



FÜR SIE: TIME FOR MYSELF!

FÜR SIE is one of Germany's leading women's magazine brands. Every fortnight it offers subjects close to the needs and wishes of its core readership of women in the 35+ year-old age bracket. Authentic, credible, enriching, its spectrum of contents ranges from fashion and beauty, to health and food, to job, travel and culture. **FÜR SIE** is warm hearted and approachable, positive and personal.

FÜR SIE sees itself as a coach for the reader. The magazine inspires and gives her "Time for Myself" moments.

www.fuersie.de

Frequency	fortnightly
Paid circulation	204,711 (IVW IV/2017)
Ad rate full page 4c	€ 32,600
Copy price	€ 2.95

READERSHIP

Employed, highspending women from 35 years.

According to ma 2018 | **FÜR SIE** reaches 1.51 million female readers in Germany.

% breakdown | Index

Total, women	100 100
Age	
14–19 years	3 41
20–29 years	7 52
30–39 years	12 86
40–49 years	22 141
50 years and older	22 122
Education	
Elementary school	34 85
Secondary school	37 116
High school graduation, college, university	29 104
Occupation	
Apprenticeship	5 46
Employed	58 113
Not (any more) employed	37 97
Net household income (in EURO)	
up to 1,500	14 63
1,500 – 2,500	24 89
2,500 – 3,500	23 105
3,500 and more	40 132

Source: ma 2018 I

ADVERTISING RATES 2019

Format	4c / EURO
Full page	33,000,-
Full page IFC/OBC	38,100,-
3/4 page	29,500,-
2/3 page	27,400,-
Half page	23,400,-
1/3 page	19,800,-
1/4 page	17,800,-
Double page	66,000,-
Double page IFC + page 3	85,600,-

DISCOUNTS

Turnover scale (gross)

from 99,000 € – 5 %	from 264,000 € – 10 %
from 132,000 € – 6 %	from 297,000 € – 12 %
from 165,000 € – 7 %	from 330,000 € – 14 %
from 198,000 € – 8 %	from 363,000 € – 16 %
from 231,000 € – 9 %	from 396,000 € – 18 %

CIRCULATION

Circulation, IVW-audited, 4 th quarter 2017	
Print run	326,870 copies
Paid circulation	204,711 copies
Distributed circulation	210,126 copies
Subscribers	76,249 copies

SCHEDULE 2019

Issue	Publication date	Booking deadline	Copy deadline	Issue	Publication date	Booking deadline	Copy deadline
03/2019	02.01.2019	08.11.2018	26.11.2018	16/2019	01.07.2019	15.05.2019	03.06.2019
04/2019	14.01.2019	23.11.2018	11.12.2018	17/2019	15.07.2019	29.05.2019	18.06.2019
05/2019	28.01.2019	12.12.2018	02.01.2019	18-19/2019	05.08.2019	24.06.2019	10.07.2019
06/2019	11.02.2019	28.12.2018	16.01.2019	20/2019	26.08.2019	12.07.2019	30.07.2019
07/2019	25.02.2019	14.01.2019	30.01.2019	21/2019	09.09.2019	26.07.2019	13.08.2019
08/2019	11.03.2019	28.01.2019	13.02.2019	22/2019	23.09.2019	09.08.2019	28.08.2019
09/2019	25.03.2019	11.02.2019	26.02.2019	23/2019	07.10.2019	23.08.2019	10.09.2019
10/2019	08.04.2019	25.02.2019	13.03.2019	24/2019	21.10.2019	06.09.2019	24.09.2019
11/2019	20.04.2019	08.03.2019	26.03.2019	25/2019	04.11.2019	19.09.2019	08.10.2019
12/2019	06.05.2019	20.03.2019	05.04.2019	26/2019	18.11.2019	04.10.2019	22.10.2019
13/2019	20.05.2019	03.04.2019	23.04.2019	01-02/2020	02.12.2019	18.10.2019	06.11.2019
14/2019	03.06.2019	16.04.2019	07.05.2019				
15/2019	17.06.2019	02.05.2019	20.05.2019				

TECHNICAL DATA

Magazine format: 200 x 264 mm + 4 mm trim-reserve
Type area: 171 x 226,5 mm

Printing process: Gravure, Cover: Offset
Artwork: Please deliver a print-PDF with 300 dpi resolution.
Color-management: CMYK

Delivery of advertisement:

The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: www.duon-portal.de
Support is available via e-mail: support@duon-portal.de or directly by phone: +49/ 40 / 37 41 17-50.

Kindly note our general terms and conditions of business for advertisements: <http://www.bm-brandmedia.de/agb/>



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