



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



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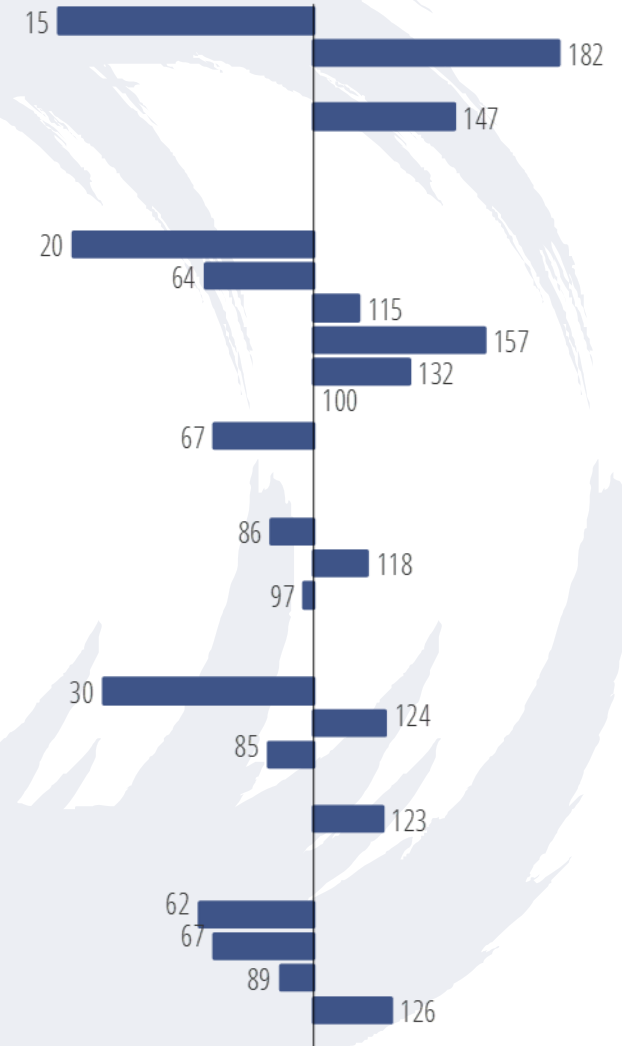
Publication frequency	fortnightly / wednesday
Cover price	3.30 €
Size	215 x 268 mm
Rate for 1/1 advertisement (2020)	33,500 €
Paid circulation (IWW II/20)	189,032 copies
Singel-copy sales and subscriptions	65.8 %
Target group	Women aged 35 plus
Readership total (MA 20- II)	1,26 million, women: 1,16 million. = 93 %
Cost per thousand (paid circulation only)	177.22 €
Cost per thousand (total contacts)	26.65 €
Website	www.fuersie.de

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sociodemography

Attribute	%	million	%
Total	100	1,26	100
Gender			
Male	49	0,09	8
Female	51	1,16	93
Heads of household			
	58	1,07	85
base: women = 100			
Age ø			
up to 19 years	6	0,01	1
20-29	13	0,09	8
30-39	14	0,19	16
40-49	14	0,26	22
50-59	19	0,28	24
60-69	15	0,17	15
70 +	19	0,15	13
Education			
Statutory education	37	0,37	32
Basic secondary education	32	0,45	38
A-level equivalent/degree	31	0,35	30
Employment			
Vocational training	10	0,03	3
In employment	53	0,76	66
unemployed/pensioner	37	0,36	31
Married			
	59	0,85	73
Net monthly household income			
up to 1,000 euros	6	0,04	4
1,000-2,000 euros	22	0,17	15
2,000-3,000 euros	26	0,27	23
over 3,000 euros	47	0,68	59

Target group index: total = 100



Source: MA 2020-II