

Braunschweiger Zeitung BZ/REGION

Braunschweiger Zeitung, Helmstedter Nachrichten, Peiner Nachrichten, Salzgitter Zeitung, Wolfenbütteler Zeitung, Wolfsburger Nachrichten / Gifhorn Rundschau and Harz Kurier

BRAUNSCHWEIGER ZEITUNG

Harz Kurier



Editorial Concept

The Braunschweiger Zeitung with its local editions – plus the HarzKurier and its total reach (incl. online) – is the No. 1 newspaper in the southern Lower Saxony.

As a citizen's newspaper, it is the leading medium that seeks a dialogue with its readers and shapes public opinion with its quality journalism. No matter whether this involves the news, a background story or an expert analysis – the Braunschweiger Zeitung provides its readers with reliable information from politics, business, culture, sports and local news.

In addition, the weekend edition plus an extensive classified section that generates attention with many special forms of advertising in the job, car and real estate market is published on Saturdays.

The many print offers are optimally supplemented across various media through our service portals and the magazine and news portals, as well as our mobile and out-of-home offers. With a presence in our media, you achieve optimal reach in the advertising-relevant target groups across all channels.

2019 Rates and Formats – Braunschweiger Zeitung BZ/REGION

	Rate for Mon.–Fri.	Rate for Sat.
Text columns / mm, 4c	12.72	14.50
Format		
1/1 4c	39,177.60	44,660.00
1/2 4c	19,588.80	22,330.00
1/4 corner ad 4c	9,794.40	11,165.00

All rates are in euros plus VAT.

Key Figures

- Reach acc. to ma 2018 Daily Newspapers: 283,000 readers
- Publication frequency: Mon.– Sat.
- Paid circulation IVW II/2019 Mon.–Sat.: Braunschweiger Zeitung (BZ Region): 110,077 copies

Target Group*

BZ/Region	Total
■ Gender	
Men	43
Women	57
■ Age	
14–29 years	5
30–59 years	41
60 years and older	55
■ Household net income	
€2,000 and above	75
€3,000 and above	48
€4,000 and above	25
€5,000 and above	10

*Composition in %
Source: ma 2019 Tageszeitungen;
Basis: German-speaking population 14+ years, 70.45 million

Status: 12/08/2019. Changes and errors excepted.