

Geliebte KATZE



2019 Rates and Formats

Formats	Rate
1/1	€4,500
1/2	€2,550
1/3	€1,900

See rate card for additional formats.

Editorial Concept

Geliebte KATZE is the magazine for all cat lovers.

Geliebte KATZE provides all cat owners with information, service topics, reports and entertainment related to the topic of cats.

Geliebte KATZE focuses on the cat – no matter whether pedigree or house cat – and its fascinating life.

The comprehensive service and practical section is the magazine's main emphasis. It answers every question and explains requirements for keeping a cat.

Target Group*

	Geliebte Katze	Basis
Gender		
Women	77	51
Men	23	49
Age		
14–19 years	4	7
20–29 years	12	14
30–39 years	14	14
40–49 years	16	15
50–59 years	18	19
60–69 years	23	14
70 years and older	13	17
Household net income		
Up to €1,000	7	5
€1,000–€1,249	5	5
€1,250–€1,499	9	5
€1,500–€1,999	15	13
€2,000 and above	64	72

*Composition in %

Source: AWA 2019, German-speaking population 14 years and older, 70.60 million

Key Figures

- Publication day: Wednesday
- Publication frequency: monthly
- Copy price: €3.50
- Circulation: 31,030 copies (IVW II/2019)
- Reach acc. to AWA 2019:
 - Total: 0.6% / 0.41 million
 - Women: 0.9% / 0.32 million
 - Men: 0.3% / 0.09 million

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