

Für Sie – me time!

Publication frequency: Every 14 days / Mon
Cover price: 3,20 €

Target group: Women aged 35 and older

Concept: **FÜR SIE** is one of Germany's leading women's magazine brands. Every 14 days, it offers women in their mid-30s or older a variety of content precisely tailored to their wants and needs. It is authentic, credible and enriching. The title covers topics ranging from fashion and beauty, to health and food, to careers, travel and culture. FÜR SIE is warm-hearted and approachable, positive and personal.



FÜR SIE is inspirational, and offers readers more “me time” moments!

Top:

- Stable performance metrics and the best cost-efficiency in its segment.
- High subscription sales and strong reader loyalty.
- Attractive, high-income readership.

Size: 215 x 268 mm

Paid circulation: 216.098 (IVW IV/19)
Singel-copy sales and subscriptions 58,7%

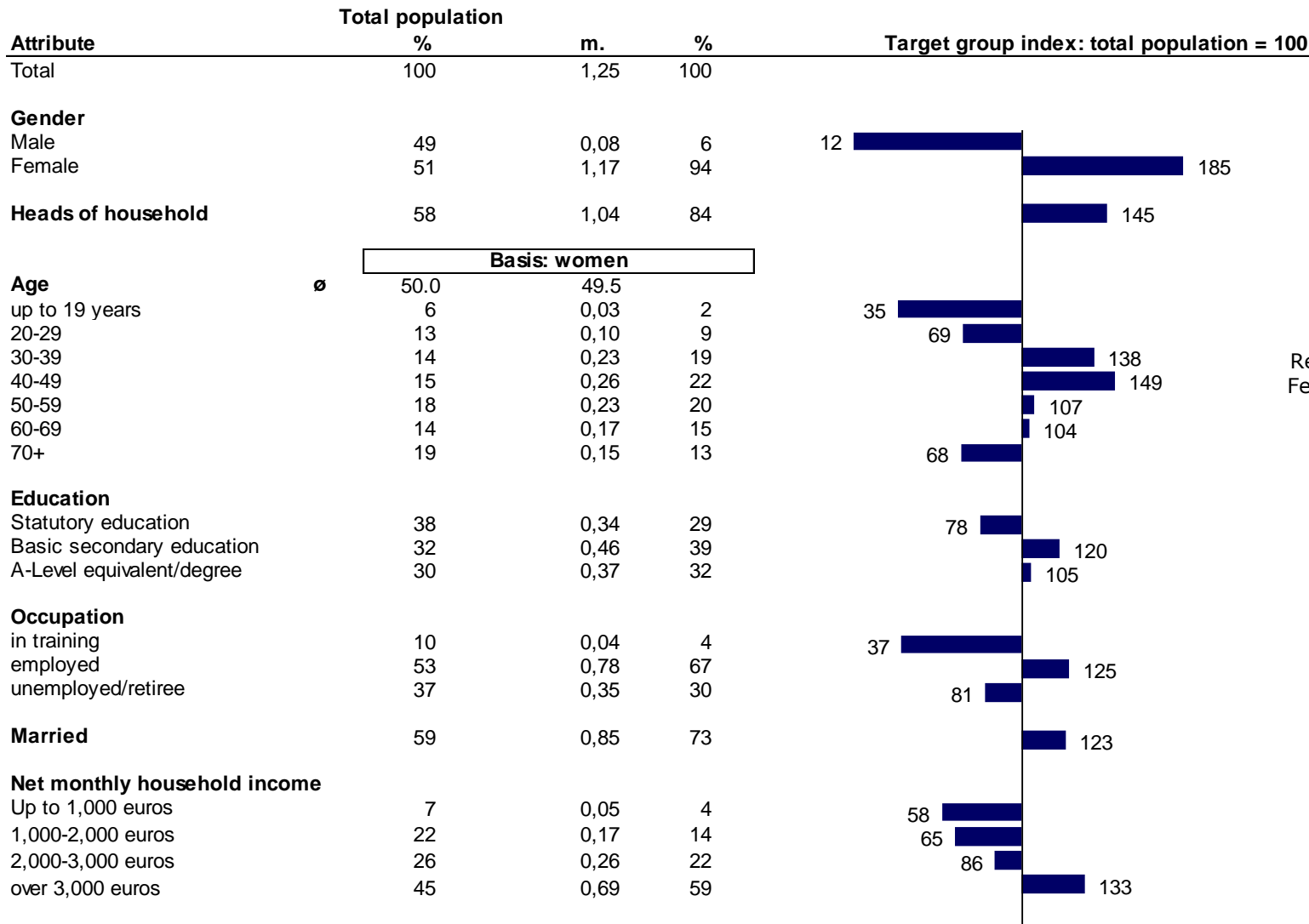
Readership (MA 20-I):
Total: 1,25 Mio.
Women: 1,17 Mio. = 94%

Rate for 1/1 advertisement, 2020:
b/w or 4c 33.500,- €

Cost-effectiveness:
Cost per thousand (paid circulation only): 155,02 €
Cost per thousand (total contacts): 26,85 €

Website: www.fuersie.de

Für Sie – 61% of readers are between 30 and 59 years of age



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Female readers = 94%