



USP

- The most powerful service-oriented women's combo in Germany.
 - >> **Magazine concepts with life-coaching appeal**
- High reach & strong circulation.
- Combination of two success stories: The biggest women's magazine and most successful women's TV programme magazine.
- Two likeable guides with heart and mind.
- Two innovative personal coaches for the modern, trend-conscious woman.
- Two successful service magazines offer top performance in classic women's target groups.

The most powerful service-oriented women's combo in Germany

- The combination of two success stories.
- Top performance in classic women's target groups.
- For women who are in charge of their lives.

Combo savings: 8%

Target Group*

FUNKE FRAUEN KOMBI SERVICE Basis

■ Gender		
Women	94	51
Men	6	49
■ Age		
14–19 years	1	7
20–29 years	7	14
30–39 years	9	15
40–49 years	14	15
50–59 years	22	19
60–69 years	20	14
70 years and older	28	17
■ Household net income		
Up to €1,000	7	7
€1,000–€1,249	5	4
€1,250–€1,499	7	7
€1,500–€1,999	15	12
€2,000 and above	67	70
■ Responsible for household	85	58

Rates und Formats 2019

Formats	Rates
1/1	€58,500
1/2	€42,070
1/3	€32,550
Formats Across Gutter	
2/1	€117,000
2 x 1/2	€58,500

See rate card for additional formats.

Key Figures

- Circulation: 994,916 copies (IVW II/2019)
- Reach acc. to ma 2019 Pressemedien II:
 - Total: 7.4% / 5.24 million
 - Women: 13.7% / 4.91 million
 - Men: 0.9% / 0.33 million

*Composition in %
Source: ma 2019 Pressemedien II, German-speaking population 14 years and older, 70,60 million