



## GLÜCKS REVUE - THE POPULAR PUZZLE MAGAZINE

### WHY GLÜCKS REVUE?

- ✓ A magazine that is used intensively by its readers (puzzles) and generates high response rates to editorial contents. Your benefit: a strong reader loyalty.
- ✓ GLÜCKS REVUE contributes more than one million readers to the BURDA ENTERTAINMENT KOMBI

### USP

GLÜCKS REVUE is the popular puzzle magazine, enriched by informative guidance for everyday life.

### KEYFACTS

Frequency: **weekly**

Day of publication: **Wednesday**

Copyprice: **1.40 €**

Basic rate (1/1 page 4c): **5,840 €<sup>1.)</sup>**

Sold circulation: **71,325<sup>2.)</sup>**

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

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> IVW IV/2017

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	1.07	100.0	
<b>Sex</b>			
Men	0.37	34.5	70
Women	0.70	65.5	128
<b>Age</b>			
14-19 years	0.00	0.2	2
20-29 years	0.04	3.8	27
30-39 years	0.04	3.9	28
40-49 years	0.08	7.7	48
50-59 years	0.18	16.8	93
60-69 years	0.24	22.7	170
>= 70 years	0.48	45.0	255
<b>Qualification</b>			
Comprehensive school	0.00	0.1	2
Sec. school (without apprenticeship)	0.12	10.8	138
Sec. school (with apprenticeship)	0.52	48.4	173
Secondary modern school	0.31	29.4	99
Grammar school	0.05	4.6	34
University	0.07	6.8	41
<b>Net income</b>			
less than 1,000.00 EUR	0.11	10.6	128
1,000 to 1,250 EUR	0.07	7.0	145
1,250 to 1,500 EUR	0.12	11.5	152
1,500 to 2,000 EUR	0.19	18.1	141
2,000 to 2,500 EUR	0.20	19.0	134
2,500 to 3,000 EUR	0.10	9.4	79
3,000 EUR and more	0.26	24.5	61

Source: ma 2018 I