

TV DIGITAL



Editorial Concept

TV DIGITAL is the TV magazine of the new generation. TV DIGITAL provides customised variations for all important TV communities – depending on region, cable network or pay TV provider.

TV DIGITAL is the competent navigator for young, high-income and recreationally active individuals who not only specifically select the best things in life when watching television but also want to see and experience more. Exclusive interviews, elaborate reports and comprehensive features are especially tailored to this target group.

Furthermore, TV DIGITAL provides all of the important information on every type of future-related topic in its extensive technology section.

TV DIGITAL is THE innovative leading medium of the digital TV and entertainment world!

2017 Rates and Formats

Format	Avg. Rate (Not bookable)	Price Zone 1 PD: Jan.-Feb., June-Aug.	Price Zone 2 PD: Mar.-May, Sept.- Dec.
1/1 4c	€55,033.00	€53,400.00	€56,200.00
1/2 4c	€31,900.00	€30,920.00	€32,600.00

Key Figures

- Publication day: Friday
- Publication frequency: biweekly
- Copy price: € 2.10
- Paid circulation IWW I/2017: 1,589,235 copies
- Reach acc. to ma 2017 Pressemedien I:

Total:	5.5% / 3.84 million
Men:	7.0% / 2.37 million
Women:	4.2% / 1.47 million

Target Group*

	TV DIGITAL	Basis
■ Gender		
	Men	62
Women	38	51
■ Average age	41	48
■ Education		
	Univ. entrance qualification	34
■ Self-employed/executive staff/ public officials/freelancers	15	12
■ Household net income €3,000 and above	53	37
■ Discretionary income**	51	38

*Composition in %

Source: ma 2017 Pressemedien I, total population older than 14 years, 69,56 million
 **Incl. HHNI greater than € 2,000 for HH size of 1 person; HHNI greater than € 2,500 for HH size of 2 persons; HHNI greater than € 3,500 for HH size of 3+ persons and HHNI greater than € 4,000 for HH size of 4+ persons.

Status: May 2017; subject to change; errors and omissions excepted