



FREUNDIN - ENCOURAGING HAPPINESS

WHY FREUNDIN?

- ✓ high number of sold copies and a broad reach: freundin reaches 1.90 Mio. outgoing, extrovert women who love fashion and have a high household net income (source: ma 2018 I women).
- ✓ among the fortnightly women's magazines, freundin has the youngest readership with an average age of 48,2 years (ma 2018-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 €^{1.)}**

Sold circulation: **237,867^{2.)}**

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

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

READERS PROFILE

	Mill.	Percent	Index
Total	1.93	100.0	
Sex			
Men	0.03	1.6	3
Women	1.90	98.5	193
Age			
14-19 years	0.09	4.5	64
20-29 years	0.24	12.3	89
30-39 years	0.29	14.9	106
40-49 years	0.44	22.9	143
50-59 years	0.35	18.1	99
60-69 years	0.24	12.4	93
>= 70 years	0.29	15.0	85
Qualification			
Comprehensive school	0.06	3.2	68
Sec. school (without apprenticeship)	0.15	7.8	100
Sec. school (with apprenticeship)	0.47	24.6	88
Secondary modern school	0.69	35.6	120
Grammar school	0.28	14.4	108
University	0.28	14.4	88
Net income			
less than 1,000.00 EUR	0.09	4.8	58
1,000 to 1,250 EUR	0.07	3.8	79
1,250 to 1,500 EUR	0.12	6.0	79
1,500 to 2,000 EUR	0.22	11.2	87
2,000 to 2,500 EUR	0.24	12.3	87
2,500 to 3,000 EUR	0.22	11.6	98
3,000 EUR and more	0.97	50.3	124

Source: ma 2018 I