



Prices 2020

Formats	Prices
1/1	€ 49,900
1/2	€ 35,870
1/3	€ 27,750
Formats across gutter	
2/1	€ 99,800
2 x 1/2	€ 49,900

See rate card for additional formats.

Key Figures

- ✓ Publication Day: Friday
- ✓ Publication Frequency: weekly
- ✓ Copy price: € 1.40
- ✓ Circulation IVW III/2019: 630,704 copies
- ✓ Reach (LpA) acc. to ma 2019 Presse II:
 - Total: 6.8 % / 4.81 million
- ✓ Crossmedia branding incl. bildderfrau.de**
 - 13.5 % / 9.51 million.

Editorial Concept

BILD der FRAU is the versatile informative and entertaining magazine for women who are in charge of their own lives. It covers the complete spectrum of life in a clear, smart and competent way – and always with heart!

BILD der FRAU has an outstanding guide function. It helps with everyday decisions.

BILD der FRAU is relaxing and entertaining.

BILD der FRAU takes its readers' problems and concerns seriously. It offers strength and self-confidence, as well as providing self-help information.

BILD der FRAU conveys values, takes its own stand, gets involved and lets its readers have a say.

BILD der FRAU promotes long-term charitable and socio-political commitment with the GOLDENE BILD der FRAU – Germany's biggest prize for women is awarded annually to five women honored for their extraordinary achievements as volunteers.

BILD der FRAU – Quantity. Closeness. Quality.

Target Group*

BILD der FRAU Basis

– Gender		
Men	6	49
Women	94	51
– Managing Household	86	58
– Age		
14 - 19 years	1	7
20 - 29 years	6	14
30 - 39 years	9	15
40 - 49 years	14	15
50 - 59 years	22	19
60 - 69 years	19	14
70+ years	29	17

*Composition in %, Source: ma 2019 Presse II, total 70,60 million
** b4p 2019 I; brand per month.