



Editorial Concept

ECHO DER FRAU – The weekly impulse generator!

- The dynamic women's magazine: upbeat reports from the world of aristocracy, stars, German popular/traditional music and high society for women 50 years and older who are still young at heart.
- A large service section of fashion, beauty, nutrition, home and decoration ideas.
- Also includes a comprehensive spectrum of medical topics and a puzzle section.

ECHO DER FRAU offers new positive feelings every week: **emotional, entertaining and calming.**

Key Figures

- Publication day: Wednesday
- Publication frequency: weekly
- Copy price: €1.70
- Circulation: 141,147 copies (IVW II/2019)

Rates und Formats 2019

Formats	Rates
1/1	€5,700
1/2	€4,110
1/3	€2,840

See rate card for additional formats.



Editorial Concept

frau aktuell – The magazine for the trend-conscious woman

- Perfectly staged: always well-informed with exciting and entertaining feature articles on celebrities from film, show business and aristocracy for the traditional woman 50 years and older.
- frau aktuell moves its readers with topics from the world of fashion, cosmetics, cooking, money and legislation.
- A strong health environment including interviews with experts and professors complete the editorial profile.

frau aktuell is informative, touching and always up-to-date.

Key Figures

- Publication day: Monday
- Publication frequency: weekly
- Copy price: €1.70
- Circulation: 126,395 copies (IVW II/2019)

Rates und Formats 2019

Formats	Rates
1/1	€6,000
1/2	€4,310
1/3	€3,000

See rate card for additional formats.



Editorial Concept

NEUE WELT – The women's magazine that's like your best friend

- The farsighted traditional title has convinced readers with its reliable information, competent health guide and an extra large puzzle section for more than 80 years.
- Big feature articles and brilliant photos from the world of royal houses and celebrities ensure top entertainment for its female readers who are 50 years and older.
- Competent topic mixture of health, beauty, fashion and nutrition.

NEUE WELT is the weekly women's magazine with a high level of guide competence: **reliable, true to life and entertaining.**

Key Figures

- Publication day: Wednesday
- Publication frequency: weekly
- Copy price: €1.70
- Circulation: 157,068 copies (IVW II/2019)

Rates und Formats 2019

Formats	Rates
1/1	€7,650
1/2	€5,510
1/3	€3,810

See rate card for additional formats.



Editorial Concept

DAS GOLDENE BLATT – The golden traditional brand!

- The emotional women's magazine with fascinating reports from the royal houses and the world of the stars and starlets for the conservative lively woman 50 years and older.
- Reports, interviews and photos are always authentic, exclusive and emotional.
- Convincing guide pages, a professionally competent medical section, recipes to collect on cooking cards, travel reports and a lot of puzzles characterise this title.

DAS GOLDENE BLATT – Optimistic, positive and truthful every week.

Key Figures

- Publication day: Monday
- Publication frequency: weekly
- Copy price: €1.70
- Circulation: 173,156 copies (IVW II/2019)

Rates und Formats 2019

Formats	Rates
1/1	€6,800
1/2	€4,800
1/3	€3,370

See rate card for additional formats.



USP of the combo

- For women with a traditional outlook and awareness of values.
- Homogeneous target-group structure for women 50 years and older.
- The economic combo for traditional women's target groups.

The classic traditional brands for women 50 years and older – authentic and aware of values for generations. Popular traditional brands with an unbeatable CPM.

Key Figures

- Circulation: 597,766 (IVW II/2019)
- Reach acc. to ma 2019 Pressemedien II:
 - Total: 4.3% / 3.06 million
 - Women: 7.9% / 2.81 million
 - Men: 0.7% / 0.26 million

Rates und Formats 2019

Formats	Rates
1/1	€24,850
1/2	€17,800
1/3	€12,370

Combo savings: 5%

See rate card for additional formats.

Target Group*

	FUNKE WASO FRAUEN VIER	Basis
■ Gender		
Women	92	51
Men	8	49
■ Age		
14–49 years	17	50
50–59 years	18	19
60–69 years	21	14
70 years and older	43	17
■ Responsible for household	87	58

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