



**FOCUS-SPEZIAL -
EVERYTHING ON ONE
TOPIC. IN ONE MAGAZINE.**

WHY FOCUS-SPEZIAL

- ✓ FOCUS-SPEZIAL offers utility journalism with a professional counselor function in each topic.
- ✓ The FOCUS editorial team and renowned guest authors contribute to multifarious special subjects with their extensive expert knowledge.
- ✓ These topic and target-group specific specials are predictable environments with a high market relevance.

USP

FOCUS-SPEZIAL advises the readers on a specific topic and answers their questions. It is directed exactly towards the target audience and has a high market relevance. Advertisers benefit from that: They are placed in ideal mono-themed environments.

KEYFACTS

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