

Gong plus



Editorial Concept

Gong and Bild + Funk, two classics among programme guides – one advertising vehicle.

This offers an especially large range of programmes with an extensive presentation of broadcasts and a target group-oriented rating system for the entire family. All films are rated in detail by the in-house editorial team and reviewed on their family suitability, which provides high quality for the readers!

Many editorial guide topics ranging from health to knowledge/nature, society/family, automotive, sport, technology, money/law to cinema/culture and current events provide readers with much use value in addition to the TV programme!

USPs

- **Strong performance:** 71% of the total circulation goes to subscribers. This strong currency guarantees stability in the media plan and stands for high reader-magazine loyalty.
- High-level **efficiency** and **reach** are the basis for effective advertising.
- **Top readership:** prosperous, with traditional value concepts and above-average purchasing power.
- **Main reader focus** is on areas with strong purchasing power in the south and west of Germany.

2019 Rates and Formats

Formats	Rates
1/1	€15,000
3/4	€13,800
1/2	€9,170
1/3	€7,660
1/4	€5,880

See rate card for additional formats.

Key Figures

- Publication day: Friday
- Publication frequency: weekly
- Copy price: €1.90
- Paid circulation acc. to IVW II/2019: 290,057 copies
- Reach acc. to ma 2019 Pressemedien II:
 - Total: 2.2% / 1.56 million
 - Men: 1.8% / 0.63 million
 - Women: 2.6% / 0.94 million

Target Group*

	Gong Plus	Basis
■ Gender		
Men	40	49
Women	60	51
■ Responsible for household	67	58
■ Age		
Up to 30 years	6	21
30–59 years	36	48
60 years and older	59	31
■ Household net income		
€2,000 and above	64	70

*Composition in %
Source: ma 2019 Pressemedien II, total population older than 14 years, 70.60 million

Status: July 2019; subject to change; errors and omissions excepted