



GLÜCKS REVUE - THE POPULAR PUZZLE MAGAZINE

WHY GLÜCKS REVUE?

- ✓ A magazine that is used intensively by its readers (puzzles) and generates high response rates to editorial contents. Your benefit: a strong reader loyalty.
- ✓ GLÜCKS REVUE contributes more than one million readers to the BURDA ENTERTAINMENT KOMBI

USP

GLÜCKS REVUE is the popular puzzle magazine, enriched by informative guidance for everyday life.

KEYFACTS

Frequency: **weekly**

Day of publication: **Wednesday**

Copyprice: **1.30 €**

Basic rate (1/1 page 4c): **5,730 €^{1.)}**

Reach: **0.94 Mio.^{2.)}**

Sold circulation: **74,325^{3.)}**

Editor-in-chief: **Astrid Krudewig**

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ ma 2017 II, ³⁾ IVW II/2017

READERS PROFILE

	Mill.	Percent	Index
Total	0.94	100.0	
Main audience			
Women, 50 and above	0.49	52.1	199
Sex			
Men	0.37	39.3	80
Women	0.57	60.7	119
Age			
14-19 years	0.00	0.4	6
20-29 years	0.02	2.6	19
30-39 years	0.02	2.4	17
40-49 years	0.09	9.1	57
50-59 years	0.19	20.0	110
60-69 years	0.22	23.2	174
>= 70 years	0.40	42.2	239
Qualification			
Comprehensive school	0.00	0.4	8
Sec. school (without apprenticeship)	0.09	9.4	120
Sec. school (with apprenticeship)	0.45	48.0	172
Secondary modern school	0.30	31.8	107
Grammar school	0.03	3.0	22
University	0.07	7.5	46
Net income			
less than 1,000.00 EUR	0.09	9.2	111
1,000 to 1,250 EUR	0.06	6.8	145
1,250 to 1,500 EUR	0.10	10.2	133
1,500 to 2,000 EUR	0.16	16.8	128
2,000 to 2,500 EUR	0.14	15.2	109
2,500 to 3,000 EUR	0.10	10.4	86
3,000 EUR and more	0.30	31.4	78

Source: ma 2017 II