



## 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](http://www.fuersie.de)

Frequency	fortnightly
Paid circulation	204,711 (IVW IV/2017)
Ad rate full page 4c	€ 32,600
Copy price	€ 2.95

### READERSHIP

Employed, highspending women from 35 years.

According to ma 2018 **FÜR SIE** reaches 1.51 million female readers in Germany.

*% breakdown | Index*

<b>Total, women</b>	100   100
<b>Age</b>	
14–19 years	3   41
20–29 years	7   52
30–39 years	12   86
40–49 years	22   141
50 years and older	22   122
<b>Education</b>	
Elementary school	34   85
Secondary school	37   116
High school graduation, college, university	29   104
<b>Occupation</b>	
Apprenticeship	5   46
Employed	58   113
Not (any more) employed	37   97
<b>Net household income (in EURO)</b>	
up to 1,500	14   63
1,500 – 2,500	24   89
2,500 – 3,500	23   105
3,500 and more	40   132

Source: ma 2018 I

### ADVERTISING RATES 2018

Format	4c / EURO
Full page	32,600,-
Full page IFC/OBC	37,600,-
3/4 page	29,100,-
2/3 page	27,100,-
Half page	23,100,-
1/3 page	19,600,-
1/4 page	17,600,-
Double page	65,200,-
Double page IFC + page 3	84,600,-

### DISCOUNTS

#### Turnover scale (gross)

from 97,800 € – 5 %	from 260,800 € – 10 %
from 130,400 € – 6 %	from 293,400 € – 12 %
from 163,000 € – 7 %	from 326,000 € – 14 %
from 195,600 € – 8 %	from 358,600 € – 16 %
from 228,600 € – 9 %	from 391,200 € – 18 %

### CIRCULATION

Circulation, IVW-audited, 4 <sup>th</sup> quarter 2017	
Print run	326,870 copies
Paid circulation	204,711 copies
Distributed circulation	210,126 copies
Subscribers	76,249 copies

## SCHEDULE 2018

Issue	Publication date	Booking deadline	Copy deadline	Issue	Publication date	Booking deadline	Copy deadline
03/2018	02.01.2018	14.11.2017	28.11.2017	16/2018	02.07.2018	17.05.2018	06.06.2018
04/2018	15.01.2018	29.11.2017	15.12.2017	17/2018	16.07.2018	04.06.2018	20.06.2018
05/2018	29.01.2018	13.12.2017	03.01.2018	18-19/2018	06.08.2018	25.06.2018	11.07.2018
06/2018	12.02.2018	29.12.2017	17.01.2018	20/2018	27.08.2018	13.07.2018	31.07.2018
07/2018	26.02.2018	15.01.2018	31.01.2018	21/2018	10.09.2018	27.07.2018	14.08.2018
08/2018	12.03.2018	29.01.2018	14.02.2018	22/2018	24.09.2018	10.08.2018	29.08.2018
09/2018	26.03.2018	12.02.2018	28.02.2018	23/2018	08.10.2018	24.08.2018	11.09.2018
10/2018	09.04.2018	22.02.2018	12.03.2018	24/2018	22.10.2018	07.09.2018	25.09.2018
11/2018	23.04.2018	08.03.2018	26.03.2018	25/2018	05.11.2018	20.09.2018	09.10.2018
12/2018	07.05.2018	21.03.2018	10.04.2018	26/2018	19.11.2018	05.10.2018	23.10.2018
13/2018	19.05.2018	05.04.2018	23.04.2018	01-02/2019	03.12.2018	19.10.2018	07.11.2018
14/2018	04.06.2018	17.04.2018	04.05.2018				
15/2018	18.06.2018	02.05.2018	22.05.2018				

## 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](http://www.duon-portal.de)  
Support is available via e-mail: [support@duon-portal.de](mailto: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](mailto: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: [l.briggs@affinity-media.fr](mailto:l.briggs@affinity-media.fr)

### Scandinavia

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](mailto:fgisdahl@mediasales.no)

### Austria

Contact: Andrea Kuefstein  
NEWBASE  
Schloss Schönbrunn  
Top 113  
1130 Vienna  
phone: +43/1/211 53 42  
fax: +43/1/212 16 02  
e-mail: [andrea.kuefstein@thenewbase.com](mailto:andrea.kuefstein@thenewbase.com)

### 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:e.favre@affinity-primemedia.ch)



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