



Editorial Concept

The magazine is aimed towards women who are especially interested in fitness and wellness trends, topics related to staying slim and gentle methods of treatment. Beauty tips, travel information and the wellness horoscope reinforce the feel-good-effect.

BILD der FRAU-Schlank & fit is a colourful mix of topics related to health and well-being – a visually opulent appearance of magazine sections and double pages packed with information.

Key Topics

Nutrition trends, tips for staying slim and recipes

- Beauty
- Fitness with brain jogging
- Health
- Relaxation

Target Group*

BILD der FRAU Schlank & fit Basis

- Gender

Men	7	49
Women	93	51
- Managing Household

	82	58
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- Age

14 - 19 years	3	7
20 - 29 years	8	14
30 - 39 years	12	15
40 - 49 years	16	15
50 - 59 years	22	19
60 - 69 years	19	14
70+ years	21	17
- Household net income

€ 3,000 and above	44	45
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Rates and Formats 2020

Formats	Prices
1/1	€ 16,600
1/2	€ 11,960
1/3	€ 9,240
1/4	€ 6,860

Additional formats on request.

Key Figures

- ✓ Publication day: Friday
- ✓ Publication Frequency: 6 times per year
- ✓ Copy price: € 1.95
- ✓ Print run IVW III/2019: 101,619 copies
- ✓ Reach (LpA) acc. to b4p 2019 I:

Total:	0,7 % / 1,52 million
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*Composition in %, Source: ma 2019 Presse II, total 70,60 million