

Thuringia Media Group

Thüringer Allgemeine, Ostthüringer Zeitung and Thüringische Landeszeitung

OSTTHÜRINGER
Zeitung
OTZ

Thüringer Allgemeine

Thüringische
Landeszeitung
TLZ



Editorial Concept

The Thuringia Media Group is the prime address in the heart of Germany for high-quality journalism and communications services.

We are deeply rooted in our home state and feel committed to Thuringia and its people. Our passion is creating powerful ideas for Thuringia.

With the strong newspaper brands of the Thüringer Allgemeine, Ostthüringer Zeitung, Thüringische Landeszeitung and a diverse digital portfolio, we serve the people in our distribution region, as well as the Free State of Thuringia and beyond, with a comprehensive offering of journalistic contents.

The three newspapers reach their readers in Thuringen with 36 booking units in 33 local editions. With its broad offer of established regional and local multimedia brand-families, The Mediengruppe Thuringen offers 8 strong print, online and mobile brands.

Use this excellent environment to reach your customers.

2019 Rates and Formats – Thuringia Media Group Total Edition

	Rate for Mon.–Sat.
mm, 4c	24.44
Format	
1/1 4c	82,118.40
1/2 landscape 4c	41,059.20
1/4 corner ad 4c	20,529.60

All rates are in euros plus VAT.

Key Figures

- Reach acc. to ma 2019 Daily Newspapers: 661,000 readers
- Paid circulation IVW II/2019: Mon.–Sat.: 220,306 copies
- Publication frequency: Mon.– Sat.

Target Group*

- Gender
 - Men 46
 - Women 54
- Age
 - 14–29 years 4
 - 30–59 years 41
 - 60 years and older 55
- Household net income
 - €2,000 and above 61
 - €3,000 and above 26
 - €4,000 and above 11
 - €5,000 and above 5

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

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