



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 (120,000) 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: **1.80 €**

Basic rate (1/1 page 4c): **21,070 €^{1.)}**

Reach: **2.03 Mio.^{2.)}**

Sold circulation: **640,906^{3.)}**

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

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ ma 2018 II, ³⁾ IVW II/18

READERS PROFILE

	Mill.	Percent	Index
Total	2.03	100.0	
Sex			
Men	0.52	25.5	52
Women	1.51	74.5	147
Age			
14-19 years	0.01	0.3	4
20-29 years	0.06	2.8	20
30-39 years	0.11	5.4	38
40-49 years	0.19	9.4	59
50-59 years	0.42	20.8	114
60 years +	1.24	64.1	200
60-69 years	0.45	22.2	166
>= 70 years	0.80	39.2	226
Qualification			
Comprehensive school	4.00	0.2	0
Sec. school (without apprenticeship)	0.23	11.3	144
Sec. school (with apprenticeship)	1.00	49.1	185
Secondary modern school	0.60	29.8	100
Grammar school	0.08	3.9	28
University	0.12	5.7	33
Net income			
less than 1,000.00 EUR	0.17	8.6	113
1,000 to 1,250 EUR	0.16	8.1	183
1,250 to 1,500 EUR	0.23	11.2	159
1,500 to 2,000 EUR	0.41	20.2	157
2,000 to 2,500 EUR	0.34	16.7	118
2,500 to 3,000 EUR	0.24	11.7	104
3,000 EUR and more	0.48	23.6	55

Source: ma 2018 II