

(Thüringer Allgemeine, Ostthüringer Zeitung, Thüringische Landeszeitung)

# FUNKE Media Thuringia



The **FUNKE Media Thuringia** is the prime address in the heart of Germany for high-quality journalism and communications services.

We are deeply rooted in our home state and feel committed to Thuringia and its people. Our passion is creating powerful ideas for Thuringia.

With the strong newspaper brands of the **Thüringer Allgemeine, Ostthüringer Zeitung, Thüringische Landeszeitung** and a diverse digital portfolio, we serve the people in our distribution region, as well as the Free State of Thuringia and beyond, with a comprehensive offering of journalistic contents.

The three newspapers reach their readers in Thüringen with 36 booking units in 33 local editions. With its broad offer of established regional and local multimedia brand-families, The **FUNKE Media Thuringia** offers 8 strong print, online and mobile brands.

Use this excellent environment to reach your customers.

## 2020 Rates and Formats – FUNKE Media Thuringia Total Edition

	Rate for Mon.–Sat.
mm, 4c	€24.93
<b>Format</b>	
1/1 4c	€83,764.80
1/2 landscape 4c	€41,882.40
1/4 corner ad 4c	€20,941.20

All rates are in euros plus VAT.

## Key Figures

- Reach acc. to ma 2020 Daily Newspapers: 644,000 readers
- Paid circulation IVW II/2020: Mon.–Sat.: 204.082 copies
- Publication frequency: Mon.–Sat.

## Target Group\*

- Gender
  - Men 45
  - Women 55
- Age
  - 14–29 years 5
  - 30–59 years 38
  - 60 years and older 58
- Household net income
  - €3,000 and above 29
  - €4,000 and above 14
  - €5,000 and above 8

\*Composition in %  
Source: ma 2020 Daily Newspapers;  
Basis: German-speaking population 14+ years, 70.63 million

All prices plus VAT. The price list No. 5b, Regional Media, valid from 1.5.2020 applies. Other prices on request

Status: 27/07/2020. Changes and errors excepted.