



FREUNDIN - ENCOURAGING HAPPINESS

WHY FREUNDIN?

- ✓ high number of sold copies and a broad reach: freundin reaches 1.79 Mio. outgoing, extrovert women who love fashion and have a high household net income (source: ma 2018 II women).
- ✓ among the fortnightly women's magazines, freundin has the youngest readership with an average age of 46,4 years (ma 2018-II women).
- ✓ freundin enthralls, fascinates, inspires. freundin presents solutions that make life easier, more enjoyable and more exciting, offering lifestyle with a service character.

USP

"freundin is close to the life of modern women. freundin presents solutions that make life more enjoyable and easier: amazing fashion & beauty, good food and it creates a individual home style. freundin inspires, supports and entertains modern women. freundin never forgets that women are not perfect and do not want to be, but they want to enjoy their lives."

Nikolaus Albrecht, editor-in-chief freundin

KEYFACTS

Frequency: **fortnightly**

Day of publication: **Wednesday**

Copyprice: **3.00 €**

Basic rate (1/1 page 4c): **40,900 €^{1.)}**

Sold circulation: **262,845^{2.)}**

Editor-in-chief: **Nikolaus Albrecht**

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ IVW III/18

READERS PROFILE

	Mill.	Percent	Index
Total	1.82	100.0	
Sex			
Men	0.03	1.7	4
Women	1.79	98.3	194
Age			
14-19 years	0.07	4.0	58
20-29 years	0.29	15.7	113
30-39 years	0.33	18.1	128
40-49 years	0.34	18.9	117
50-59 years	0.38	20.7	114
60-69 years	0.21	11.8	88
>= 70 years	0.20	10.9	63
Qualification			
Comprehensive school	0.05	2.6	56
Sec. school (without apprenticeship)	0.12	6.6	84
Sec. school (with apprenticeship)	0.40	21.8	82
Secondary modern school	0.65	35.8	120
Grammar school	0.32	17.6	125
University	0.29	15.7	92
Net income			
less than 1,000.00 EUR	0.08	4.5	60
1,000 to 1,250 EUR	0.05	2.8	63
1,250 to 1,500 EUR	0.11	6.1	86
1,500 to 2,000 EUR	0.21	11.4	89
2,000 to 2,500 EUR	0.22	12.2	86
2,500 to 3,000 EUR	0.24	13.2	117
3,000 EUR and more	0.91	49.8	117

Source: ma 2018 II