



## Editorial Concept

TV DIGITAL is the TV magazine of the new generation.

TV DIGITAL provides customised variations for all important TV communities – depending on region, cable network or pay TV provider.

TV DIGITAL is the competent navigator for young, high-income and recreationally active individuals who not only specifically select the best things in life when watching television but also want to see and experience more. Exclusive interviews, elaborate reports and comprehensive features are especially tailored to this target group.

Furthermore, TV DIGITAL provides all of the important information on every type of future-related topic in its extensive technology section.

TV DIGITAL is THE innovative leading medium of the digital TV and entertainment world!

## Target Group\*

TV DIGITAL Basis

– Gender		
Men	58	49
Women	42	51
– Average age	42	49
– Self-employed/executive or highly qualified staff/public officials/freelancers	39	32
– Household net income € 3,000 € and above	59	45
– Upper third in discretionary income**	47	38

\*Composition in %

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

\*\*b4p 2019 I; brand per month.

## Prices 2020

Formats	Prices
1/1	€ 55,100
3/4	€ 44,000
1/2	€ 31,900
1/3	€ 22,000

Additional formats on request.

## Key Figures

- ✓ Publication day: Friday
- ✓ Erscheinungsweise: biweekly
- ✓ Copy price: € 2.10
- ✓ Circulation IVW III/2019: 1,224,485 copies
- ✓ Reach (LpA) acc. to ma 2019 Presse II: Total: 4.9 % / 3.43 millions
- ✓ Crossmedia branding incl. tvdigital.de\*\* 7.0 % / 4.96 millions