



**USP**

- **Big:** Over 12.5 million total reach and number one among Germany's women with a reach of over 9 million.
- **Cost effectiveness:** Top CPM.
- **Strong:** 3,058,011 copies sold.
- **Fast:**
  - 52 times per year with 11 weekly updated paid magazines and strong traditional brands.
  - Quick establishment of contacts.
- Germany's largest paid magazine advertising vehicle (by reach plus circulation).
- With over **9.7 million women**, it is the highest-reach PRINT advertising vehicle in the women's target group!
- Top advertising carrier – especially for pharma, food, retail and mail-order.
- Powerful combo for the mass market.
- Promotes sales cause of highest reach.
- Circulation and reach at a cost-efficient CPM.

**Reach about one third of all adult women with one placement!**

**Combo savings: 14%**

**2019 Rates und Formats**

Formats	Rates
1/1	€151,300
1/2	€101,220
1/3	€77,450
Formats Across Gutter	
2/1	€302,600
2 x 1/2	€152,500

See rate card for additional formats.

**Key Figures**

- Circulation: 3,058,011 copies (IVW II/2019)
- Reach acc. to ma 2019 Pressemedien II:
  - Total: 17.8 % / 12.58 million
  - Women: 27.4 % / 9.79 million
  - Men: 8.0 % / 2.79 million

**Target Group\***

	FUNKE MILLIONEN KOMBİ	Basis
■ Gender		
Women	78	51
Men	22	49
■ Age		
14–19 years	1	7
20–29 years	4	14
30–39 years	7	15
40–49 years	12	15
50–59 years	19	19
60–69 years	20	14
70 years and older	37	17
■ Household net income		
Up to €1,000	6	7
€1,000–€1,249	5	4
€1,250–€1,499	8	7
€1,500–€1,999	16	12
€2,000 and above	65	70
■ Responsible for household	77	58

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



**Germany's large paid magazine combo – even larger!**

- **Bigger:** Over 12 million total reach and a reach of over 10 million among Germany's women.
- **Stronger:** 3,433,521 copies sold.
- 52 times per year: 11 weekly updated paid magazines and strong traditional brands.
- 24 times per year: Extended by the biweekly published title TV für mich
- Quick establishment of contacts.
- Top advertising carrier – especially for pharma, food, retail and mail-order.
- Powerful combo for the mass market.
- Promotes sales cause of highest reach.
- Circulation and reach at a cost-efficient CPM.

**Reach about one third of all adult women with one placement!**

**Germany's largest paid magazine combo!**

**Combo savings: 14%**

**Target Group\***

	FUNKE MILLIONEN KOMBİ plus	Basis
■ Gender		
Women	78	51
Men	22	49
■ Age		
14–19 years	1	7
20–29 years	5	14
30–39 years	7	15
40–49 years	12	15
50–59 years	19	19
60–69 years	20	14
70 years and older	36	17
■ Household net income		
Up to €1,000	6	7
€1,000–€1,249	5	4
€1,250–€1,499	8	7
€1,500–€1,999	16	12
€2,000 and above	65	70
■ Responsible for household	77	58

**2019 Rates und Formats**

Formats	Rates
1/1	€163,100
1/2	€109,690
1/3	€84,00
Formats Across Gutter	
2/1	€326,200
2 x 1/2	€163,960

See rate card for additional formats.

**Key Figures**

- Circulation: 3,433,521 copies (IVW II/2019)
- Reach acc. to ma 2019 Pressemedien II :
  - Total: 18.3 % / 12.94 million
  - Women: 28.2 % / 10.09 million
  - Men: 8.2 % / 2.85 million

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