

Brigitte



Germany's most widely-read quality women's magazine

- **Highest coverage of all quality women's titles in Germany.** BRIGITTE reaches 3.07 million women every two weeks – more than any other fortnightly or monthly women's title.
- **Unmistakable journalistic approach.** Thorough reports on fashion, beauty, travel, home and cuisine, as well as reportage articles on psychology, partnership, culture, politics and careers. All with a lightness of touch and professionalism that make BRIGITTE unique.
- **Not only quantity, but also quality readers.** BRIGITTE is read by women with above-average educations and incomes: self-confident personalities with a wide range of interests.
- **BRIGITTE is the strongest women's magazine brandname.** For over the last 30 years, BRIGITTE has been first in circulation and coverage among all quality women's titles. And among German women, BRIGITTE is the best-known and best-liked women's magazine.

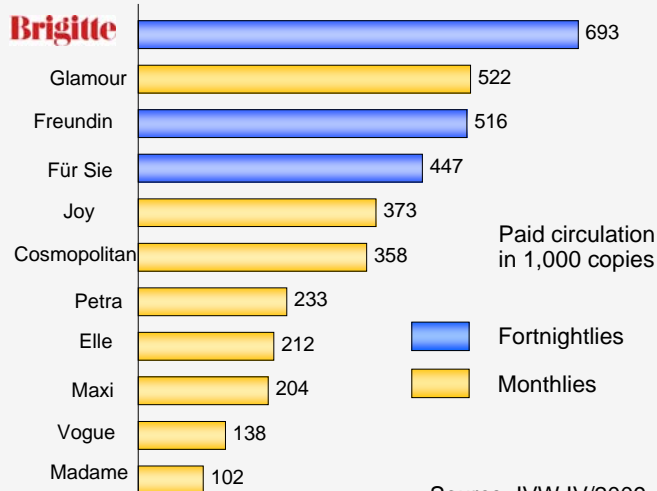
Readership Profile

Men: 6%, Women: 94%

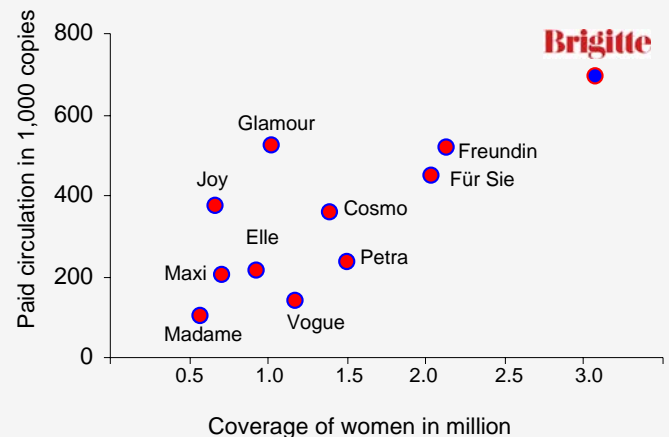
	All Women 33.37 million	BRIGITTE Female Readers 3.07 million	Index: All Women = 100
Age	%	%	
20 - 29	12	10	77
30 - 39	14	15	103
40 - 49	18	20	120
50 - 59	15	20	134
Net monthly household income*			
€3,500 - 3,999	7	12	115
€4,000- 4,999	6	17	151
€5,000 +	6	18	153
Socio-economic status			
Status 1+2 (top of 7)	19	24	154
Status 3	18	24	120

Source: AWA 2009 *Population average = €2,519

Fortnightly women's magazines are leaders.

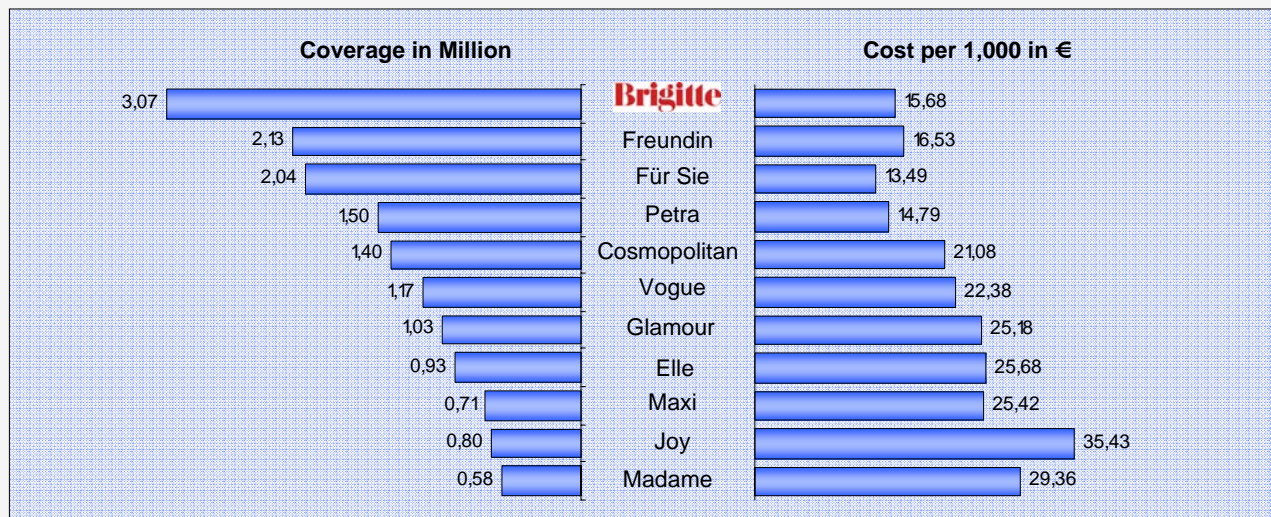


Most powerful market position.



Unbeatable coverage and cost per 1,000 readers.

All women = 33.37 million



Cover price € 2.60
Frequency Fortnightly
Launch year 1954

Coverage
 Women 9.2% / 3.07 million
 (AWA 2009)

Circulation
 Paid 693,248 copies (IVW IV/2009)
 Subscriptions 191,242 copies (28%)

Cost per 1,000 readers*
 Women € 15.45
 (Full page)

2010 ad rates*
 Full page multi-colour € 50,308

Technical information

Trim size 215 mm x 280 mm
 (8-7/16" x 11")
Printing process Cover: rotogravure
 Inner pages: rotogravure
Binding method Perfect bound

Discounts Start at 3% for 1 page

www.brigitte.de 147,710,488 PIs (IVW 12/09)

* Average annual rate, net. For complete current ad rates and data, please consult www.gujmedia.com