



FOCUS – THE NEWS MAGAZINE

WHY FOCUS?

- ✓ FOCUS has the courage to express its own opinions, opening itself to an exciting, controversial culture of debate
- ✓ FOCUS is the basic communication medium for a high-quality readership – it is a primary factor shaping public opinion in society
- ✓ FOCUS opens broad-readership access of an economic kind to the target groups which decide marketing and media strategy

USP

FOCUS represents an incisive approach and sets the discussion in politics, business and the arts. This news magazine is a pioneer and looks on itself as the knowledgeable voice of journalism beyond the mainstream.

KEYFACTS

Frequency: **weekly**

Day of publication: **Saturday**

Copyprice: **4.20 €**

Basic rate (1/1 page 4c): **55,300 €^{1.)}**

Sold circulation: **425,737^{2.)}**

Editor: **Robert Schneider**

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ IVW I/18

READERS PROFILE

	Mill.	Percent	Index
Total	4.48	100.0	
Sex			
Men	3.09	69.0	141
Women	1.39	31.0	61
Age			
14-19 years	0.10	2.3	33
20-29 years	0.52	11.6	84
30-39 years	0.65	14.5	103
30-44 years	1.03	23.0	109
40-49 years	0.89	19.9	125
50-59 years	1.01	22.6	124
60-69 years	0.65	14.5	109
>= 70 years	0.66	14.7	83
Qualification			
Comprehensive school	0.08	1.8	39
Sec. school (without apprenticeship)	0.17	3.7	48
Sec. school (with apprenticeship)	1.14	25.5	91
Secondary modern school	1.24	27.7	93
Grammar school	0.69	15.5	116
University	1.16	25.9	158
Net income			
less than 1,000.00 EUR	0.19	4.3	52
1,000 to 1,250 EUR	0.12	2.6	54
1,250 to 1,500 EUR	0.24	5.3	70
1,500 to 2,000 EUR	0.48	10.7	84
2,000 to 2,500 EUR	0.54	12.0	84
2,500 to 3,000 EUR	0.54	12.0	101
3,000 EUR and more	2.38	53.2	132

Source: ma 2018 I