



## BUNTE - PASSION FOR PEOPLE

### WHY BUNTE?

- ✓ market leader: with 432,252 sold copies BUNTE is number one in the people segment with regard to circulation. (source: IVW I/2018)
- ✓ passion for people: BUNTE represents a unique kind of people journalism and is a fixture among publications about social communications and society.
- ✓ BUNTE is the largest cross-media brand platform in the German people segment.

### KEYFACTS

Frequency: **weekly**

Day of publication: **Thursday**

Copyprice: **3.70 €**

Basic rate (1/1 page 4c): **38,600 €<sup>1.)</sup>**

Sold circulation: **432,252<sup>2.)</sup>**

Editor-in-chief: **Robert Pölzer**

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

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	4.60	100.0	
<b>Sex</b>			
Men	0.87	18.8	38
Women	3.74	81.2	159
<b>Age</b>			
14-19 years	0.07	1.5	22
20-29 years	0.30	6.4	47
30-39 years	0.42	9.2	66
40-49 years	0.69	15.0	94
50-59 years	1.00	21.6	119
60-69 years	0.82	17.8	133
>= 70 years	1.31	28.4	161
<b>Qualification</b>			
Comprehensive school	0.05	1.1	24
Sec. school (without apprenticeship)	0.57	12.5	160
Sec. school (with apprenticeship)	1.86	40.3	144
Secondary modern school	1.27	27.6	93
Grammar school	0.38	8.2	61
University	0.47	10.3	63
<b>Net income</b>			
less than 1,000.00 EUR	0.36	7.8	94
1,000 to 1,250 EUR	0.24	5.3	110
1,250 to 1,500 EUR	0.35	7.6	101
1,500 to 2,000 EUR	0.69	15.0	117
2,000 to 2,500 EUR	0.69	15.1	106
2,500 to 3,000 EUR	0.56	12.2	103
3,000 EUR and more	1.70	37.0	91

Source: ma 2018 I