



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 €^{1.)}**

Reach: **0.93 Mio.^{2.)}**

Sold circulation: **69,164^{3.)}**

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

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

READERS PROFILE

	Mill.	Percent	Index
Total	0.93	100.0	
Sex			
Men	0.29	30.7	62
Women	0.64	69.3	137
Age			
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
Qualification			
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
Net income			
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