



USP

- The new FUNKE BEST LIFE KOMBİ: High reach with convincing cost effectiveness.
- The big general interest combination with a strong focus on women and individuals responsible for the household.
- Experts in health and nutrition matters.
- Weekly high reach for fast sales.
- Strong multiplier for pharma & food.

- High reach in competitive comparison.
- Best cost effectiveness – Low CPM!
- For Best Agers!

FUNKE BEST LIFE KOMBİ – The high-reach package with best CPM!

Combo savings: 12%

Target Group*

	FUNKE BEST LIFE KOMBİ	Basis
■ Gender		
Women	83	51
Men	17	49
■ Age		
14–19 years	1	7
20–29 years	3	14
30–39 years	6	15
40–49 years	11	15
50–59 years	19	19
60–69 years	21	14
70 years and older	39	17
■ Household net income		
Up to €1,000	8	7
€1,000–€1,249	6	4
€1,250–€1,499	9	7
€1,500–€1,999	17	12
€2,000 and above	61	70
■ Responsible for household		
	81	58

Rates und Formats 2019

Formats	Rates
1/1	€65,600
1/2	€44,550
1/3	€33,090
Formats Across Gutter	
2/1	€131,200
2 x 1/2	€66,050

See rate card for additional formats.

Key Figures

- Circulation: 1,509,575 copies (IVW II/2019)
- Reach acc. to ma 2019 Pressemedien II:
 - Total: 9.2% / 6.50 million
 - Women: 15.1% / 5.41 million
 - Men: 3.1% / 1.09 million

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