

Brigitte



Germany's most widely-read quality women's magazine

- **Highest coverage of all quality women's titles in Germany.** BRIGITTE reaches 2.72 million women every two weeks – more than any other fortnightly or monthly women's title.
- **Not only quantity, but also quality readers.** BRIGITTE is read by women with above-average educations and incomes: self-confident personalities with a wide range of interests.
- **Unmistakable journalistic approach.** Thorough reports on fashion, beauty, travel, home and cuisine, as well as reportage articles on psychology, partnership, culture, politics and careers. All with a lightness of touch and professionalism that make BRIGITTE unique.
- **BRIGITTE is the strongest women's magazine brandname.** For over the last 30 years, BRIGITTE has been first in circulation and coverage among all quality women's titles. Among German women, BRIGITTE is the best-known and best-liked women's magazine.

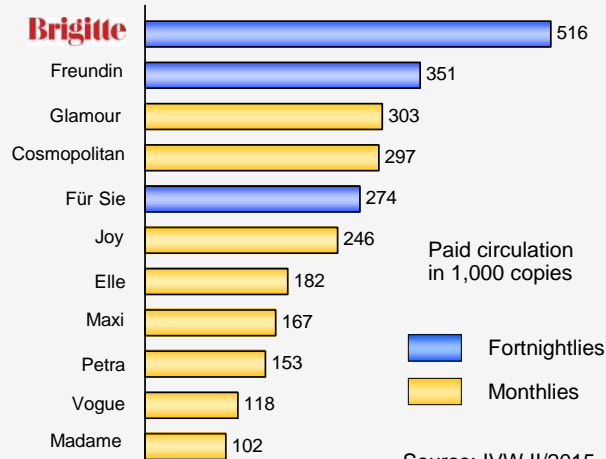
Readership Profile

Men: 6%, Women: 94%

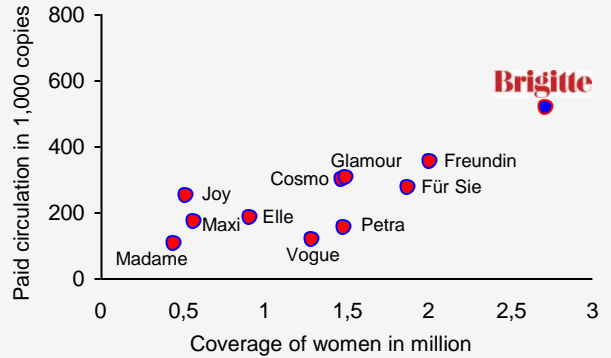
	All Women 35.43 million	BRIGITTE Female Readers 2.72 million	Index: All Women = 100
Age	%	%	
20 - 29	13	8	60
30 - 39	13	12	94
40 - 49	17	19	114
50 - 59	17	22	127
Net monthly household income*			
€ 3,000 - 3,999	19	22	115
€ 4,000 - 4,999	8	9	110
€ 5,000 +	9	10	120
Socio-economic status			
Level 1+2 (top of 7)	20	25	124
Level 3	17	18	109

Source: AWA 2015 *population average = € 2,874

BRIGITTE is the leader

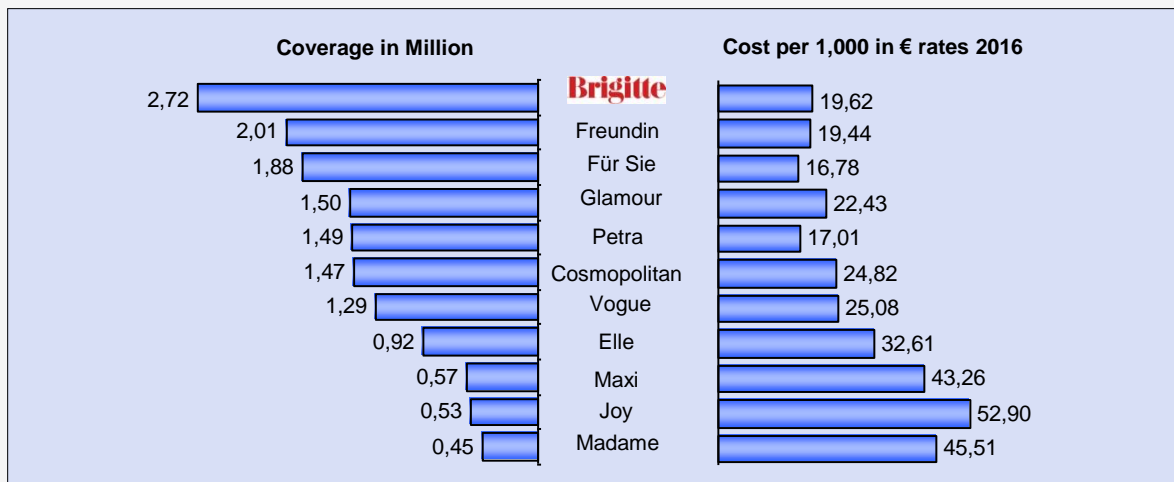


Most powerful market position



Unbeatable coverage and high cost effectiveness

All women = 35.43 million



Cover price	€ 3.20	Coverage	Women	7.7% / 2.72 mill. (AWA 2015)
Frequency	Fortnightly			
Launch year	1954			
Circulation		Cost per 1,000 readers	Women	€ 19.62 (Full page)
Paid	534,628 copies (IVW III/2015)			
Subscriptions	129,916 copies (24%)	Technical information	Trim size	215 mm x 268 mm
2016 ad rates*		Technical Specifications:	Current and binding English-language information is available under: www.duon-portal.de	
Full page multi-colour	€ 53,300			
Discounts	Start at 2% for 2 pages			
www.brigitte.de	85,42 Mill. Pls (IVW 11/2015)			

*For complete current ad rates and data, please consult www.gujmedia.com / the information in this fact sheet is non-binding and without liability.