



Editorial Concept

HÖRZU is THE leading weekly TV magazine, which also makes it the most relevant.

No other weekly TV guide reaches more readers within the Winning Generation – the better-educated adult generation that has above-average income in upper level professions and therefore achieves a higher social status.

HÖRZU stands for quality and high user value. The editorial concepts emphasise key topics that are customised for the Winning Generation.

The key part is the programme section, which provides clear orientation on TV and radio offers through its up-to-date, clearly arranged and detailed programme information. It also recommends worthwhile broadcasts that especially interest the Winning Generation with its sophisticated and selective TV viewing.

The main editorial focus of the cover section – which presents a target-group-oriented mix of topics – is popular knowledge topics from the areas of nature, research, history and science. A special emphasis is placed on exclusivity.

Prominent authors and experts from the areas of health, medicine, environment, nature, psychology, travel, enjoyment and finance represent the core competence of They assume the continuous sponsorship of the use and service topics, strengthening their credibility.

The magazine's overall look is opulent. It presents premium-quality positive and emotional imagery.

HÖRZU – Germany's First TV Magazine

Prices 2020

Formats	Prices
1/1	€ 51,500
3/4	€ 44,340
1/2	€ 31,200
1/3	€ 24,700
1/4	€ 18,930

Additional formats on request.

Key Figures

- ✓ Publication day: Friday
- ✓ Publication frequency: weekly
- ✓ Copy price: € 2.00
- ✓ Circulation IVW III/2019: 914,181 copies
- ✓ Reach (LpA) acc. to ma 2019 Presse II:
 - Total: 5.1 % / 3.63 millions
- ✓ Crossmedia Branding incl. hörzu.de**
 - 9.8 % / 6.91 millions

Target Group*

	HÖRZU Basis	
– Gender		
Men	43	49
Women	57	51
– Managing household	65	58
– Age		
bis 30 years	3	21
30 - 59 years	27	48
60 years and above	70	31
– Household net income		
€ 2,000 and above	67	70

*Composition in %

Source: AWA 2019, German-speaking population 14 years and older, 70.60 million

**b4p 2019 I; brand per month.