



NEUE WOCHE - THE MODERN UP-TO-DATE PEOPLE MAGAZINE

WHY NEUE WOCHE?

- ✓ Beginning with issue no. 21, neue woche is being published in a bigger format, improving visibility at the point of sale
- ✓ neue woche is part of the BURDA ENTERTAINMENT KOMBI (Freizeit Revue, Glücks Revue, neue woche, Viel spaß, Freizeit Spass) - the magazine combination which reaches more than every tenth German woman over 50.

USP

New Stars, new disclosures - neue woche: "Stars and VIPs trust neue woche and reveal their best kept secrets. neue woche is pure emotion." (Tessy Pavelková, editor-in-chief)

Tessy Pavelková, Editor-in-chief

KEYFACTS

Frequency: **weekly**

Day of publication: **Friday**

Copyprice: **1.30 €**

Basic rate (1/1 page 4c): **8,700 €^{1.)}**

Reach: **0.19 Mio.^{2.)}**

Sold circulation: **212,751^{3.)}**

Editor-in-chief: **Tessy Pavelková**

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ ma 2015 II, ³⁾ IVW I/17

READERS PROFILE

	Mill.	Percent	Index
Total	0.19	100.0	
Main audience			
Women, 50 and above	0.12	0.7	237
Sex			
Men	0.02	12.9	26
Women	0.17	87.1	170
Age			
14-19 years	0.00	0.9	13
20-29 years	0.01	7.3	53
30-39 years	0.01	7.6	55
40-49 years	0.02	12.2	70
50-59 years	0.04	20.5	116
60-69 years	0.04	19.7	155
>= 70 years	0.06	31.9	180
Qualification			
Comprehensive school	0.00	0.3	5
Sec. school (without apprenticeship)	0.02	9.4	122
Sec. school (with apprenticeship)	0.10	51.8	174
Secondary modern school	0.05	27.3	92
Grammar school	0.01	6.7	53
University	0.01	4.6	30
Net income			
less than 1,000.00 EUR	0.02	8.4	124
1,000 to 1,250 EUR	0.01	6.1	124
1,250 to 1,500 EUR	0.02	11.7	165
1,500 to 2,000 EUR	0.03	16.5	101
2,000 to 2,500 EUR	0.05	23.7	137
2,500 to 3,000 EUR	0.02	12.9	102
3,000 EUR and more	0.04	20.6	59

Source: ma 2015 II