



USP

- One of Germany's most powerful women's offers
- **High circulation and high reach**
- **Cost efficient!**
- High affinity to beauty and pharma
- Fast reach in women's target groups = Fast sales in women's target groups
- Women only: The highest reach women's combo with the best price-performance ratio.

FUNKE WOMEN'S BEST KOMBI: efficient, effective and feminine.

Combo savings: 8%

Target Group*

	FUNKE WOMEN'S BEST KOMBI	Basis
■ 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	19	19
60–69 years	21	14
70 years and older	39	17
■ Household net income		
Up to €1,000	9	7
€1,000–€1,249	6	4
€1,250–€1,499	9	7
€1,500–€1,999	17	12
€2,000 and above	59	70
■ Responsible for household	85	58

Rates und Formats 2019

Formats	Rates
1/1	€54,800
1/2	€37,640
1/3	€27,550
Formats Across Gutter	
2/1	€109,600
2 x 1/2	€54,790

See rate card for additional formats.

Key Figures

- Circulation: 1,219,517 copies (IVW II/2019)
- Reach acc. to ma 2019 Pressemedien II:
 - Total: 7.4% / 5.21 million
 - Women: 13.2% / 4.72 million
 - Men: 1.4% / 0.49 million

*Composition in %

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

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