

BUNTE 2026

Target group: FITs, female decision makers



FACTS

- 309,599 sold copies
- 2.18 mio. readers
- Distribution: German speaking countries
- Publication: weekly



GOOD REASONS

- High circulation
- high proportion of women - vacation decision-makers
- German speaking region

More than 70 years of **BUNTE!**

BUNTE is a magazine that has become legend in its own right. As the number one of people magazine. As a reflection of German society. As a symbol of the symbol of economic miracle in the years of German reconstruction.

Advertising messages also in the area of travel are well received by readers. More than 50% of the readers have a household budget of Euro 3,000 and more.

Format	€-rate 4c	B	H
1/1 page*	49.100,-	215 mm	289 mm
1/2 page*	39.200,-	215 mm	186 mm
1/3 page*	33.500,-	215 mm	138 mm
1/4 page*	27.000,-	215 mm	91 mm

* +4 mm bleed on each side

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