

(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 Thuringen 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.

2023 Rates and Formats – FUNKE Media Thuringia Total Edition

	Rate for Mon.–Sat.
mm, 4c	€ 26.68
Format	
1/1 4c	€ 82,174.40
1/2 landscape 4c	€ 41,087.20
1/4 corner ad 4c	€ 20,410.20

Target Group*

– Gender	
Men	48 %
Women	52 %
– Age	
14–29 years	5 %
30–59 years	33 %
60 years and older	61 %
– Household net income	
€3,000 and above	31 %
€4,000 and above	17 %
€5,000 and above	11 %

Key Figures

- Reach acc. to ma 2022 Daily Newspapers: 573,000 readers
- Publication frequency: Mon.– Sat.
- Paid circulation IVW II/203:
Mon.–Sat.: 155.353 copies, of which 19.189 ePaper

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

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

Status: 25/07/2023. Changes and errors excepted.