

# FRAU VON HEUTE



## Editorial Concept

FRAU von HEUTE is the response to the wishes of cost-conscious, modern female readers who want editorial quality and a broad range of topics, as well as up-to-date and carefree entertainment, week after week.

FRAU von HEUTE offers relaxing entertainment with current celebrity interviews, exclusive reports, photo series and puzzle & knowledge pages.

FRAU von HEUTE moves its readers every week with encouraging life stories and interesting portraits of women.

FRAU von HEUTE provides real help for everyday life with its big guide section.

FRAU von HEUTE: Practical. Cheerful. Clever.

## Prices 2020

Formats	Prices
1/1	€ 8.200
1/2	€ 5,700
1/3	€ 4,550
Formats across gutter	
2/1	€ 16,400
2 x 1/2	€ 8,200

See rate card for additional formats.

## Key Figures

- ✓ Publication Day: Friday
- ✓ Publication frequency: weekly
- ✓ Copy price: € 0.99
- ✓ Circulation IVW III/2019: 85,161 copies
- ✓ Reach (LpA) acc. to ma 2019 Presse II:
  - Total: 0.3 % / 0.24 millions
- ✓ The following combinations are available for



## Target Group\*

FRAU von HEUTE Basis

– Gender		
Female	89	51
Male	11	49
– Age		
14 - 19 years	2	7
20 - 29 years	12	14
30 - 39 years	9	15
40 - 49 years	11	15
50 - 59 years	21	19
60 - 69 years	27	14
70+ years	18	17
– Household net income		
up to €1.000	5	7
€ 1,000-1,249	6	4
€ 1,250-1,499	5	7
€ 1,500-1,999	13	12
€ 2,000 +	71	70

\* Composition in %  
Source: ma 2019 Pressemedien II, German-speaking population 14 years and older, 70.60 million