



Editorial Concept

TVdirekt offers powerful infotainment to its readers with extensive and varied reports on the latest cinema and TV films, as well as exciting interviews with top stars directly from Hollywood.

The editorial team rates shows and films in a competent, quick, distinct and clearly arranged way.

The comprehensive guide section from the telecommunication, finance, trade and mail order business, automotive, travel, nutrition, health and technology industries guarantees attention and provides very high use value to the readership!

With the popular line extensions such as TVdirekt incl. DVD and the TVdirekt "Green Issue," the readers get great variety!

Prices 2020

Formats	Prices
1/1	€ 21.000
3/4	€ 17.890
1/2	€ 13.090
1/3	€ 9.190

See rate card for additional formats.

Key Figures

- ✓ Publication Day: Friday
- ✓ Publication Frequency: biweekly
- ✓ Copy price: €1.19
- ✓ Circulation IVW III/2019: 868,422 copies
- ✓ Reach (LpA) according to ma 2019 Presse II: Total: 2.2 % / 1.54 millions
- ✓ Crossmedia Branding incl. tvdirekt.de** 2.7 % / 1.90 millions

Target Group*

TVdirekt Basis

– Gender		
Men	52	49
Women	48	51
– Managing household	52	58
– Age		
bis 30 years	16	21
30 - 59 years	55	48
60 years and above	29	31
– Household net income		
€ 3,000 and above	47	45

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

**b4p 2019 I; Brand per month.