

Article number

**40562**

List name

**Daily newspaper reader [D]**

| Number of items | Name            | Price in EUR | Pricing unit |
|-----------------|-----------------|--------------|--------------|
| 307,195         | Total inventory | 155.00       | ‰            |

Age group ranging from 35 to 75  
- Of which approximately 78 % male  
- Of which approximately 22 % female

Minimum invoice: Net, at least 50 % of the supplied volume, at least 5,000 addresses  
Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00 fixed rate

Germany is the land of newspapers. Daily, in excess of 300 daily newspapers with more than 1,500 local issues make up a total circulation of around 22 million copies. No wonder that more than three quarters of the German population over the age of 14 (75.7 percent) regularly read a daily newspaper. That is over 49 million men and women. The large range is obtained by traditional daily newspapers in the 40 to 69 year age group which make up over 80 % of readers. Even in the Internet age, the credibility and quality of the daily newspaper is still in first place. Whether received as a subscription or purchased every morning at the kiosk to read when travelling, the newspaper reader tends to remain true to their newspaper for a lifetime.

This is a group of people with a higher level of education and a medium to high purchasing power who is interested in high-quality products and services that they will be able to enjoy for a long time.

Sales by:

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