

FUNKE PEOPLE POWER KOMBI



Combo savings: 8%

Prices 2020

Formats	Prices
1/1	€ 23,450
1/2	€ 15,330
1/3	€ 11,510
Formats across Gutter	
2/1	€ 46,900
2 x 1/2	€ 23,450

See rate card for additional formats.

Key Figures

- ✓ Circulation IVW III/2019: 548.032 copies
- ✓ Reach (LpA) acc. to ma 2019 Presse II:
Total: 3.9 % / 2.79 millions

USP

Strong circulation power in the people market segment.

High reach with cost-effective CPM.

Top CPM in all target groups related to fashion, beauty and food.

Strong performance, high involvement and quality environment.

Classic people magazine with premium standard –

for mainstream women with values and style.

PEOPLE POWER – Very close to the stars

Target Group*

FUNKE PEOPLE POWER Basis

– Gender		
Men	9	49
Women	91	51
– Managing household	85	58
– Age		
14 - 19 years	1	7
20 - 29 years	3	14
30 - 39 years	6	15
40 - 49 years	11	15
50 - 59 years	20	19
60 - 69 years	21	14
70+ years	39	17

*Composition in %

Source: ma 2019 Pressemedien II, total population older than 14 years, 70.60 millions