

FOCUS FIT & GESUND 2026

Target group: health conscious travelers



FACTS

- 240,495 sold copies
- 600,000 readers
- Distribution: German speaking countries
- Publication: 4x per year



GOOD REASONS

- Above average household income
- Monothematic focus on health
- High-involvement target group

Being active in sports is one of the most popular leisure activities. But a balanced diet, relaxation and body care are also important. This is the only way to protect your body from deficiencies and stay fit and well-groomed throughout the year. With the **FOCUS** specials **FIT & GESUND** into the spring and **FOCUS FIT & GESUND** through the winter, the editors want to inspire their readers to make the most of the seasons.

Format	€-rate 4c	B	H
1/1 page*	40.800,-	210 mm	267 mm
1/2 page*	25.600,-	210 mm	132 mm
1/3 page*	18.500,-	210 mm	86 mm

* +4mm bleed on each side

Edition	Date of publication	Order deadline
01/2026	27.03.2026	02.06.2026
03/2026	26.06.2026	01.06.2026
03/2026	25.09.2026	31.08.2026
04/2026	28.12.2026	03.12.2026

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