



## NEUE WOCHE - THE MODERN UP-TO-DATE PEOPLE MAGAZINE

### WHY NEUE WOCHE?

- ✓ neue woche is part of the BURDA ENTERTAINMENT KOMBI (Freizeit Revue, Glücks Revue, neue woche, Viel spaß, Freizeit Spass) - the magazine combination which reaches more than every tenth German woman over 50.

### USP

New Stars, new disclosures - neue woche: "Stars and VIPs trust neue woche and reveal their best kept secrets. neue woche is pure emotion." (Tessy Pavelková, editor-in-chief)

Kai Winckler, Editor-in-chief

### KEYFACTS

Frequency: **weekly**

Day of publication: **Friday**

Copyprice: **1.39 €**

Basic rate (1/1 page 4c): **8,870 €<sup>1.)</sup>**

Sold circulation: **191,480<sup>2.)</sup>**

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

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

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.19	100.0	
<b>Main audience</b>			
Women, 50 and above	0.12	0.7	237
<b>Sex</b>			
Men	0.02	12.9	26
Women	0.17	87.1	170
<b>Age</b>			
14-19 years	0.00	0.9	13
20-29 years	0.01	7.3	53
30-39 years	0.01	7.6	55
40-49 years	0.02	12.2	70
50-59 years	0.04	20.5	116
60-69 years	0.04	19.7	155
>= 70 years	0.06	31.9	180
<b>Qualification</b>			
Comprehensive school	0.00	0.3	5
Sec. school (without apprenticeship)	0.02	9.4	122
Sec. school (with apprenticeship)	0.10	51.8	174
Secondary modern school	0.05	27.3	92
Grammar school	0.01	6.7	53
University	0.01	4.6	30
<b>Net income</b>			
less than 1,000.00 EUR	0.02	8.4	124
1,000 to 1,250 EUR	0.01	6.1	124
1,250 to 1,500 EUR	0.02	11.7	165
1,500 to 2,000 EUR	0.03	16.5	101
2,000 to 2,500 EUR	0.05	23.7	137
2,500 to 3,000 EUR	0.02	12.9	102
3,000 EUR and more	0.04	20.6	59

Source: ma 2015 II