



## FREUNDIN - ENCOURAGING HAPPINESS

### WHY FREUNDIN?

- ✓ high number of sold copies and a broad reach: freundin reaches 1.86 Mio. outgoing, extrovert women who love fashion and have a high household net income (source: ma 2017-I women).
- ✓ among the fortnightly women's magazines, freundin has the youngest readership with an average age of 43,6 years (ma 2017-I women).
- ✓ freundin enthralls, fascinates, inspires. freundin presents solutions that make life easier, more enjoyable and more exciting, offering lifestyle with a service character.

### USP

"freundin is close to the life of modern women. freundin presents solutions that make life more enjoyable and easier: amazing fashion & beauty, good food and it creates a individual home style. freundin inspires, supports and entertains modern women. freundin never forgets that women are not perfect and do not want to be, but they want to enjoy their lives."

Nikolaus Albrecht, editor-in-chief freundin

#### KEYFACTS

Frequency: **fortnightly**

Day of publication: **Wednesday**

Copyprice: **3.00 €**

Basic rate (1/1 page 4c): **40,900 €<sup>1.)</sup>**

Sold circulation: **269,066<sup>2.)</sup>**

Editor-in-chief: **Nikolaus Albrecht**

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> IVW II/2017

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	1.97	100.0	
<b>Sex</b>			
Men	0.03	1.5	3
Women	1.94	98.5	193
<b>Age</b>			
14-19 years	0.08	4.1	59
20-29 years	0.31	15.8	114
30-39 years	0.33	16.6	118
40-49 years	0.51	25.7	160
50-59 years	0.36	18.2	100
60-69 years	0.20	10.0	75
>= 70 years	0.19	9.7	55
<b>Qualification</b>			
Comprehensive school	0.05	2.3	50
Sec. school (without apprenticeship)	0.14	7.0	89
Sec. school (with apprenticeship)	0.44	22.4	80
Secondary modern school	0.73	37.0	124
Grammar school	0.32	16.0	120
University	0.30	15.2	93
<b>Net income</b>			
less than 1,000.00 EUR	0.10	5.0	60
1,000 to 1,250 EUR	0.05	2.8	60
1,250 to 1,500 EUR	0.13	6.8	88
1,500 to 2,000 EUR	0.18	9.0	69
2,000 to 2,500 EUR	0.21	10.6	76
2,500 to 3,000 EUR	0.27	13.7	114
3,000 EUR and more	1.03	52.2	130

Source: ma 2017 II