



USP

- Strong circulation power in the people market segment.
- High reach with cost-effective CPM.
- Top CPM in all target groups related to fashion, beauty and food.
- Strong performance, high involvement and quality environment.
- Classic people magazine with premium standard – for mainstream women with values and style.

PEOPLE POWER – Very close to the stars

Combo savings: 8%

Target Group*

FUNKE PEOPLE BASIS POWER KOMBI

■ Gender		
Women	91	51
Men	9	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	20	19
60–69 years	21	14
70 years and older	39	17
■ Household net income		
Up to €1,000	10	7
€1,000–€1,249	6	4
€1,250–€1,499	9	7
€1,500–€1,999	16	12
€2,000 and above	60	70
■ Responsible for household	85	58

2019 Rates und Formats

Formats	Rates
1/1	€23,200
1/2	€15,170
1/3	€11,390
Formats Across Gutter	
2/1	€46,400
2 x 1/2	€23,200

See rate card for additional formats.

Key Figures

- Circulation: 537,790 copies (IVW II/2019)
- Reach acc. to ma 2019 Pressemedien II:
 - Total: 3.9% / 2.79 million
 - Women: 7.1% / 2.53 million
 - Men: 0.7% / 0.26 million

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