



FOCUS-MONEY – THE MODERN BUSINESS MAGAZINE

WHY FOCUS-MONEY?

- ✓ Broad range of topics from business, politics, companies, finance, tax, investment and insurance
- ✓ Reaches the top target group of opinion formers and decision makers
- ✓ Leading position in the business-magazine market

USP

FOCUS-MONEY has a high standing in the competitive environment of business publications because of its unique mix of topics. It is tailored to the demanding requirements of the decision makers in business and society.

KEYFACTS

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Editor: **Frank Pöpsel**

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ IVW I/17

READERS PROFILE

	Mill.	Percent	Index
Total	0.41	100.0	
Sex			
Men	0.35	85.2	174
Women	0.06	14.8	29
Age			
14-19 years	0.01	3.5	51
20-29 years	0.05	13.0	94
30-39 years	0.07	17.9	129
40-49 years	0.09	22.4	133
50-59 years	0.10	23.4	130
60-69 years	0.05	11.1	86
>= 70 years	0.04	8.7	49
Qualification			
Comprehensive school	0.01	2.4	51
Sec. school (without apprenticeship)	0.01	1.7	24
Sec. school (with apprenticeship)	0.04	9.5	32
Secondary modern school	0.10	23.6	79
Grammar school	0.08	19.3	147
University	0.18	43.7	274
Net income			
less than 1,000.00 EUR	0.02	5.8	94
1,000 to 1,250 EUR	0.01	1.5	32
1,250 to 1,500 EUR	0.01	2.7	39
1,500 to 2,000 EUR	0.03	7.1	46
2,000 to 2,500 EUR	0.04	10.4	62
2,500 to 3,000 EUR	0.05	11.9	88
3,000 EUR and more	0.25	60.6	165

Source: ma 2017 I