



FREIZEIT SPASS - THE ENTERTAINMENT WEEKLY THAT OFFERS VALUE FOR MONEY

WHY FREIZEIT SPASS?

- ✓ FREIZEIT SPASS - top-CPT (rank2) amongst all entertaining women's weeklies
- ✓ With more than 300,000 sold copies, FREIZEIT SPASS contributes the second highest circulation to the BURDA ENTERTAINMENT KOMBI (Freizeit Revue, Glücks Revue, neue woche, Viel Spaß, Freizeit Spass).

USP

FREIZEIT SPASS - the low-priced weekly counterpart of Freizeit Revue.

KEYFACTS

Frequency: **weekly**

Day of publication: **Wednesday**

Copyprice: **0.99 €**

Basic rate (1/1 page 4c): **7,910 €^{1.)}**

Reach: **0.52 Mio.^{2.)}**

Sold circulation: **332,586^{3.)}**

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

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

READERS PROFILE

	Mill.	Percent	Index
Total	0.52	100.0	
Sex			
Men	0.14	27.5	56
Women	0.38	72.5	143
Age			
14-19 years	11.0	0.8	0
20-29 years	0.03	5.8	42
30-39 years	0.01	2.6	18
40-49 years	0.03	5.9	37
50-59 years	0.07	12.7	70
60 years +	0.38	72.3	236
60-69 years	0.13	24.7	185
>= 70 years	0.25	47.6	275
Qualification			
Comprehensive school	7.00	0.3	0
Sec. school (without apprenticeship)	0.06	12.2	156
Sec. school (with apprenticeship)	0.23	44.9	169
Secondary modern school	0.15	29.3	98
Grammar school	0.03	6.4	46
University	0.04	6.8	40
Net income			
less than 1,000.00 EUR	0.03	6.6	87
1,000 to 1,250 EUR	0.04	7.2	164
1,250 to 1,500 EUR	0.06	12.3	175
1,500 to 2,000 EUR	0.09	17.6	136
2,000 to 2,500 EUR	0.13	24.4	172
2,500 to 3,000 EUR	0.05	9.3	83
3,000 EUR and more	0.12	22.5	53

Source: ma 2018 II