

This is Berlin

# Berliner Morgenpost



## Editorial concept

**Berliner Morgenpost** - this is Berlin: Seven days a week, this modern media brand provides daily updates on the diverse offerings of Germany's most exciting city.

With all the latest political and business reporting and, above all, news from its large regional section, as well as the weekly supplement 'Mein Berlin, mein Bezirk' ('My Berlin, My District'), it's an indispensable guide through the capital city with daily updates on culture, sports and leisure.

**Berliner Morgenpost's** online platform offers up-to-date regional and national coverage and a wide range of other services around the clock.

For a mobile generation: With **Berliner Morgenpost** mobile our users are kept up to date always - no matter where they are. Thanks to our optimal media mix, you can reach your target groups with pinpoint accuracy. In newspapers, on the Internet or on mobile devices - our product family offers you a customized cross-media appearance.

## Price and formats 2022 – Berliner Morgenpost

formates , colored	price Mo. – Fr.	price Sa. – So.
1/1	34,171.63	43,138.66
1/2 page	17,085.82	21,569.33
1/4 corner	11,167.20	14,097.60

All rates are in euros plus VAT.

## facts and figures

- Reach ma 2021 Daily Newspapers: 342,000 readers
- Appearance way: daily
- Circulation IVW III/2021:
  - Mon.-Sun.: 44.807 copies
  - Sa.-Sun.: 49.232 copies
  - Mon.-Fr.: 43.066 copies

## Target group\*

- Gender
  - men 49
  - woman 51
- Age
  - 14 – 29 years 17
  - 30 – 59 years 45
  - 60 years and older 38
- Household net income
  - € 3,000 and above 60
  - € 4,000 and above 47
  - € 5,000 and above 30

composition in %  
Source: ma 2021 Tageszeitungen;  
Basis: total population, 14 years+, 70,542 Mio.

All prices plus VAT. The price list No. 7, Regional Media, valid from 1.1.2022 applies. Other prices on request

Status: 17/12/2021. Modifications or mistakes reserve.

