



## CINEMA - EVERYTHING IMPORTANT OUT OF THE WORLD OF MOVIES!

### WHY CINEMA?

- ✓ Young and leading medium for a high income and consumption-oriented target group.
- ✓ Multichannel brand due to a perfect balanced mix of print, digital and social media.
- ✓ Emotional content due to impressive pictures and exclusive behind-the-scene stories.
- ✓ High credibility due to authentic, competent and judgemental reports.
- ✓ Economical and affine in relevant target groups and industries.

### USP

CINEMA provides the latest information out of the world of movies and stars exclusively for its readers!

### KEYFACTS

Frequency: **monthly**

Day of publication: **Thursday**

Copyprice: **4.60 €**

Basic rate (Ø, 1/1 page 4c): **16,810 €<sup>1.)</sup>**

Sold circulation: **33,493<sup>2.)</sup>**

Editor-in-chief: **Philipp Schulze**

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> IVW I/18

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.43	100.0	
<b>Sex</b>			
Men	0.23	55.0	112
Women	0.19	45.0	88
<b>Age</b>			
14-19 years	0.14	33.4	477
20-29 years	0.16	37.8	274
30-39 years	0.07	15.5	111
40-49 years	0.03	7.8	49
50-59 years	0.02	3.9	22
60-69 years	0.00	1.1	8
>= 70 years	0.00	0.5	3
<b>Qualification</b>			
Comprehensive school	0.08	18.5	399
Sec. school (without apprenticeship)	0.01	2.8	36
Sec. school (with apprenticeship)	0.03	7.1	25
Secondary modern school	0.13	29.5	99
Grammar school	0.12	28.9	217
University	0.06	13.3	81
<b>Net income</b>			
less than 1,000.00 EUR	0.04	8.7	106
1,000 to 1,250 EUR	0.01	2.0	41
1,250 to 1,500 EUR	0.01	2.6	35
1,500 to 2,000 EUR	0.03	7.4	58
2,000 to 2,500 EUR	0.04	9.5	66
2,500 to 3,000 EUR	0.05	11.0	93
3,000 EUR and more	0.25	58.8	145

Source: ma 2018 I