

(Braunschweiger Zeitung, Helmstedter Nachrichten, Peiner Nachrichten, Salzgitter Zeitung, Wolfenbütteler Zeitung, Wolfsburg Nachrichten /Gifhorner Rundschau + HarzKurier)

Braunschweiger Zeitung BZ/REGION



The **Braunschweiger Zeitung** with its local editions – plus the **HarzKurier** and its total reach (incl. online) – is the No. 1 newspaper in the southern Lower Saxony.

As a citizen's newspaper, it is the leading medium that seeks a dialogue with its readers and shapes public opinion with its quality journalism. No matter whether this involves the news, a background story or an expert analysis – the Braunschweiger Zeitung provides its readers with reliable information from politics, business, culture, sports and local news.

In addition, the weekend edition plus an extensive classified section that generates attention with many special forms of advertising in the job, car and real estate market is published on Saturdays.

The many print offers are optimally supplemented across various media through our service portals and the magazine and news portals, as well as our mobile and out-of-home offers. With a presence in our media, you achieve optimal reach in the advertising-relevant target groups across all channels.

2022 Rates and Formats – Braunschweiger Zeitung BZ/REGION

| | Rate for Mon.–Sat. |
|-----------------------|--------------------|
| Text columns / mm, 4c | 17.71 |
| Format | |
| 1/1 4c | 46,754.40 |
| 1/2 4c | 23,377.20 |
| 1/4 corner ad 4c | 11,688.60 |

All rates are in euros plus VAT.

Key Figures

- Reach acc. to ma 2022 Daily Newspapers: 297,000 readers
- Publication frequency: Mon.– Sat.
- Paid circulation IVW IV/2022 Braunschweiger Zeitung (BZ Region): Mon. – Sat.: 93.037 copies, of which 16.316 ePaper

All prices plus VAT. The price list No. 8, Regional Media, valid from 1.1.2023 applies. Other prices on request

Status: 23/01/2023. Changes and errors excepted.

Target Group*

| | |
|------------------------|------|
| – Gender | |
| Men | 52 % |
| Women | 48 % |
| – Age | |
| 14–29 years | 13 % |
| 30–59 years | 39 % |
| 60 years and older | 48 % |
| – Household net income | |
| €3,000 and above | 57 % |
| €4,000 and above | 31 % |
| €5,000 and above | 17 % |

*Composition in %
Source: ma 2022 Tageszeitungen;
Basis: German-speaking population 14+ years, 70.601 million