

FOCUS 2026

Target group: FITs



FACTS

- 235.355 sold copies
- 3.07 mio. readers
- Distribution: German speaking countries
- Publication: every week



GOOD REASONS

- Above average household income
- News magazin with socially relevant issues
- Own travel focus

FOCUS fascinates its readers with topics related to the most beautiful time of the year and thus inspires its readership who love holidays and travel.

Travel and active leisure have always been a prominent editorial component of **FOCUS** - with gripping stories and dreamy images, the magazine motivates its readers to enjoy life and discover the world.

Format	€-rate 4c	B	H
1/1 page*	67.500,-	210 mm	267 mm
1/2 page*	42.400,-	210 mm	132 mm
1/3 page*	30.700,-	210 mm	86 mm
1/6 page*	20.600,-	130 mm	72 mm

* +4mm bleed on each side

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Unser Herz schlägt für den Tourismus.

IGL-Werbendienst Ges.m.b.H., 5021 Salzburg, Österreich, Nußdorferstraße 5a - Telefon +43/662 45 36 15-0, Fax +43/662 45 20 38, office@igl.at

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