



## 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>**

Reach: **0.93 Mio.<sup>2.)</sup>**

Sold circulation: **69,164<sup>3.)</sup>**

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

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> ma 2B18 II, <sup>3)</sup> IVW II/18

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.93	100.0	
<b>Sex</b>			
Men	0.29	30.7	62
Women	0.64	69.3	137
<b>Age</b>			
14-19 years	0.00	0.1	2
20-29 years	0.03	3.7	27
30-39 years	0.04	4.6	33
40-49 years	0.06	6.0	37
50-59 years	0.13	13.9	76
60 years +	0.67	71.6	234
60-69 years	0.22	23.4	175
>= 70 years	0.45	48.3	279
<b>Qualification</b>			
Comprehensive school	1.00	0.0	0
Sec. school (without apprenticeship)	0.10	10.8	138
Sec. school (with apprenticeship)	0.40	42.8	161
Secondary modern school	0.33	34.9	117
Grammar school	0.05	5.2	37
University	0.06	6.2	36
<b>Net income</b>			
less than 1,000.00 EUR	0.08	8.1	107
1,000 to 1,250 EUR	0.06	6.6	150
1,250 to 1,500 EUR	0.09	9.6	136
1,500 to 2,000 EUR	0.20	21.5	167
2,000 to 2,500 EUR	0.19	20.8	147
2,500 to 3,000 EUR	0.11	11.4	101
3,000 EUR and more	0.20	21.9	51

Source: ma 2018 II