

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		46
Female		54
Age		
14 – 29 years		10
30 – 59 years		41
60 years and older		50
Household net income		
€ 3.000 and above		48
€ 4.000 and above		30
€ 5.000 and above		21

*Composition in %
Source: ma 2021 Tageszeitungen;
Basis: Total population, 14 years +, 70,542 Mio.

Prices and formats 2022 – Funke Medien NRW 850

	Price Mon. – Sat.
Text columns / mm, 4c	80.04
Format	
1/1 4c	211,305.60
1/2 landscape 4c	105,652.80
1/4 corner ad 4c	52,826.40

Key Figures

- Reach (ma 2021 Tageszeitungen): 1,534,000 readers
- Publication frequency: Mon. – Sat.
- Paid circulation IVW III/2021:
Mon. – Sat.: 411,585 copies

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