



Editorial concept

Berliner Morgenpost - this is Berlin: Seven days a week, this modern media brand provides daily updates on the diverse offerings of Germany's most exciting city.

With all the latest political and business reporting and, above all, news from its large regional section, as well as the weekly supplement 'Mein Berlin, mein Bezirk' ('My Berlin, My District'), it's an indispensable guide through the capital city with daily updates on culture, sports and leisure.

Berliner Morgenpost's online platform offers up-to-date regional and national coverage and a wide range of other services around the clock.

For a mobile generation: With Berliner Morgenpost mobile our users are kept up to date always - no matter where they are. Thanks to our optimal media mix, you can reach your target groups with pinpoint accuracy. In newspapers, on the Internet or on mobile devices - our product family offers you a customized cross-media appearance.

price and formats 2019 – Berliner Morgenpost

formats , colored	price Mo. – Fr.	price Sa. – So.
1/1	34,171.63	43,138.66
1/2 page	17,085.82	21,569.33
1/4 corner	11,167.20	14,097.60

All rates are in euros plus VAT.

facts and figures

- Reach ma 2019 Tageszeitungen: 306,000 readers
- Appearance way: daily
- Circulation IVW II/2019:
Mon. - Fri.: 75,274 copies
Sat – Sun.: 84,426 copies

Target group*

	Berliner Morgenpost
■ men	40
woman	60
■ Alter	
14 – 29 years	11
30 – 59 years	51
60 years and older	38
■ Household net income	
€ 2,000 and above	77
€ 3,000 and above	55
€ 4,000 and above	36
€ 5,000 and above	21

composition in %
Source: ma 2019 Tageszeitungen;
Basis: total population, 14 years+, 70,45 Mio.