



## TV SPIELFILM PLUS – THE INNOVATIVE BRAND

### WHY TV SPIELFILM PLUS?

- ✓ TV SPIELFILM plus combines TV SPIELFILM and TV TODAY in an efficient and strong communication package.
- ✓ TV SPIELFILM plus provides huge contact opportunities – guaranteed -, a fast penetration and an attractive economic efficiency.
- ✓ TV SPIELFILM plus as a 360° media brand reflects its opinion-forming and consumption-orientated readers' digital lifestyle.
- ✓ TV SPIELFILM plus is intensively used for three weeks in a relaxed atmosphere by all members of the household.

### USP

TV SPIELFILM is Germany's most successful cross-media brand in the 14- day TV Guide segment.

### KEYFACTS

Frequency: fortnightly

Day of publication: Friday

Copyprice: 1.90 €

Basic rate (Ø, 1/1 page 4c): 65,750 €<sup>1.)</sup>

Sold circulation: 1,044,945<sup>2.)</sup>

Editor-in-chief: Lutz Carstens

Source: <sup>1)</sup> Prices valid from 01.01.2017., <sup>2)</sup> IVW IV/16

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	6.74	100.0	
<b>Sex</b>			
Men	3.44	51.0	104
Women	3.30	49.0	96
<b>Age</b>			
14-19 years	0.72	10.7	155
20-29 years	0.98	14.5	106
30-39 years	1.15	17.0	123
40-49 years	1.56	23.2	138
50-59 years	1.20	17.8	99
60-69 years	0.64	9.5	74
>= 70 years	0.49	7.2	41
<b>Qualification</b>			
Comprehensive school	0.45	6.8	144
Sec. school (without apprenticeship)	0.33	4.8	67
Sec. school (with apprenticeship)	1.50	22.3	76
Secondary modern school	2.43	36.0	121
Grammar school	1.05	15.7	120
University	0.97	14.5	91
<b>Net income</b>			
less than 1,000.00 EUR	0.22	3.3	53
1,000 to 1,250 EUR	0.14	2.1	47
1,250 to 1,500 EUR	0.31	4.6	66
1,500 to 2,000 EUR	0.87	13.0	84
2,000 to 2,500 EUR	1.00	14.8	89
2,500 to 3,000 EUR	0.96	14.3	105
3,000 EUR and more	3.23	47.9	131

Source: ma 2017 I