

# FRAU von HEUTE



## Editorial Concept

FRAU von HEUTE is the response to the wishes of cost-conscious, modern female readers who want editorial quality and a broad range of topics, as well as up-to-date and carefree entertainment, week after week.

FRAU von HEUTE offers relaxing entertainment with current celebrity interviews, exclusive reports, photo series and puzzle & knowledge pages.

FRAU von HEUTE moves its readers every week with encouraging life stories and interesting portraits of women.

FRAU von HEUTE provides real help for everyday life with its big guide section.

- Top experts such as Professor Hademar Bankhofer or star chef Cornelia Poletto share their knowledge with readers.
- The top topic of the week – from food scandals to the new alimony laws – comprehensively informs the reader.
- The fashion section also provides extra styling tips for well-rounded women every week in addition to the latest trends.
- The large 16-page cookbook is removable. The wide variety of recipes – including recipes for vegetarians, vegans, people suffering from allergies and diabetics – further increases the benefit of FRAU von HEUTE.

FRAU von HEUTE offers moments of bliss for each week – and inspiration for every day!

FRAU von HEUTE is the weekly women's magazine for today's woman.

**FRAU von HEUTE: Practical. Cheerful. Clever.**

## Rates und Formats 2019

Formats	Rates
1/1	€8,200
1/2	€5,700
1/3	€4,550
Formats Across Gutter	
2/1	€16,400
2 x 1/2	€8,200

See rate card for additional formats.

## Key Figures

- Publication day: Friday
- Publication frequency: weekly
- Copy price: €0.99
- Circulation: 83,961 copies (IVW II/2019)
- Reach acc. to ma 2019 Pressemedien II:
  - Total: 0.3% / 0.24 million
  - Women: 0.7% / 0.24 million
  - Men: 0.0% / 0.00 million
- The following combinations are available for booking:



## Target Group\*

	FRAU von HEUTE	Basis
■ Gender		
Women	99	51
Men	1	49
■ Age		
14–19 years	1	7
20–29 years	9	14
30–39 years	10	15
40–49 years	18	15
50–59 years	26	19
60–69 years	18	14
70 years and older	17	17
■ Household net income		
Up to €1,000	5	7
€1,000 – €1,249	6	4
€1,250 – €1,499	5	7
€1,500 – €1,999	13	12
€2,000 and above	71	70

\*Composition in %

Source: ma 2019 Pressemedien II, German-speaking population 14 years and older, 70.60 million

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