

BILD der FRAU-Schlank & fit



Rates and Formats 2019

Formats	Rates
1/1	€16,600
1/2	€11,960
1/3	€9,240
1/4	€6,860

Editorial Concept

The magazine is aimed towards women who are especially interested in fitness and wellness trends, topics related to staying slim and gentle methods of treatment. Beauty tips, travel information and the wellness horoscope reinforce the feel-good-effect.

BILD der FRAU-Schlank & fit is a colourful mix of topics related to health and well-being – a visually opulent appearance of magazine sections and double pages packed with information.

Key Topics

- Nutrition trends, tips for staying slim and recipes
- Beauty
- Fitness with brain jogging
- Health
- Relaxation

Target Group*

	BILD der FRAU Schlank & fit	Basis
■ Gender		
Women	94	51
Men	6	49
■ Age		
14–19 years	2	7
20–29 years	8	14
30–39 years	15	14
40–49 years	20	16
50–59 years	23	18
60–69 years	18	13
70 years and older	14	18
■ Household net income		
Up to €1,000	6	8
€1,000 – €1,249	6	4
€1,250 – €1,499	5	7
€1,500 – €1,999	11	13
€2,000 and above	72	68

*Composition in %

Source: b4p 2018 III, German-speaking population 14 years and older, 70.45 million

Key Figures

- Publication day: Friday
- Frequency of publication: 6 times per year
- Copy price: €1.95
- Sold Circulation: 78,739 copies (IVW II/2019)
- Reach acc. to b4p 2018 III:
 - Total: 0.9 % / 0.61 million
 - Women: 1.6 % / 0.57 million
 - Men: 0.1 % / 0.04 million

Status: July 2019; subject to change; errors and omissions possible.