



HARPER'S BAZAAR - THE SPIRIT OF LUXURY.

WHY HARPER'S BAZAAR?

- ✓ Harper's BAZAAR is one-of-a-kind, innovate, multifaceted, provocative and stylish at the same time, with extraordinary quality, placing it in the vanguard position internationally for inspiration from the areas of fashion, beauty, travel and the Zeitgeist.
- ✓ Consistently across all channels, print and digital.

USP

The long standing global brand Harper's BAZAAR defines a new niche within the high-end luxury segment.

KEYFACTS

Frequency: 10 x/year

Day of publication: Wednesday

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Basic rate (1/1 page 4c): 26,500 ^{1.)}

Reach: 0.21 m ^{2.)}

Sold circulation: 56,505 ^{3.)}

Editor-in-Chief: Kerstin Schneider

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

READERS PROFILE

	Mill.	Percent	Index
Total	0.21	100.0	
Sex			
Men	0.03	14.9	30
Women	0.18	85.1	167
Age			
14-19 years	0.01	5.8	83
18-49 years	0.11	50.9	110
20-29 years	0.02	11.5	83
30-39 years	0.04	18.9	135
40-49 years	0.04	17.7	111
50-59 years	0.04	20.2	111
60-69 years	0.03	14.1	106
>= 70 years	0.02	11.7	66
Qualification			
Sec. school (without apprenticeship)	0.01	3.3	28
Sec. school (with apprenticeship)	0.02	11.7	49
Secondary modern school	0.09	41.0	113
Grammar school	0.03	13.7	120
University	0.06	30.3	184
Net income			
2,500 to 3,000 EUR	0.03	12.8	110
3,000 EUR and more	0.07	30.8	169
3,500 EUR and more	0.05	24.8	227
4,000 EUR and more	0.03	13.6	204
5,000 EUR and more	0.02	10.2	321
6,000 EUR and more	0.02	9.0	598
7,500 EUR and more	0.01	6.7	899

Source: AWA 2017