

# nurTV plus



## Editorial concept

**nurTV, TV Sudoku and tv clever:** three strong titles – one advertising medium.

**nurTV plus** offers the complete TV listing for 4 weeks for a price of only € 0.98!

The quick summary on all movie highlights of every week offers best navigation to the readers.

**nurTV plus** addresses a young, benefit oriented target group.

The benefit of **nurTV plus** is in the focus!

The 12 riddle pages Rätsel in every issue are very popular and intensively used by the readership.

## USP

- **Biggest 4-weekly published magazine combination** which is used in an extremely high frequented way and kept for a long time in the household.
- Offering **reliably high response rates** it is the ideal medium for response driven advertising.
- **Considerably increased printed circulation of 750,000 copiers.**

## 2019 Rates and Formats

Formats	Rates
1/1 4. US	€22,360
1/1 2. US	€20,640
1/1 3. US	€20,640
1/1	€17,200
1/2	€9,790

See rate card for additional formats.

## Key Figures

- Publication day: Friday
- Publication frequency: biweekly
- Copy price: €0.98
- Paid circulation acc. to IVW II/2019: 816,120 copies