



BUNTE - PASSION FOR PEOPLE

WHY BUNTE?

- ✓ market leader: with 479,386 sold copies BUNTE is number one in the people segment with regard to circulation. (source: IVW III/2017)
- ✓ passion for people: BUNTE represents a unique kind of people journalism and is a fixture among publications about social communications and society.
- ✓ BUNTE is the largest cross-media brand platform in the German people segment.

KEYFACTS

Frequency: **weekly**

Day of publication: **Thursday**

Copyprice: **3.70 €**

Basic rate (1/1 page 4c): **38,600 €^{1.)}**

Sold circulation: **479,386^{2.)}**

Editor-in-chief: **Robert Pölzer**

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ IVW III/2017

READERS PROFILE

	Mill.	Percent	Index
Total	4.43	100.0	
Sex			
Men	0.82	18.6	38
Women	3.60	81.4	160
Age			
14-19 years	0.06	1.4	20
20-29 years	0.29	6.5	47
30-39 years	0.38	8.6	62
40-49 years	0.68	15.3	96
40-59 years	1.58	35.6	104
50-59 years	0.90	20.3	111
60-69 years	0.82	18.5	139
>= 70 years	1.30	29.3	166
Qualification			
Comprehensive school	0.04	0.8	18
Sec. school (without apprenticeship)	0.48	11.0	139
Sec. school (with apprenticeship)	1.69	38.1	136
Secondary modern school	1.33	30.2	101
Grammar school	0.36	8.2	62
University	0.52	11.7	71
Net income			
less than 1,000.00 EUR	0.37	8.4	102
1,000 to 1,250 EUR	0.24	5.5	117
1,250 to 1,500 EUR	0.35	7.9	103
1,500 to 2,000 EUR	0.64	14.4	110
1.500 up to 2.500 €	1.25	28.3	104
2,000 to 2,500 EUR	0.62	13.9	100
2,500 to 3,000 EUR	0.55	12.5	103
3,000 EUR and more	1.66	37.5	93

Source: ma 2017 II