

FUNKE MEDIEN NRW 850



The titles of **FUNKE MEDIEN NRW** are present in the German metropolis-region Rhine Ruhr like no other media company – that is what makes them a unique and strong partner. Our 5 titles reach 1.63 million people in the circulation area – they represent around 30% of the population in this region.

The **Westdeutsche Allgemeine Zeitung (WAZ)** is the leading daily newspaper in the metropolitan cities Essen, Bochum, Gelsenkirchen, Duisburg, Oberhausen and Mülheim/Ruhr. The distribution area extends from the South of Münsterland to the Lower Berg region, from the Lower-Rhine to the region Unna.

The **Neue Rhein/Neue Ruhr Zeitung (NRZ)** ranks among the biggest regional newspapers in Germany and is, on the one hand, a big city medium for the Rhine Ruhr area and the state capital Düsseldorf, and on the other hand a local newspaper for the Lower-Rhine between Kleve and Moers.

The **Westfalenpost (WP)** is the biggest newspaper in the region Südwestfalen.

The **Westfälische Rundschau (WR)** offers a comprehensive local media coverage in the cities Dortmund, Hagen, the districts Olpe, Siegen Wittgenstein, Hochsauerlandkreis and Märkischer Kreis.

The **Iserlohner Kreisanzeiger und Zeitung (IKZ)** is the biggest newspaper in the area of Iserlohn, Letmathe and Hemer.

Target group*

| | |
|----------------------|----|
| Gender | |
| Male | 47 |
| Female | 53 |
| Age | |
| 14 – 29 years | 8 |
| 30 – 59 years | 42 |
| 60 years and older | 50 |
| Household net income | |
| € 3.000 and above | 45 |
| € 4.000 and above | 26 |
| € 5.000 and above | 18 |

Prices and formats 2020 – Funke Medien NRW 850

| | Price Mon. – Sat. |
|-----------------------|-------------------|
| Text columns / mm, 4c | €77,95 |
| Format | |
| 1/1 4c | €205.788,00 |
| 1/2 landscape 4c | €102.894,00 |
| 1/4 corner ad 4c | €58.462,50 |

All prices in €, plus VAT 11%.

Key Figures

- Reach (ma 2020 Tageszeitungen): 1.564.000 readers
- Publication frequency: Mon. – Sat.

– Paid circulation IVW II/2020: Mon. – Sat.: 442.946 copies

*Composition in %
Source: ma 2020 Tageszeitungen;
Basis: Total population, 14 years +, 70,45 Mio.

All prices plus VAT. The price list No. 5c, Regional Media, valid from 1.8.2020 applies. Other prices on request
Status: 27.07.2020. Subject to alterations and errors.