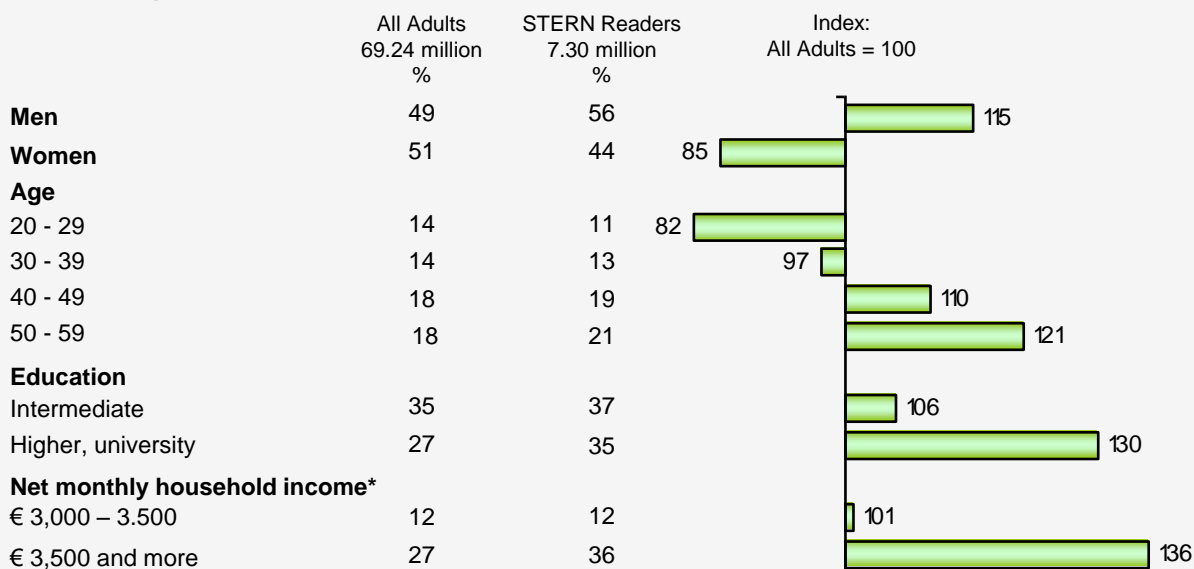




Germany's most widely-read newsmagazine

- **An institution in the German media landscape.** For more than 60 years, *stern* has been a window on the world to the modern, interested German reader.
- **Readership quantity plus quality.** Just about whatever the target group, *stern* has the highest coverage of Germany's three newsweeklies.
- **No other newsmagazine has such a broad editorial array.** It covers news and politics, business, travel, cars and sports, multimedia, fashion, cosmetics and cuisine.
- **Entertaining, engaging editorial writing style.** *stern* is neither long-winded nor fast-foodish. It features a clean and accessible style of writing.
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- **Special editorial features offer a tailor-made environment.** *stern* is the only German newsmagazine with in-depth editorial features covering a single subject – from travel, cars and fashion to investments and multimedia.

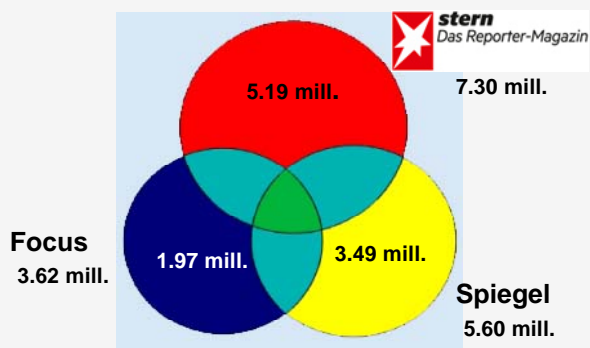
**Readership Profile**



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

### stern is irreplaceable on a media plan

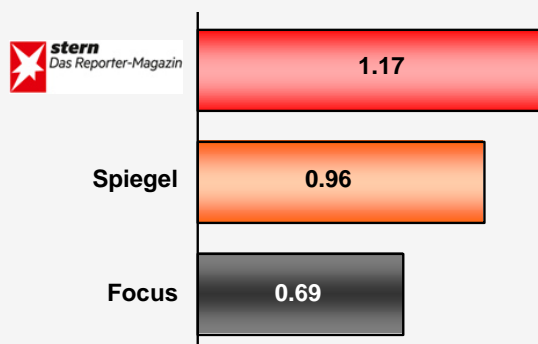
Exclusive (solus) readership in million



Source: AWA 2015, universe: 69,24 m

### Preferred by luxury oriented consumers

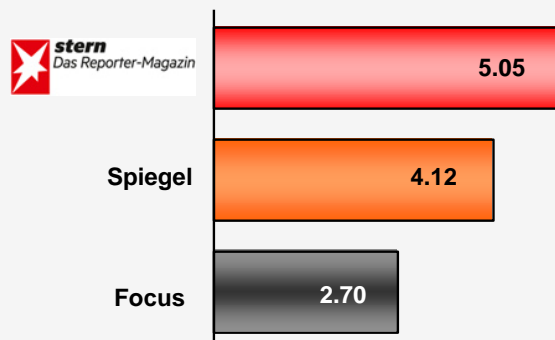
Coverage in million



Source: AWA 2015; sample: 6.44 million

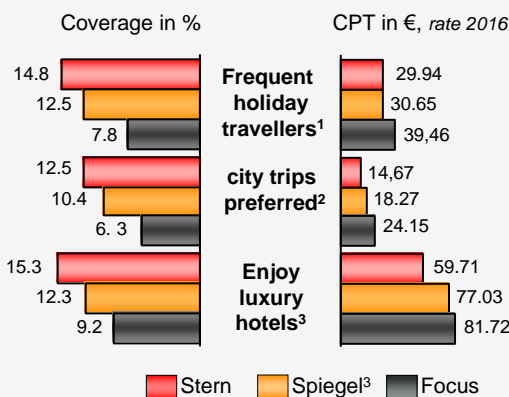
### Most investment decision-makers

Coverage in million



Source: AWA 2015; sample: 41.40 million

### Tops in coverage of travel target groups



Source: AWA 2015, TG size: <sup>1</sup>117.03 m, <sup>2</sup>34.27 m, <sup>3</sup>6.90 m, <sup>3</sup>preliminary rate

**Cover price** € 4.10  
**Frequency** weekly  
**Launch year** 1948

**Circulation**  
 Paid 721,178 copies (IVW IV/2015)  
 Subscriptions 212,036 copies (29%)

**2016 ad rates\***  
 Full page multi-colour € 63,000

**Discounts** Start at 2% for 2 pages

**www.stern.de** 91.88 Mill. online Pls. (IVW 12/2015)  
 31.83 Mill. Pls. mobile web (IVW 12/2015)

**Coverage**  
 Adults 10.5% / 7.30 million (AWA 2015)

**Cost per 1,000 readers**  
 Adults € 8.63  
 Full page

**Technical information**  
 Trim size 213 mm x 285 mm

**Technical Specifications:** Current and binding English-language information is available under: [www.duon-portal.de](http://www.duon-portal.de)

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