



The titles of FUNKE MEDIEN NRW are present in the German metropolis-region Rhine Ruhr like no other media company – that is what makes them a unique and strong partner. Our 5 titles reach 1.63 million people in the circulation area – they represent around 30% of the population in this region.

The **Westdeutsche Allgemeine Zeitung (WAZ)** is the leading daily newspaper in the metropolitan cities Essen, Bochum, Gelsenkirchen, Duisburg, Oberhausen and Mülheim/Ruhr. The distribution area extends from the South of Münsterland to the Lower Berg region, from the Lower-Rhine to the region Unna.

The **Neue Rhein/Neue Ruhr Zeitung (NRZ)** ranks among the biggest regional newspapers in Germany and is, on the one hand, a big city medium for the Rhine Ruhr area and the state capital Düsseldorf, and on the other hand a local newspaper for the Lower-Rhine between Kleve and Moers.

The **Westfalenpost (WP)** is the biggest newspaper in the region Südwestfalen.

The **Westfälische Rundschau (WR)** offers a comprehensive local media coverage in the cities Dortmund, Hagen, the districts Olpe, Siegen Wittgenstein, Hochsauerlandkreis and Märkischer Kreis.

The **Iserlohner Kreisanzeiger und Zeitung (IKZ)** is the biggest newspaper in the area of Iserlohn, Letmathe and Hemer.

Prices and formats 2019 – Funke Medien NRW 850

	Price Mon. – Sat.
Text columns / mm, 4c	77,95
<b>Format</b>	
1/1 4c	208.126,50
½ landscape 4c	104.297,10
1/4 corner ad 4c	62.360,00

All prices in €, plus VAT.

Key Figures

- Reach (ma 2019 Tageszeitungen): 1.444.000 readers
- Paid circulation IVW II/2019: Mon. –Sat.: 473.310 copies
- Publication frequency: Mon. – Sat.

Target group\*

- Gender
  - Male 48
  - Female 52
- Age
  - 14 – 29 years 8
  - 30 – 59 years 41
  - 60 years and older 50
- Household net income
  - € 2.000 and above 69
  - € 3.000 and above 43
  - € 4.000 and above 25
  - € 5.000 and above 17

\*Composition in %  
Source: ma 2019 Tageszeitungen;  
Basis: Total population, 14 years +, 70,45 Mio.