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

<table>
<thead>
<tr>
<th>Formats</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>€ 5,700</td>
</tr>
<tr>
<td>1/2</td>
<td>€ 4,110</td>
</tr>
<tr>
<td>1/3</td>
<td>€ 2,840</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Formats</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>€ 6,000</td>
</tr>
<tr>
<td>1/2</td>
<td>€ 4,310</td>
</tr>
<tr>
<td>1/3</td>
<td>€ 3,000</td>
</tr>
</tbody>
</table>

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: 163,933 copies (IVW III/2019)

Prices 2020

<table>
<thead>
<tr>
<th>Formats</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>€ 7,650</td>
</tr>
<tr>
<td>1/2</td>
<td>€ 5,510</td>
</tr>
<tr>
<td>1/3</td>
<td>€ 3,810</td>
</tr>
</tbody>
</table>

See rate card for additional formats.
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

<table>
<thead>
<tr>
<th>Formats</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>€ 6,800</td>
</tr>
<tr>
<td>1/2</td>
<td>€ 4,800</td>
</tr>
<tr>
<td>1/3</td>
<td>€ 3,370</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Formats</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>€ 24,850</td>
</tr>
<tr>
<td>1/2</td>
<td>€ 17,800</td>
</tr>
<tr>
<td>1/3</td>
<td>€ 12,370</td>
</tr>
</tbody>
</table>

See rate card for additional formats.

Target Group*

- 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

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