



## Editorial Concept

Hamburg and the Hamburger Abendblatt belong together – just like the wind and the waves, the cook and the galley or the mast and the sailor. A city and its newspaper. One heart and one soul. Because real Hamburgers want to know what's happening in their city.

Whether living or traffic, refugees or referendums: Whatever moves Hamburg is a topic in the Hamburger Abendblatt – in both the print edition and on [abendblatt.de](http://abendblatt.de). Multi-faceted reporting with a strong local focus from all city districts about the people and their stories.

The metropolis on the Elbe River is not just the main focus on the Hamburg pages but also in the Culture and Business sections, in Sports and on the Opinion and Feature page. The weekend even brings an extra serving of Hamburg: exclusive news, background stories and the well-rounded magazine.

In the eastern metropolitan region of Hamburg, the Bergedorfer Zeitung/Lauenburgische Landeszeitung is the leading local information medium. It is published daily in the city district of Bergedorf and also in the southern counties of Stormarn and Herzogtum Lauenburg. It includes extensive reports on events in Bergedorf, the Vierlande and Marschlande, Reinbek, Glinde, Geesthacht, Schwarzenbek, Lauenburg and the respective bordering municipalities.

Let your advertising message go to work in this environment!

## Target Group\*

- Gender
  - Men 53
  - Women 47
- Age
  - 14–29 years 5
  - 30–59 years 50
  - 60 years and older 45
- Household net income
  - €2,000 and above 78
  - €3,000 and above 59
  - €4,000 and above 36
  - €5,000 and above 24

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

## 2019 Rates and Formats – Hamburger Abendblatt Total

	Rate Mon.–Fri.	Rate Sat.
Text columns / mm, 4c	18.09	22.88
<b>Format</b>		
1/1 4c	57,309.12	72,483.84
1/2 4c	28,654.56	36,241.92
1/4 corner ad 4c	14,327.28	18,120.96

All rates are in euros plus VAT.

## Key Figures

- Reach acc. to ma 2019 Daily Newspapers: 434,000 readers
- Publication frequency: Mon.– Sat.
- Paid circulation IVW II/2019:
  - Mon.–Fr: 156,939 copies
  - Sat.: 182,846 copies

Status: 23/07/2019. Changes and errors excepted.