

# FUNKE BESTSELLER PROGRAMME COMBO



## USPs

- Bestseller in young male target groups
- The high subscription circulation of **TV DIGITAL** and strong sales of **TVdirekt** at the newsstand make this combination unbeatable.
- High reach
- Young, masculine and sporty : a readership with a strong affinity for upscale lifestyle and high discretionary income.
- Technology-conscious, interested in cars and trend-oriented - everything that men desire.
- Multimedia

**The most powerful media programme for young, high-income and educated men!**

**Combo savings: 20%**



## 2019 Rates and Formats

Formats	Rates
1/1	€60,900.00
¾	€49,520.00
1/2	€36,000.00
1/3	€24,960.00

See rate card for additional formats.

## Key Figures

- Reach acc. to ma 2019 Pressemedien II: 7.0% / 4.96 million
- Paid circulation acc. to IVW II/2019: 2,127,679 copies

## Target Group\*

	Combo	Basis
■ Gender		
Men	56	49
Women	44	51
■ Average age	44	49
■ Education		
University entrance qualification	34	32
■ Household net income		
€3,000 and above	55	45
■ Upper Third Discretionary income**	44	38

\*Composition in %

Source: ma 2019 Pressemedien II, total population 14 years and older, 70.60 million

\*\*Incl. HHNI greater than €2,500 for HH size of 1 person; HHNI greater than €3,000 for HH size of 2 persons; HHNI greater than €3,500 for HH size of 3+ persons and HHNI greater than €4,000 for HH size of 4+ persons

Status: July 2019; subject to change; errors and omissions excepted