

FUNKE WASO FRAUEN VIER



Editorial Concept

ECHO DER FRAU – The weekly impulse generator!

- The dynamic women's magazine: upbeat reports from the world of aristocracy, stars, German popular/traditional music and high society for women 50 years and older who are still young at heart.
- A large service section of fashion, beauty, nutrition, home and decoration ideas.
- Also includes a comprehensive spectrum of medical topics and a puzzle section.

ECHO DER FRAU offers new positive feelings every week: emotional, entertaining and calming

Key Figures

- ✓ Publication day: wednesday
- ✓ Publication frequency: weekly
- ✓ Copy price: € 1.89
- ✓ Circulation: 143,276 copies (IVW III/2019)

Prices 2020

Formats	Prices
1/1	€ 5,700
1/2	€ 4,110
1/3	€ 2,840

See rate card for additional formats.



Editorial Concept

frau aktuell – The magazine for the trend-conscious woman

- Perfectly staged: always well-informed with exciting and entertaining feature articles on celebrities from film, show business and aristocracy for the traditional woman 50 years and older.
- frau aktuell moves its readers with topics from the world of fashion, cosmetics, cooking, money and legislation.
- A strong health environment including interviews with experts and professors complete the editorial profile.

Key Figures

- ✓ Publication day: monday
- ✓ Publication frequency: weekly
- ✓ Copy price: € 1.89
- ✓ Circulation: 126,978 copies (IVW III/2019)

Prices 2020

Formats	Prices
1/1	€ 6,000
1/2	€ 4,310
1/3	€ 3,000

See rate card for additional formats.



Editorial Concept

NEUE WELT – The women's magazine that's like your best friend

- The farsighted traditional title has convinced readers with its reliable information, competent health guide and an extra large puzzle section for more than 80 years.
- Big feature articles and brilliant photos from the world of royal houses and celebrities ensure top entertainment for its female readers who are 50 years and older.
- Competent topic mixture of health, beauty, fashion and nutrition.

NEUE WELT is the weekly women's magazine with a high level of guide competence: reliable, true to life and entertaining.

Key Figures

- ✓ Publication day: wednesday
- ✓ Publication frequency: weekly
- ✓ Copy price: € 1.89
- ✓ Circulation: 126,933 copies (IVW III/2019)

Prices 2020

Formats	Prices
1/1	€ 7,650
1/2	€ 5,510
1/3	€ 3,810

See rate card for additional formats.

FUNKE WASO FRAUEN VIER



Editorial Concept

DAS GOLDENE BLATT – The golden traditional brand!

- The emotional women's magazine with fascinating reports from the royal houses and the world of the stars and starlets for the conservative lively woman 50 years and older.
- Reports, interviews and photos are always authentic, exclusive and emotional.
- Convincing guide pages, a professionally competent medical section, recipes to collect on cooking cards, travel reports and a lot of puzzles characterise this title.

DAS GOLDENE BLATT – Optimistic, positive and truthful every week.

Key Figures

- ✓ Publication day: monday
- ✓ Publication frequency: weekly
- ✓ Copy price: € 1.90
- ✓ Circulation: 180,671 copies (IVW III/2019)

Prices 2020

Formats	Prices
1/1	€ 6,800
1/2	€ 4,800
1/3	€ 3,370

See rate card for additional formats.



FUNKE WASO FRAUEN VIER

USP of the combo

For women with a traditional outlook and awareness of values.

Homogeneous target-group structure for women 50 years and older.

The economic combo for traditional women's target groups.

The classic traditional brands for women 50 years and older – authentic and aware of values for generations. Popular traditional brands with an unbeatable CPM.

Combo savings: 5%

Key Figures

- ✓ Circulation IVW III/2019 : 614,858 copies
- ✓ Reach (LpA) acc. to ma 2019 Presse II: Total: 4.3 % / 3.06 millions

Prices 2020

Formats	Prices
1/1	€ 24,850
1/2	€ 17,800
1/3	€ 12,370

See rate card for additional formats.

Target Group*

WASO FRAUEN VIER Basis

- Gender

Men	8	49
Women	92	51
- Age

up to 30 years	2	21
30 - 59 years	33	48
60 years and above	65	31
- Managing household

	87	38
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*Composition in %. Source: ma 2019 Presse II, total 70,60 millions