

TV für mich



Editorial Concept

TV für mich addresses the two largest reader markets in Germany: the market of guide-, service-oriented women's magazines and the TV programme guide market. Therefore, the title offers the best mix of guidance and service.

- Fashion and beauty
- Stars and starlets
- Cooking and baking
- Comprehensive guide section
- Health and nutrition
- Complete TV programme for 14 days – geared towards women

TV für mich. The success story of high circulation. Increasing circulation since 2009, which makes it one of the most successful new magazine launches of the last 10 years.

TV für mich. Authentic, dynamic and successful.

Target Group*

	TV für mich	Basis
■ Gender		
Women	89	51
Men	11	49
■ Age		
14–19 years	2	7
20–29 years	12	14
30–39 years	9	15
40–49 years	11	15
50–59 years	21	19
60–69 years	27	14
70 years and older	18	17
■ Household net income		
Up to €1,000	11	7
€1,000–€1,249	6	4
€1,250–€1,499	9	7
€1,500–€1,999	13	12
€2,000 and above	61	70

Rates and Formats 2019

Formats	Rates
1/1	€13,700
1/2	€9,850
1/3	€7,620
Formats Across Gutter	
2/1	€27,400
2 x 1/2	€13,700

See rate card for additional formats.

Key Figures

- Publication day: Thursday
- Publication frequency: biweekly
- Copy price: €1.10
- Circulation: 375,510 copies (IVW II/2019)
- Reach acc. to ma 2019 Pressemedien II:
 - Total: 0.8% / 0.56 million
 - Women: 1.4% / 0.50 million
 - Men: 0.2% / 0.06 million
- Bookable in the following combination:



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