



GLÜCKS REVUE - THE POPULAR PUZZLE MAGAZINE

WHY GLÜCKS REVUE?

- ✓ A magazine that is used intensively by its readers (puzzles) and generates high response rates to editorial contents. Your benefit: a strong reader loyalty.
- ✓ GLÜCKS REVUE contributes more than one million readers to the BURDA ENTERTAINMENT KOMBI

USP

GLÜCKS REVUE is the popular puzzle magazine, enriched by informative guidance for everyday life.

KEYFACTS

Frequency: **weekly**

Day of publication: **Wednesday**

Copyprice: **1.40 €**

Basic rate (1/1 page 4c): **5,840 €^{1.)}**

Reach: **0.93 Mio.^{2.)}**

Sold circulation: **68,650^{3.)}**

Editor-in-chief: **Kai Winckler**

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ ma 2B18 II, ³⁾ IVW III/18

READERS PROFILE

| | Mill. | Percent | Index |
|--------------------------------------|-------|---------|-------|
| Total | 0.93 | 100.0 | |
| Sex | | | |
| Men | 0.29 | 30.7 | 62 |
| Women | 0.64 | 69.3 | 137 |
| Age | | | |
| 14-19 years | 0.00 | 0.1 | 2 |
| 20-29 years | 0.03 | 3.7 | 27 |
| 30-39 years | 0.04 | 4.6 | 33 |
| 40-49 years | 0.06 | 6.0 | 37 |
| 50-59 years | 0.13 | 13.9 | 76 |
| 60 years + | 0.67 | 71.6 | 234 |
| 60-69 years | 0.22 | 23.4 | 175 |
| >= 70 years | 0.45 | 48.3 | 279 |
| Qualification | | | |
| Comprehensive school | 1.00 | 0.0 | 0 |
| Sec. school (without apprenticeship) | 0.10 | 10.8 | 138 |
| Sec. school (with apprenticeship) | 0.40 | 42.8 | 161 |
| Secondary modern school | 0.33 | 34.9 | 117 |
| Grammar school | 0.05 | 5.2 | 37 |
| University | 0.06 | 6.2 | 36 |
| Net income | | | |
| less than 1,000.00 EUR | 0.08 | 8.1 | 107 |
| 1,000 to 1,250 EUR | 0.06 | 6.6 | 150 |
| 1,250 to 1,500 EUR | 0.09 | 9.6 | 136 |
| 1,500 to 2,000 EUR | 0.20 | 21.5 | 167 |
| 2,000 to 2,500 EUR | 0.19 | 20.8 | 147 |
| 2,500 to 3,000 EUR | 0.11 | 11.4 | 101 |
| 3,000 EUR and more | 0.20 | 21.9 | 51 |

Source: ma 2018 II