

FUNKE MILLIONEN KOMBI



USP

- Big: Over 12.5 million total reach and number one among Germany's women with a reach of over 9 million. Powerful combo for the mass market.
- Cost effectiveness: Top CPM.
- Strong: 3,058,011 copies sold.
- Fast: 52 times per year with 11 weekly updated paid magazines and strong traditional brands. Quick establishment of contacts.
- Germany's largest paid magazine advertising vehicle (by reach plus circulation).
- With over 9.7 million women, it is the highest-reach PRINT advertising vehicle in the women's target group!
- Top advertising carrier – especially for pharma, food, retail and mail-order.
- Promotes sales cause of highest reach.
- Circulation and reach at a cost-efficient CPM.

Reach about one third of all adult women with one placement!

Combo savings: 14%

Prices 2020

Formats	Prices
1/1	€ 151,570
1/2	€ 101,370
1/3	€ 77,570
Formats across Gutter	
2/1	€ 303,140
2 x 1/2	€ 152,430

See rate card for additional formats.

Key Figures

- ✓ Circulation IVW III/2019: 3,079,880 copies
- ✓ Reach (LpA) acc. to ma 2019 Presse II: Total: 17.8 % / 12.58 millions

Target Group*

FUNKE MILLIONEN KOMBI Basis

- Gender

Female	78	51
Male	22	49
- Age

14 - 19 years	1	7
20 - 29 years	4	14
30 - 39 years	7	15
40 - 49 years	12	15
50 - 59 years	19	19
60 - 69 years	20	14
70+ years	37	17
- Managing household

	77	58
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- Upper third in discretionary income**

	32	38
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*Composition in %. Source: ma 2019 Presse II, total 70,60 millions
 **Incl. HH-Gr. 1 Pers. a HH income of € 2,500+, HH-Gr. 2 Pers. a HH income of € 3,000+, HH-Gr. 3 Pers. a HH income of € 3,500 €+ and HH-Gr. 4 Pers.+ a HH income of € 4,000+.

FUNKE MILLIONEN KOMBI PLUS



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Target Group*

FUNKE MILLIONEN KOMBI+ Basis

- Gender

Female	78	51
Male	22	49
- Age

14 - 19 years	1	7
20 - 29 years	5	14
30 - 39 years	7	15
40 - 49 years	12	15
50 - 59 years	19	19
60 - 69 years	20	14
70+ years	36	17
- Managing household

	77	58
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- Upper third in discretionary income**

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Prices 2020

Formats	Prices
1/1	€ 163,350
1/2	€ 109,840
1/3	€ 84,120
Formats across Gutter	
2/1	€ 326,700
2 x 1/2	€ 164,210

See rate card for additional formats.

Key Figures

- ✓ Circulation IVW III/2019: 3,459,173 copies
- ✓ Reach (LpA) acc. to ma 2019 Presse II: Total: 18.3 % / 12.94 millions

*Composition in %. Source: ma 2019 Presse II, total 70.60 millions
 **Incl. HH-Gr. 1 Pers. a HH income of € 2,500+, HH-Gr. 2 Pers. a HH income of € 3,000+, HH-Gr. 3 Pers. a HH income of € 3,500 €+ and HH-Gr. 4 Pers.+ a HH income of € 4,000+.