



# FÜR SIE

Me time!

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.

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



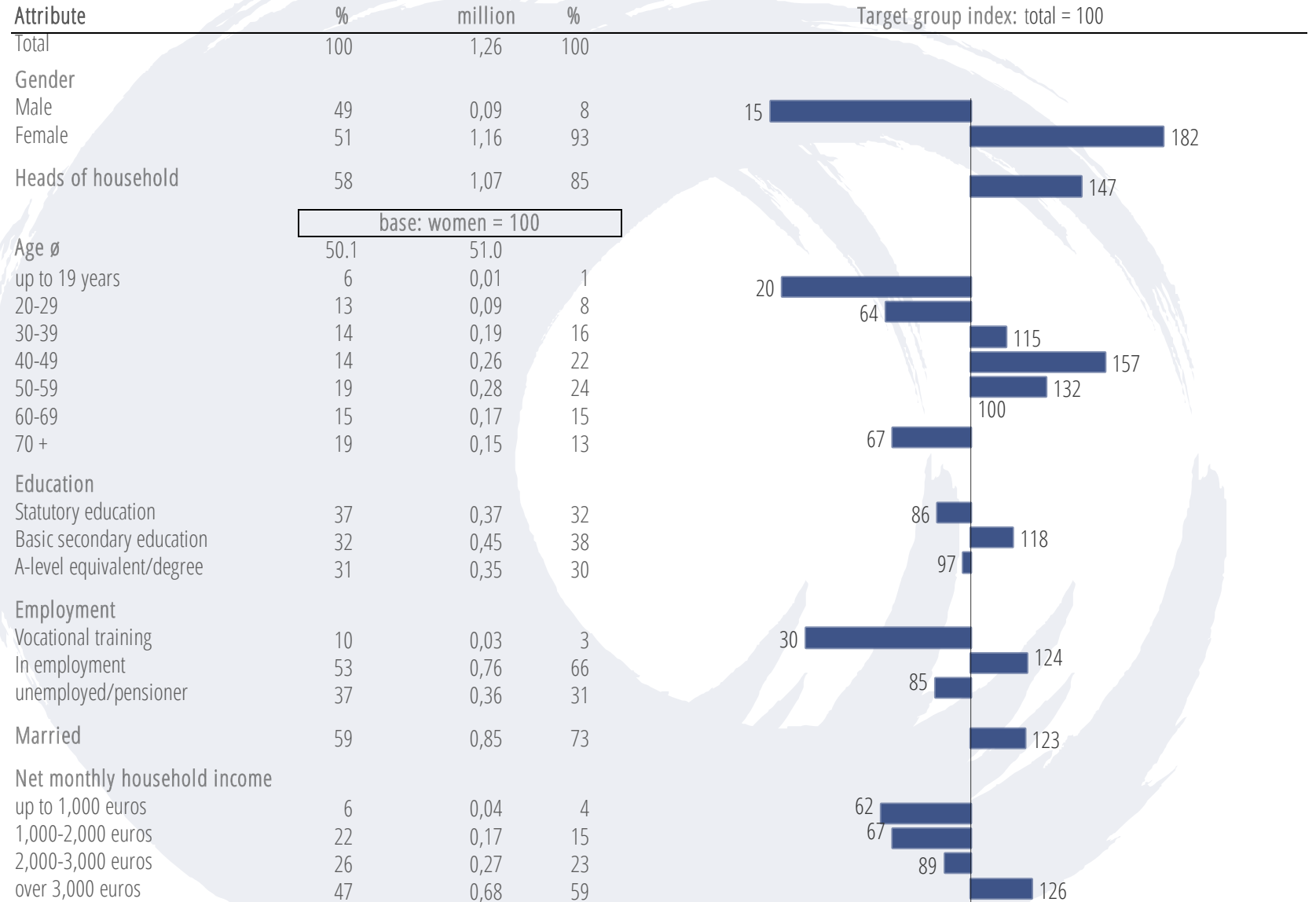
# *FÜR SIE*

## FÜR SIE

Publication frequency	fortnightly / wednesday
Cover price	3.20 €
Size	215 x 268 mm
Rate for 1/1 advertisement (2020)	33,500 €
Paid circulation (IWW II/20)	189,032 copies
Singel-copy sales and subscriptions	65.8 %
Target group	Women aged 35 plus
Readership total (MA 20- II)	1,26 million, women: 1,16 million. = 93 %
Cost per thousand (paid circulation only)	177.22 €
Cost per thousand (total contacts)	26.65 €
Website	<a href="http://www.fuersie.de">www.fuersie.de</a>

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## sociodemography



Source: MA 2020-II