



FREIZEIT REVUE - THE NO. 1 FOR GOOD ENTERTAINMENT

WHY FREIZEIT REVUE?

- ✓ Highest sold circulation and reach: FREIZEIT REVUE has maintained its position as market leader amongst all entertaining women's weeklies for almost 50 years.
- ✓ Has the greatest brand awareness of all entertaining women's weeklies and prevails its strong position in the market against 25 "Freizeit" copies every week.
- ✓ The most subscribers of all weekly women's magazines in Germany (125,000) and therefore a very high brand loyalty.

USP

FREIZEIT REVUE is the biggest and from the reader's perspective, most valuable entertaining women's weekly in Germany. There's no women's magazine in Germany that readers spend more money on in retail sales than Freizeit Revue: €44 m per year (€7 m more than on Bild der Frau).

KEYFACTS

Frequency: **weekly**

Day of publication: **Wednesday**

Copyprice: **1.70 €**

Basic rate (1/1 page 4c): **20,660 €^{1.)}**

Reach: **2.18 Mio.^{2.)}**

Sold circulation: **683,188^{3.)}**

Editor-in-chief: **Kai Winckler**

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ ma 2017 II, ³⁾ IVW II/2017

READERS PROFILE

	Mill.	Percent	Index
Total	2.18	100.0	
Main audience			
Women, 50 and above	1.37	63.0	241
Sex			
Men	0.57	26.4	54
Women	1.60	73.6	144
Age			
14-19 years	0.02	0.8	11
20-29 years	0.06	2.7	19
30-39 years	0.09	4.0	28
40-49 years	0.16	7.5	47
50-59 years	0.35	16.1	89
60-69 years	0.51	23.5	176
>= 70 years	0.99	45.5	258
Qualification			
Comprehensive school	0.01	0.7	14
Sec. school (without apprenticeship)	0.29	13.2	168
Sec. school (with apprenticeship)	1.21	55.7	199
Secondary modern school	0.47	21.5	72
Grammar school	0.07	3.1	23
University	0.13	5.8	36
Net income			
less than 1,000.00 EUR	0.22	10.0	121
1,000 to 1,250 EUR	0.19	8.8	188
1,250 to 1,500 EUR	0.26	11.9	155
1,500 to 2,000 EUR	0.43	19.8	151
2,000 to 2,500 EUR	0.39	18.1	129
2,500 to 3,000 EUR	0.22	10.3	85
3,000 EUR and more	0.46	21.2	53

Source: ma 2017 II