



HARPER'S BAZAAR - THE SPIRIT OF LUXURY.

WHY HARPER'S BAZAAR?

- ✓ Harper's BAZAAR is one-of-a-kind, innovative, 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

Copyprice: 6.00

Basic rate (1/1 page 4c): 27,300 ^{1.)}

Reach: 0.21 m ^{2.)}

Sold circulation: 52,122 ^{3.)}

Editor-in-Chief: Kerstin Schneider

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ AWA 2017, ³⁾ Retail + Subscription: 32,709, IVW IV/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