



PLAYBOY - EVERYTHING THAT MEN LOVE

WHY PLAYBOY?

- ✓ PLAYBOY is a world-renowned brand which fascinates and awakes desires
- ✓ PLAYBOY demonstrates high-quality journalism with character: legendary interviews, exciting reportage and sumptuous photographic productions
- ✓ PLAYBOY serves all men's interests: motoring, style and lifestyle, grooming, food and drink, travel and the arts
- ✓ PLAYBOY is immediate in its experience: a broad range of events, merchandising and sponsoring convey the brand message to the end consumer
- ✓ PLAYBOY offers the best entertainment on various channels: print, online, mobile (incl. tablet)
- ✓ PLAYBOY not only enjoys a wide readership, but also offers a high circulation with a balanced circulation structure.

USP

PLAYBOY is THE premium lifestyle magazine for men. Its mixture of erotic photography and fine journalism is unique and stands for first-class men's entertainment. Everything that men love –for almost 45 years.

KEYFACTS

Frequency: **monthly**

Day of publication: **Thursday**

Copyprice: **6.50 €**

Basic rate (1/1 page 4c): **28,370 €^{1.)}**

Sold circulation: **145,056^{2.)}**

Editor-in-Chief: **Florian Boitin**

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ IVW III/2017

READERS PROFILE

	Mill.	Percent	Index
Total	0.72	100.0	
Sex			
Men	0.67	93.9	192
Women	0.04	6.1	12
Age			
14-19 years	0.06	8.1	115
20-29 years	0.23	31.5	228
30-39 years	0.17	23.6	168
40-49 years	0.10	13.5	84
50-59 years	0.11	15.1	83
60-69 years	0.04	5.1	38
>= 70 years	0.02	3.1	17
Qualification			
Comprehensive school	0.03	3.6	78
Sec. school (without apprenticeship)	0.10	13.9	177
Sec. school (with apprenticeship)	0.12	17.0	61
Secondary modern school	0.22	31.4	105
Grammar school	0.16	21.8	163
University	0.09	12.4	75
Net income			
less than 1,000.00 EUR	0.11	15.9	193
1,000 to 1,250 EUR	0.03	4.7	100
1,250 to 1,500 EUR	0.05	7.0	92
1,500 to 2,000 EUR	0.09	12.9	98
2,000 to 2,500 EUR	0.08	11.1	80
2,500 to 3,000 EUR	0.06	8.5	71
2,500 Euro and more	0.10	14.0	102
3,000 EUR and more	0.29	39.8	99

Source: ma 2017 II