

GERMANY

Print | Radio | Television | Internet | Outdoors



Berlin
Brandenburg Gate

Print

FINANCIAL TIMES (Deutschland)



Periodicity	Daily
Distribution	National
Language	German
Type	Economy/Finance
Subcategory	Business
Circulation	101.746

FRANKFURTER ALLGEMEINE SONNTAGSZEITUNG



Periodicity	Daily
Distribution	National
Language	German
Type	News/Information
Subcategory	Current events, politics, culture.
Circulation	368.414
Readers	

FAZ - Frankfurter Allgemeine Zeitung



Periodicity	Daily
Distribution	National
Language	German
Type	News/Information
Subcategory	Current events
Circulation	382.636
Readers	951.000

BOERSE ONLINE



Periodicity	Weekly
Distribution	National
Language	German
Type	Economy/Finance
Subcategory	Investments
Circulation	100.157
Readers	290.000

GALA (Germany)



Periodicity	Weekly
Distribution	National
Language	German
Type	Female
Subcategory	
Circulation	382.430
Readers	2.040.000

STERN



Periodicity	Weekly
Distribution	National
Language	German
Type	News/Information
Subcategory	TV guide, current events, politics.
Circulation	1.004.170
Readers	7.560.000

TRAVEL TALK



Periodicity	Weekly
Distribution	National
Language	German
Type	Tourism
Circulation	32.293

BRIGITTE



Periodicity	Twice-Monthly
Distribution	National
Language	German
Type	Female
Subcategory	Classic
Circulation	751.188
Readers	3.560.000

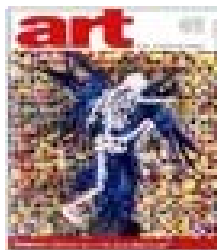
Print

FVW INTERNATIONAL



Periodicity	Twice-Monthly
Distribution	National
Language	German
Type	Tourism
Circulation	31.166

ART



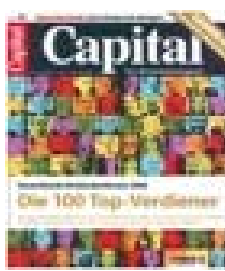
Periodicity	Monthly
Distribution	National
Language	German
Type	Art
Circulation	60.320
Readers	550.000

BRIGITTE WOMAN



Periodicity	Monthly
Distribution	National
Language	German
Type	Female
Subcategory	Woman
Circulation	292.724
Readers	960.000

CAPITAL (Germany)



Periodicity	Monthly
Distribution	National
Language	German
Type	Economy/Finance
Subcategory	Business
Circulation	206.950
Readers	740.000

ELTERN (Germany)



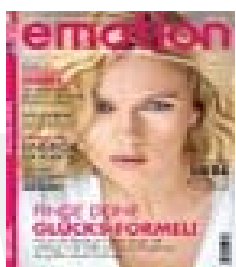
Periodicity	Monthly
Distribution	National
Language	German
Type	Family
Subcategory	Parents
Circulation	342.880
Readers	1.170.000

ELTERN FAMILY



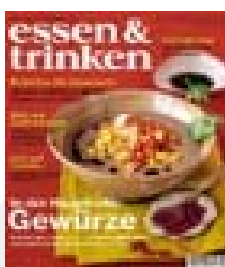
Periodicity	Monthly
Distribution	National
Language	German
Type	Family
Subcategory	Puberty, adolescence, young parents
Circulation	151.672
Readers	490.000

EMOTION



Periodicity	Monthly
Distribution	National
Language	German
Type	Family
Subcategory	Parents
Circulation	342.880
Readers	1.170.000

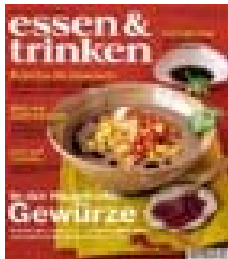
ESSEN & TRINKEN



Periodicity	Monthly
Distribution	National
Language	German
Type	Food
Subcategory	Food & Beverage
Circulation	193.648
Readers	3.110.000

Print

ESSEN & TRINKEN FÜR JEDEN TAG



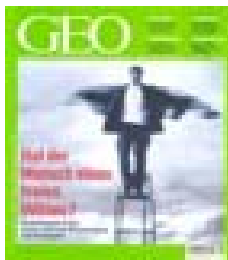
Periodicity	Monthly
Distribution	National
Language	German
Type	Food
Circulation	211.192
Readers	670.000

FLORA GARTEN



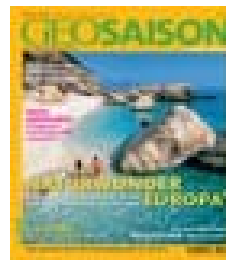
Periodicity	Monthly
Distribution	National
Language	German
Type	Hobbie
Subcategory	Gardening
Circulation	120.596
Readers	900.000

GEO (Germany)



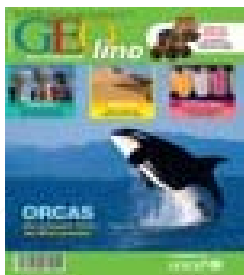
Periodicity	Monthly
Distribution	National
Language	German
Type	Tourism
Circulation	411.835
Readers	4.450.000

GEO SAISON



Periodicity	Monthly
Distribution	National
Language	German
Type	Tourism
Subcategory	Travels, Holidays, Tourism
Circulation	119.326
Readers	910.000

GEOLINO



Periodicity	Monthly
Distribution	National
Language	German
Type	Family
Subcategory	Puberty
Circulation	256.254
Readers	860.000

GZ - Goldschmiede Zeitung



Periodicity	Monthly
Distribution	National
Language	German
Type	Accessories
Subcategory	Jewellery
Circulation	9.750
Readers	52.000

HEALTHY LIVING



Periodicity	Monthly
Distribution	National
Language	German
Type	Health
Circulation	152.111
Readers	250.000

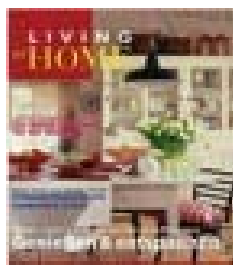
IMPULSE



Periodicity	Monthly
Distribution	National
Language	German
Type	Economy/Finance
Subcategory	Business/Investments
Circulation	121.225
Readers	280.000

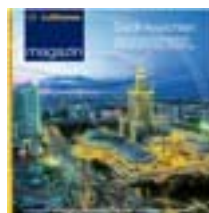
Print

LIVING AT HOME



Periodicity	Monthly
Distribution	National
Language	German
Type	Furniture
Circulation	180.800
Readers	860.000

LUFTHANSA MAGAZIN Exclusive (national - subscription)



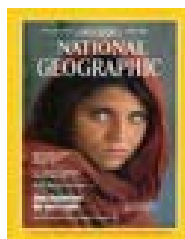
Periodicity	Monthly
Distribution	National
Language	German
Type	News/Information
Subcategory	Fashion, art, design, travels.
Circulation	60.320
Readers	550.000

LUFTHANSA MAGAZIN



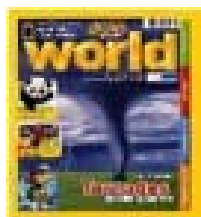
Periodicity	Monthly
Distribution	International
Language	German
Type	News/Information
Subcategory	Culture, sport, art, politics
Circulation	316.000
Readers	1.042.000

NATIONAL GEOGRAPHIC (Germany)



Periodicity	Monthly
Distribution	National
Language	German
Type	News/Information
Subcategory	Science, culture
Circulation	215.256
Readers	1.200.000

NATIONAL GEOGRAPHIC WORLD (Germany)



Periodicity	Monthly
Distribution	National
Language	English/German
Type	News/Information
Circulation	87.571
Readers	1.170.000

NEON



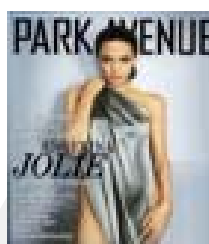
Periodicity	Monthly
Distribution	National
Language	German
Type	Life - Style
Subcategory	Young people
Circulation	205.517
Readers	680.000

NTZ



Periodicity	Monthly
Distribution	National
Language	German
Type	Telecommunication
Subcategory	Telephones, audio visual systems
Circulation	8.160

PARK AVENUE



Periodicity	Monthly
Distribution	National
Language	German
Type	Life - Style
Circulation	102.534
Readers	3.110.000

Print

PM MAGAZIN



Periodicity	Monthly
Distribution	National
Language	German
Type	News/Information
Subcategory	Sociology, psychology, technology, science, culture.
Circulation	359.381
Readers	1.800.000

SCHOENER WOHNEN (Germany)



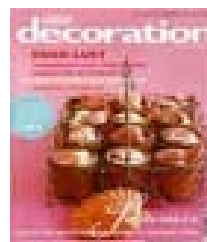
Periodicity	Monthly
Distribution	National
Language	German
Type	Furniture
Subcategory	Interior design
Circulation	263.306
Readers	3.300.000

VIEW



Periodicity	Monthly
Distribution	National
Language	German
Type	News/Information
Circulation	128.099
Readers	630.000

DECORATION (Germany)



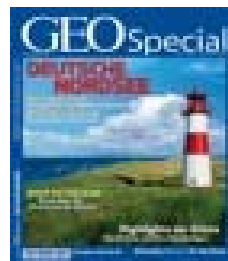
Periodicity	Bimonthly
Distribution	National
Language	German
Type	Furniture
Subcategory	Household and gift items.
Circulation	27.647
Readers	480.000

DOGS



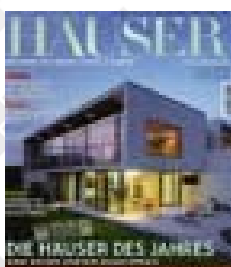
Periodicity	Bimonthly
Distribution	National
Language	German
Type	Animals

GEO SPECIAL



Periodicity	Bimonthly
Distribution	National
Language	German
Type	Tourism
Subcategory	Geography, Holidays, travels.
Circulation	91.155
Readers	1.800.000

HAUESER



Periodicity	Bimonthly
Distribution	National
Language	German
Type	Architecture
Subcategory	Architecture, design.
Circulation	52.843
Readers	300.000

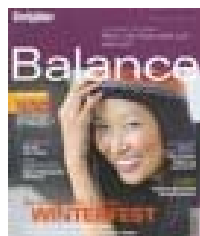
EBAY



Periodicity	Quarterly
Distribution	National
Language	German
Type	News/Information
Circulation	130.000

Print

BRIGITTE BALANCE



Periodicity	4 X years
Distribution	National
Language	German
Type	Female
Circulation	250.000

GEO EPOCHE



Periodicity	4 X years
Distribution	National
Language	German
Type	History
Circulation	211.192

GEO KOMPAKT



Periodicity	4 X years
Distribution	International
Language	German
Type	News/Information
Circulation	100.192

LUFTHANSA WOMAN'S WORLD



Periodicity	4 X years
Distribution	National
Language	German
Type	Female
Circulation	199.728

STERN SPEZIAL (Photos)



Periodicity	4 X years
Distribution	National
Language	German
Type	News/Information
Circulation	10.000

GALA STYLE



Periodicity	2 X years
Distribution	National
Language	German
Type	Fashion
Circulation	120.000
Readers	680.000

GEO WISSEN



Periodicity	Six-Monthly
Distribution	National
Language	German
Type	News/Information
Circulation	140.000

URLAUB PERFEKT (Germany)



Periodicity	Six-Monthly
Distribution	National
Language	German
Type	Tourism
Circulation	133.574

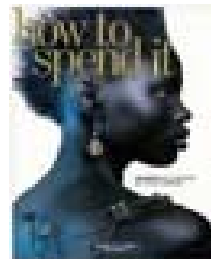
Print

BIZTRAVEL



Periodicity	Six-Monthly
Distribution	National
Language	German
Type	Tourism
Subcategory	Business/Travel
Circulation	34.095

HOW TO SPEND IT (Deutschland)



Periodicity	10 X years
Distribution	National
Language	German
Type	Life - Style
Subcategory	Luxury
Circulation	101.746
Readers	298.000

PIAZZA



Periodicity	11 X years
Distribution	National
Language	German
Type	Life - Style
Circulation	373.721
Readers	FAS readers: 1.060.000 FAZ readers: 951.000

TID - TOURISTIK KONTAKT



Periodicity	Annual
Distribution	National
Language	German
Type	Tourism

PM HISTORY



Periodicity	Monthly
Distribution	National
Language	German
Type	History
Circulation	78.593
Readers	620.000

GERMANY

Radio

104.6 RTL



Distribution	National
Language	German
Type	Generalist
Subcategory	Hot adult contemporary

1LIVE



Distribution	National
Language	German
Type	Music
Subcategory	Popular music

89.0 RTL



Distribution	National
Language	German
Type	Music
Subcategory	Contemporary hit radio

Deutschlandfunk



Distribution	National
Language	German
Type	News
Subcategory	National news and current affairs radio station.

Big FM



Distribution	National
Language	English
Type	Music
Subcategory	Contemporary hit radio

MANY

Television

RTL TELEVISION (National)



Distribution	National
Language	German
Type	Generalist
Subcategory	Current Affairs, news, politics, sport, soaps, quiz and game shows.
Audience	Person responsible for purchasing 14+ : 4,875,830 Children 3 - 13: 677,680 Young adults 14 - 49 years old: 5,749,280 Adults 14+ : 8,782,226

RTL2 (National)



Distribution	National
Language	German
Type	Generalist
Subcategory	News, films, light-entertainment, talk shows, soaps, reality shows, programmes for children, magazines.
Audience	Person responsible for purchasing with children : 1,352,420 Children 3 - 13: 559,480 Young adults 14 - 49 years old: 233,564,500 Adults 14+:262,156,000

SUPER RTL (National)



Distribution	National
Language	German
Type	Generalist
Subcategory	Families and children, programmes for children, films, cartoons, music.
Audience	Person responsible for purchasing: 569,440 Children 3 - 13: 2,017,28 Young adults 14 - 49 years old: 970,191 Adults 14+ : 1,114,163

VOX (Germany)



Distribution	National
Language	German
Type	Generalist
Subcategory	Magazines, Documentaries, Series, Game shows and movies.
Audience	Person responsible for purchasing 14+ : 1,494,780 Children 3 - 13: 244,280 Young adults 14 - 49 years old: 2,299,712 Adults 14+ : 2,818,177

n-tv (National)



Distribution	National
Language	German Countries
Type	News
Subcategory	Economic and Finance
Audience	Person responsible for purchasing: 213,540 Children 3 - 13: 15,760 Young adults 14 - 49 years old: 215,598 Adults 14+ : 392,154

RTL SHOP



Distribution	National
Language	German
Type	Teleshopping
Subcategory	Magazines, Documentaries, Series, Game shows and movies.
Audience	Person responsible for purchasing 14+ : 1,494,780 Children 3 - 13: 244,280 Young adults 14 - 49 years old: 2,299,712 Adults 14+ : 2,818,177

Internet

Essen-und-Trinken.de



Language	German
Type	Web
Sector	Food
Users	898.105 per month
Page Impression	9.417.764 per month

Emotion.de



Language	German
Type	Web
Sector	Life-Style
Users	25.000 per month
Page Impression	9.417.764 per month

Healthyliniv.de



Language	German
Type	Web
Sector	Health
Users	898.105 per month
Page Impression	9.417.764 per month

Eltern.de



Language	German
Type	Web
Sector	Family
Users	430.000 per month
Page Impression	28.207.278 per month

Elternfamily.de



Language	German
Type	Web
Sector	Family

Boerse-online.de



Language	German
Type	Web
Sector	Economy/Finance
Users	190.000 per month
Page Impression	12.055.244 per month

Capital.de



Language	German
Type	Web
Sector	Economy/Finance
Users	110.000 per month
Page Impression	4.660.413 per month

Gala.de



Language	German
Type	Web
Sector	Consumer/Women's
Users	190.000 per month
Page Impression	9.285.919 per month

Internet

Nationalgeographic.de



Language German
Type Web

Livingathome.de



Language German
Type Web
Sector Interior Design
Users 270.000 per month
Page Impression 9.616.002 per month

Pm-Magazine.de



Language German
Type Web
Sector Technology & Science
Users
Page Impression 818.730 per month

Stern.de



Language German
Type Web
Sector News
Users 2.550.000 per month
Page Impression 165.334.848 per month

Travelchannel.de



Language German
Type Web
Sector Tourism, travelling
Users 130.000 per month
Page Impression 4.731.305 per month

Brigitte.de



Language German
Type Web
Sector Woman's magazine
Users 720.000 per month
Page Impression 38.577.811 per month

FTD.de



Language German
Type Web
Sector Business
Users 607.000 per month
Page Impression 15.400.000 per month

Geo.de



Language German
Type Web
Sector Science
Users 310.000 per month
Page Impression 6.494.293 per month

Internet

Faz.net



Language	German
Type	Web
Sector	Economy/Politics
Users	1.533.000 per month
Page Impression	45.000.000 per month

Rtl.de



Language	German
Type	Web
Sector	Media
Users	5.020.000 per month
Page Impression	462.400.000 per month

Rtl2.de



Language	German
Type	Web
Sector	Media

Vox.de



Language	German
Type	Web
Sector	Media
Users	800.000 per month
Page Impression	28.300.000 per month

Ntv.de



Language	German
Type	Web
Sector	Economy/Finance
Users	980.000 per month
Page Impression	132.600.000 per month

Neon.de



Language	German
Type	Web
Sector	Life-Style
Users	120.000 per month
Page Impression	37.655.920 per month

FVW.de



Language	German
Type	Web
Sector	Tourism, travelling

Ft.com



Language	German
Type	Web
Sector	Economy/Finance
Users	5.290.000 per month
Page Impression	40.400.000 per month

Outdoors

Superboards

A Superboard is a standalone structure with a 12 x 4 m advertising field.

The impressive and spectacular Superboard format lends prestige and credibility to a brand.

Superboards are all strategically placed next to the highest-traffic routes in major cities.



SuperSites

A Supersite is a large format standalone structure with external lighting.

each Supersite delivers 42 to 75 square meters of branding power and are located on national highways and major urban arterial routes.

All Supersites are illuminated from dusk to specified times. Some are backlit.



6 x 3 m Billboards

6 x 3 m Billboards can be considered as the most wide-spread and popular format which works well for any type of advertising campaign.

6 x 3 m Billboards display an effective exposure to motorist and pedestrian traffic flows.



4 x 3 m Billboards

A 4x3m Billboard is a freestanding single or double-sided vertically positioned advertising panel.

4x3m Billboards have prime locations on central highways and in city centers.



Airport and Transit Advertising

Located internally in the high traffic areas at both domestic and international terminals in all major airports.

With sites located in main concourses, check-in, baggage claim and near departure lounges, Airport Advertising reaches business travelers and the international and domestic visitors markets.



P. O. S. Advertising

POS advertising is mainly located in supermarkets, at entrances to supermarkets and shopping malls, and shopping mall car parks.

POS advertising prime location ensures 100% audience coverage, allowing the direct contact with the targeted shopping audience.

