



Editorial Concept

Gong and Bild + Funk, two classics among programme guides – one advertising vehicle.

This offers an especially large range of programmes with an extensive presentation of broadcasts and a target group-oriented rating system for the entire family. All films are rated in detail by the in-house editorial team and reviewed on their family suitability, which provides high quality for the readers!

Many editorial guide topics ranging from health to knowledge/nature, society/family, automotive, sport, technology, money/law to cinema/culture and current events provide readers with much use value in addition to the TV programme.

Prices 2020

Formats	Prices
1/1	€ 15,000
3/4	€ 13,800
1/2	€ 9,170
1/3	€ 7,660
1/4	€ 5,880

See rate card for additional formats.

Kennzahlen

- ✓ Publication day: friday
- ✓ Publication frequency: weekly
- ✓ Copy price: € 1.90
- ✓ Circulation IVW III/2019: 286,944 copies
- ✓ Reach (LpA) according to ma 2019 Presse II: Total: 2.2 % / 1.56 millions

Target Group*

	Gong plus	Basis
– Gender		
Men	40	49
Women	60	51
– Managing household	67	58
– Age		
bis 30 years	5	21
30 - 59 years	36	48
60 years and above	59	31
– Household net income		
€ 2,000 and above	64	70

*Composition in %. Source: ma 2019 Presse II, total 70,60 millions