14 – 29 years 9
 - 30 – 59 years 42
 - 60 years and older 49
- Household net income
 - € 2.000 and above 69
 - € 3.000 and above 42
 - € 4.000 and above 25
 - € 5.000 and above 16

*Composition in %
Source: ma 2018 Tageszeitungen;
Basis: Total population, 14 years +, 70,45 Mio.