



BUNTE - PASSION FOR PEOPLE

WHY BUNTE?

- ✓ market leader: with 468.710 sold copies BUNTE is number one in the people segment with regard to circulation. (source: IVW II/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 (Ø, 1/1 page 4c): **37,300 €^{1.)}**

Sold circulation: **468,710^{2.)}**

Editor-in-chief: **Robert Pölzer**

Source: ¹⁾ Prices valid from 01.01.2017, ²⁾ IVW II/17

READERS PROFILE

	Mill.	Percent	Index
Total	4.31	100.0	
Sex			
Men	0.78	18.1	37
Women	3.53	81.9	160
Age			
14-19 years	0.08	1.9	27
20-29 years	0.22	5.2	38
30-39 years	0.44	10.2	74
40-49 years	0.72	16.7	99
40-59 years	1.60	37.1	107
50-59 years	0.88	20.4	113
60-69 years	0.75	17.3	134
>= 70 years	1.22	28.3	159
Qualification			
Comprehensive school	0.05	1.2	25
Sec. school (without apprenticeship)	0.38	8.8	123
Sec. school (with apprenticeship)	1.69	39.1	134
Secondary modern school	1.26	29.2	98
Grammar school	0.38	8.8	67
University	0.56	12.9	81
Net income			
less than 1,000.00 EUR	0.22	5.1	82
1,000 to 1,250 EUR	0.26	6.1	135
1,250 to 1,500 EUR	0.31	7.1	102
1,500 to 2,000 EUR	0.73	16.8	109
2,000 to 2,500 EUR	0.75	17.4	105
2,500 to 3,000 EUR	0.58	13.4	99
3,000 EUR and more	1.47	34.0	93

Source: ma 2017 I