



## VIEL SPASS - THE COMPACT ENTERTAINMENT WEEKLY

### WHY VIEL SPASS?

- ✓ With more than 500,000 readers, Viel Spaß contributes significantly to the performance of the BURDA ENTERTAINMENT KOMBI (Freizeit Revue, Freizeit Spaß, Glücks Revue, neue woche, Viel Spaß).
- ✓ Viel Spaß is part of the BURDA ENTERTAINMENT KOMBI - the magazine combination which reaches more than every tenth German woman over 50.

### USP

VIEL SPASS, the compact entertainment magazine for your free time. Vibrant, funny and cheeky, with many interactive elements.

### KEYFACTS

Frequency: **weekly**

Day of publication: **Wednesday**

Copyprice: **0.79 €**

Basic rate (1/1 page 4c): **7,510 €<sup>1.)</sup>**

Reach: **0.57 Mio.<sup>2.)</sup>**

Sold circulation: **167,822<sup>3.)</sup>**

Editor-in-chief: **Astrid Krudewig**

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> ma 2017 II, <sup>3)</sup> IVW III/2017

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.57	100.0	
<b>Main audience</b>			
Women, 50 and above	0.30	52.0	199
<b>Sex</b>			
Men	0.18	30.7	63
Women	0.40	69.3	136
<b>Age</b>			
14-19 years	0.01	1.4	20
20-29 years	0.03	5.2	38
30-39 years	0.05	8.4	60
40-49 years	0.05	9.4	59
50-59 years	0.11	19.2	105
60-69 years	0.12	20.6	154
>= 70 years	0.20	35.8	203
<b>Qualification</b>			
Comprehensive school	0.01	1.2	25
Sec. school (without apprenticeship)	0.05	9.3	119
Sec. school (with apprenticeship)	0.20	35.8	128
Secondary modern school	0.24	42.2	142
Grammar school	0.02	3.6	27
University	0.04	7.9	48
<b>Net income</b>			
less than 1,000.00 EUR	0.06	11.0	133
1,000 to 1,250 EUR	0.06	11.0	235
1,250 to 1,500 EUR	0.07	12.3	160
1,500 to 2,000 EUR	0.08	14.4	110
2,000 to 2,500 EUR	0.10	18.1	130
2,500 to 3,000 EUR	0.07	11.7	97
3,000 EUR and more	0.12	21.5	53

Source: ma 2017 II