



BURDA STYLE - THAT'S MY STYLE!

WHY BURDA STYLE?

- ✓ international fashion magazine: published in 17 different languages in over 100 countries.
- ✓ encourages women of all ages to self-actualise and to live their desire for individuality.
- ✓ burda style inspires to creativity in different parts of life: fashion, accessories, lifestyle, beauty and homedecoration

AENNE BURDA

"Fashion is an internationally well-understood language, fashion is like global power."

KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **6.90 €**

Basic rate (1/1 page 4c): **16,400 €^{1.)}**

Sold circulation: **87,160^{2.)}**

Editorial Manager: **Rashana Rebecca Jennings**

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ IVW II/18

READERS PROFILE

	Mill.	Percent	Index
Total	0.71	100.0	
Sex			
Men	0.01	0.9	2
Women	0.71	99.1	195
Age			
14-19 years	0.01	2.0	28
20-29 years	0.06	8.8	63
30-39 years	0.08	11.1	78
40-49 years	0.12	16.6	103
50-59 years	0.16	22.5	124
60-69 years	0.10	14.5	109
>= 70 years	0.18	24.6	142
Qualification			
Comprehensive school	0.01	1.5	33
Sec. school (without apprenticeship)	0.12	16.4	208
Sec. school (with apprenticeship)	0.18	24.6	93
Secondary modern school	0.18	25.5	86
Grammar school	0.06	9.1	65
University	0.16	22.8	133
Net income			
less than 1,000.00 EUR	0.07	9.3	123
1,000 to 1,250 EUR	0.02	3.1	69
1,250 to 1,500 EUR	0.01	2.1	29
1,500 to 2,000 EUR	0.10	14.3	111
2,000 to 2,500 EUR	0.11	15.4	109
2,500 to 3,000 EUR	0.05	6.7	60
3,000 EUR and more	0.35	49.1	115

Source: ma 2018 II