



## 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 €<sup>1.)</sup>**

Sold circulation: **94,188<sup>2.)</sup>**

Editorial Manager: **Rashana Rebecca Jennings**

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

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.77	100.0	
<b>Sex</b>			
Men	0.01	0.9	2
Women	0.76	99.1	194
<b>Age</b>			
14-19 years	0.01	0.9	13
20-29 years	0.09	11.7	84
30-39 years	0.10	13.0	92
40-49 years	0.13	16.9	105
50-59 years	0.14	18.2	100
60-69 years	0.13	16.4	123
>= 70 years	0.18	23.1	131
<b>Qualification</b>			
Comprehensive school	0.00	0.6	14
Sec. school (without apprenticeship)	0.10	13.1	168
Sec. school (with apprenticeship)	0.19	24.3	87
Secondary modern school	0.21	26.8	90
Grammar school	0.09	11.5	86
University	0.18	23.7	144
<b>Net income</b>			
less than 1,000.00 EUR	0.07	8.9	107
1,000 to 1,250 EUR	0.03	3.9	80
1,250 to 1,500 EUR	0.04	4.8	64
1,500 to 2,000 EUR	0.12	15.8	123
2,000 to 2,500 EUR	0.09	11.8	83
2,500 to 3,000 EUR	0.09	12.0	101
3,000 EUR and more	0.33	42.9	106

Source: ma 2018 I