



SUPERILLU - MOVES THE EAST

WHY SUPERILLU?

- ✓ SUPERillu is the most widely read consumer magazine in the eastern German states
- ✓ Agenda-setting
- ✓ Media-homeland
- ✓ Result: A Media plan without SUPERillu is a plan for West Germany. Only with SUPERillu it will be pan-German.

USP

SUPERillu is the (media) top dog in East Germany. It achieves its importance, not only by the size, but mainly through authenticity. This brings credibility and sympathy, which leads to trust - and can be applied to advertising. Thus SUPERillu is indispensable for communication and sales.

KEYFACTS

Frequency: **weekly**

Day of publication: **Thursday**

Copyprice: **1.90 €**

Basic rate (1/1 page 4c): **24,650 €^{1.)}**

Sold circulation: **262,089^{2.)}**

Editor-in-Chief: **Stefan Kobus**

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

READERS PROFILE

	Mill.	Percent	Index
Total	2.50	100.0	
Main audience			
East (without Berlin)	1.78	71.3	454
Sex			
Men	0.93	37.0	76
Women	1.58	63.0	123
Age			
14-19 years	0.04	1.8	26
20-29 years	0.14	5.6	41
30-39 years	0.22	8.7	63
40-49 years	0.34	13.4	80
40-69 years	1.34	53.6	113
50-59 years	0.49	19.7	110
60-69 years	0.51	20.5	159
>= 70 years	0.76	30.3	170
Qualification			
Comprehensive school	0.04	1.7	35
Sec. school (without apprenticeship)	0.11	4.5	62
Sec. school (with apprenticeship)	0.68	27.2	93
Secondary modern school	1.28	51.3	172
Grammar school	0.11	4.5	35
University	0.27	10.9	68
Net income			
less than 1,000.00 EUR	0.20	7.8	127
1,000 to 1,250 EUR	0.17	6.9	153
1,250 to 1,500 EUR	0.26	10.3	148
1,500 to 2,000 EUR	0.55	22.0	142
2,000 to 2,500 EUR	0.49	19.4	116
2,000 - 2,999 EUR	0.80	32.1	106
2,500 to 3,000 EUR	0.32	12.7	94
3,000 EUR and more	0.52	20.9	57

Source: ma 2017 I