

# TICHYS EINBLICK

Short portrait



Tichys Einblick is a monthly magazine for the liberal conservative elite; a target group made up of people who are sick of patronising mainstream journalism, who know how to think for themselves, who can handle the truth and who would like to know more about background and context.

From individual sections to cover design, the new magazine lives up to a high standard: pointedly reporting about the essential things. Only the most important news from the worlds of politics, business, culture, society and science make it into the magazine each month.

Trim size:	210 x 280 mm (w x h)
Type area:	180 x 243 mm (w x h)
Printing process:	Web offset; cover: sheet-fed offset; Euroscale
Number of pages:	100 on average
Cover price:	€8.00

## Circulation (IVW 1/2017):

Print run:	40,827 copies
Distributed circulation:	15,219 copies
Sold circulation:	14,012 copies
Subscription:	6,214 copies
Newsstand sales:	7,764 copies
Reader circle:	5 copies
Other sales:	29 copies
Free copies:	1,027 copies

## Target group:

- Private and professional decision-makers
- 63% men, 37% women, predominantly aged over 40
- Well educated, work in management roles, correspondingly high net monthly household incomes (average of over €4,500)
- 45% are innovators and trendsetters, 45% are opinion leaders with strong personalities
- Disproportionately many owners/managers of SMEs and major companies in the target group
- Disproportionately many members of the target group don't just intend to buy consumer goods but are actually able to do so due to their high discretionary incomes

AWA 2016; liberal conservative elite target group: socioeconomic status 1–3, most liked party CDU/CSU or FDP, liberal and interested in politics and business, pot. 1.94 mill. individuals

## Ad rates

(rates card no. 2, valid from 1 January 2017):

Single page 4C:	€ 8,000
1/2 page 4C:	€ 4,800
1/4 page 4C:	€ 2,600

Other formats as per rates card. All rates exclude VAT and are eligible for discounts and agency commission.

**Business conditions:** The publisher's General Business Conditions apply to the handling of advertisement orders, special inserts and third-party supplements. Our full General Business Conditions for newspapers and magazines are available at [www.finanzenverlag.de/agb](http://www.finanzenverlag.de/agb) or will be sent to you on request.

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# TICHYS EINBLICK

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