

(WAZ + NRZ + WP + WR + IKZ)  
**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 48 %
  - Female 52 %
- Age
  - 14 – 29 years 10 %
  - 30 – 59 years 40 %
  - 60 years and older 50 %
- Household net income
  - € 3.000 and above 53 %
  - € 4.000 and above 35 %
  - € 5.000 and above 24 %

**Prices and formats 2022 – Funke Medien NRW 850**

	Price Mon. – Sat.
Text columns / mm, 4c	80.04
<b>Format</b>	
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 2022 Tageszeitungen): 1,599,000 readers
- Publication frequency: Mon. – Sat.
- Paid circulation IVW III/2022:  
 Mon. – Sat.: 388.185 copies

\*Composition in %  
 Source: ma 2022 Tageszeitungen;  
 Basis: Total population, 14 years +, 70,601 Mio.

All prices in € plus VAT. The price list No. 7, Regional Media, valid from 1.1.2022 applies. Other prices on request  
 Status: 21/10/2022. Subject to alterations and errors.