



USP

- **Women's premium combo weekly**
- Four great classics in the women's magazines segment.
- **The market leader and two founders of people journalism.**
- Attractive cost effectiveness compared to competitor's combos, but especially against individual titles such as BUNTE, MyWay, tina, bella and Laura.
- People stories, destinies and reports creates emotions and involvement.
- High editorial standards represent quality.
- Reach – Cost effectiveness – Affinity.
- People & lifestyle: high reach in upscale, established women's target groups.

FUNKE FRAUEN KOMBİ WEEKLY: People, service and lifestyle.

Combo savings: 8%

Target Group*

FUNKE FRAUEN KOMBİ AKTUELL Basis

- Gender

Women	93	51
Men	7	49
- Age

14–19 years	1	7
20–29 years	5	14
30–39 years	8	15
40–49 years	14	15
50–59 years	21	19
60–69 years	20	14
70 years and older	31	17
- Household net income

Up to €1,000	7	7
€1,000–€1,249	5	4
€1,250–€1,499	8	7
€1,500–€1,999	15	12
€2,000 and above	65	70
- Responsible for household

	85	58
--	----	----

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

2019 Rates und Formats

Formats	Rates
1/1	€76,650
1/2	€53,410
1/3	€41,100
Formats Across Gutter	
2/1	€153,300
2 x 1/2	€76,650

See rate card for additional formats.

Key Figures

- Circulation: 1,241,157 copies (IVW II/2019)
- Reach acc. to ma 2019 Pressemedien II:
 - Total: 9.8 % / 6.94 million
 - Women: 18.0 % / 6.42 million
 - Men: 1.5 % / 0.51 million

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