



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	235,303 (IVW II/2018)
Ad rate full page 4c	€ 33.000
Copy price	€ 2.95

READERSHIP

Employed, highspending women from 35 years.

According to ma 2018 II **FÜR SIE** reaches 1.49 million female readers in Germany.

% breakdown | Index

Total, women	100 100
Age	
14–19 years	2 25
20–29 years	7 49
30–39 years	11 82
40–49 years	22 142
50–59 years	25 139
60 years and older	34 102
Education	
Elementary school	34 88
Secondary school	41 127
High school graduation, college, university	25 86
Occupation	
Apprenticeship	3 30
Employed	62 118
Not (any more) employed	35 94
Net household income (in EURO)	
up to 1,500	12 61
1,500 – 2,500	25 93
2,500 – 3,500	22 105
3,500 and more	41 127

Source: ma 2018 II

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, 2 th quarter 2018	
Print run	354,462 copies
Paid circulation	235.303 copies
Distributed circulation	240,389 copies
Subscribers	79.201 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/>



YOUR CONTACTS

Head Office Germany

Contact: Dagmar Hansen
BM Brand Media GmbH
Harvestehuder Weg 45
20149 Hamburg
phone: +49/40/2717 2030

e-mail: dagmar.hansen@bm-brandmedia.de

France & Monaco

Contact: Laurent Briggs
Affinity Media
53 rue de Maubeuge
75009 Paris
phone: +33/1 53 05 94 04

e-mail: laurent.briggs@affinity-media.fr

Scandinavia & Finland

Contact: Finn Greve Isdahl
International Media Sales
P.O. Box 44 Fantoft
5899 Bergen
phone: +47/55/ 92 51 92
fax +47/55/ 92 51 90

e-mail: fgisdahl@mediasales.no

Great Britain & Ireland

Contact: Stefanie Stroh-Begg
Mercury Publicity Ltd.
99 Grays Inn Rd.
London WC1X 8TY
phone: +44/20/7611 1900
e-mail: stefanie@mercury-publicity.com

Spain & Portugal

Contact: David Castelló
K.Media
Calle Santa Egracia, 18, Esc.4, 2 izq.
28010 Madrid
phone: +34/91/702 34 84
fax: +34/91/702 34 85
e-mail: info@kmedianet.es

Belgium, Netherlands & Luxembourg

Contact: Anita Rodwell
Mediawire International
Plein 1945 nr. 27
1251 MA, Laren
phone: +31/651/48 01 08
fax: +31/35/533 59 85
e-mail: info@mediawire.nl

Italy

Contact: Meike Belloni
Media & Service International Srl
Via Giotto, 32
20145 Milano
phone: +39/02/ 48 00 61 93
fax: +39/02/ 48 19 32 74
e-mail: info@it-mediaservice.com

Switzerland & Liechtenstein

Contact: Eva Favre
Affinity-PrimeMEDIA Ltd.
Case postale 20
Route de Mollie-Margot 1
1073 Savigny
phone: +41/21/781 08 50
fax: +41/21/781 08 51
e-mail: e.favre@affinity-primemedia.ch



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