

BCN.

Pure TV guide power
with Germany's largest marketer of TV magazines

The Brand Community Network - August 2024



Leader in the biggest segment

High Performance in the most important market

TV guides are the largest print segment in Germany:

- **41.1%** of Germany's population reads TV guides
- This corresponds to 29 million readers

BCN is the market leader:

- we market **20 brands of TV guides**, thus reaching **21.2%** of Germany's total population
- With **15 million** readers, we reach more than half of all people in the market
- This means we reach **22.3% more** people than the strongest competitor
- We also achieve a total paid circulation of **5.1 million**, which is **48.6%** more than our competitors



Highest relevance

Intensive use and a very large readership

This intensive use ensures a strong advertising impact:

- On average, TV guides are consulted over **seven times a week***
- Every 2nd reader reads at least **75% of all pages***
- With an average of **2.3 repeat contacts** (with the advertising medium), TV guides are the strongest print segment**

The high degree of reader overlap brings a massive uplift in net reach:***

- With an average of **1.17 contacts** (with the advertising medium), TV guides have a very high net reach compared to the gross reach
- With an average of **1.04 contacts** (with the advertising medium), the TV guides marketed by BCN achieve an even higher net-reach share



We have TV brand power in all segments

15 million net reach and 5.1 million copies sold

WEEKLY

Bild
Woche

2
die zwei

FUNK
UHR

nurTV

SUPER
TV

TV
neu!

BILD+
FUNK **Gong**

HÖRZU

BI-WEEKLY

TV
für mich

TV *piccolino*

TV
direkt

tvDIGITAL

TVSPIELFILM PLUS

MONTHLY

tv4Wochen
gut & günstig Fernsehen

TVclever

tvschlau
Fernsehen & Rätselspaß

TV4x7

TVSudoku

HIGH-INTEREST

Streaming

cinema

STREAMIT!

Summary: More performance with the market leader in the largest segment

23 print brands

divided into 20 TV brands and 3 high-interest brands, catering to all target groups and interests

15 million TV brand net reach

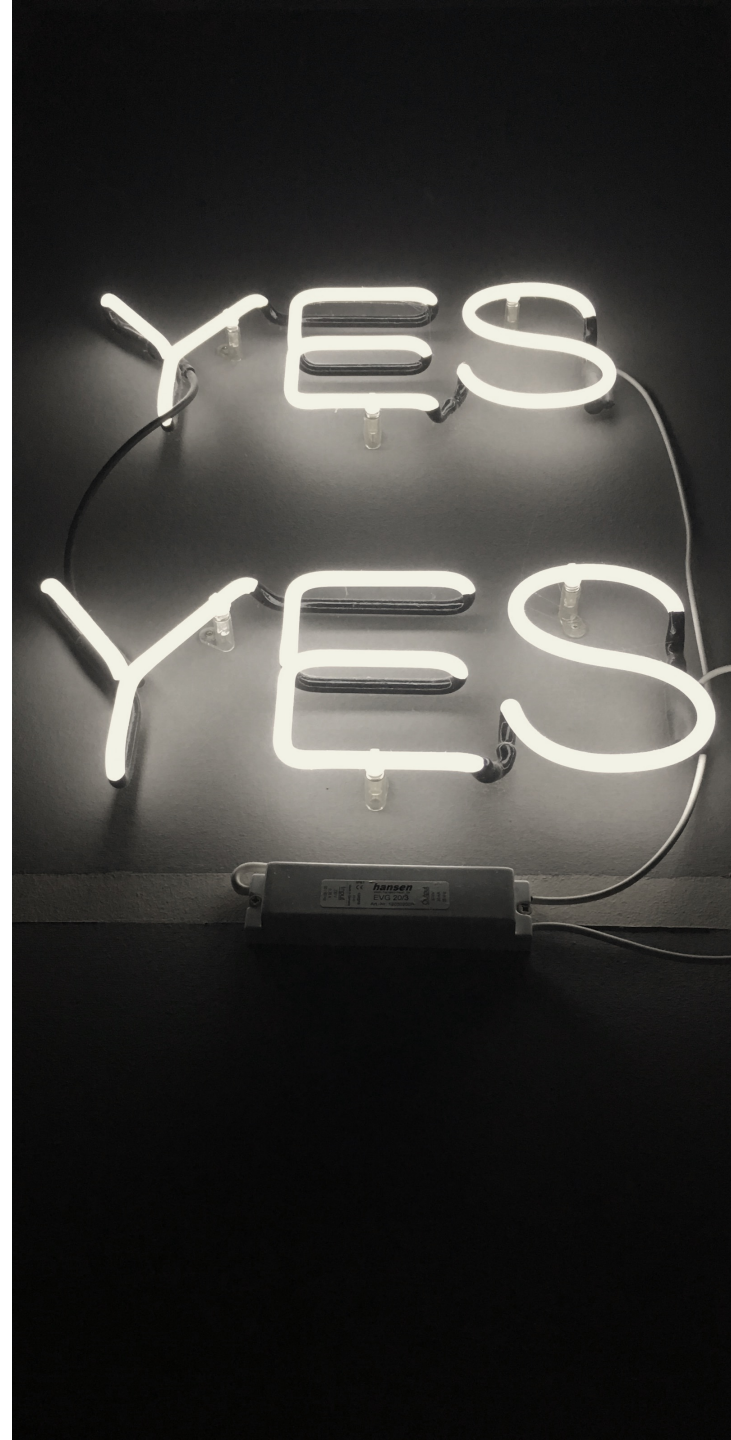
with the BCN joint venture as the leading marketer

5.1 million copies sold

with the largest print guide portfolio in Germany

Premium target groups

at home in all advertising-relevant target groups and thus always the perfect addition to your media plan, thanks to maximum advertising impact and reach



BCN. TV BOOSTER

NEW

TV GUIDE bi-weekly

New ad packs with MA listing beginning July 2024

BCN.



NEW: BCN TV Booster ad package

Maximize your performance with the bundle: TV Spielfilm Plus, TV Digital, TV direkt

BEST PRICE

INCL. 20% PACKAGE DISCOUNT

129.500 €
MEDIA BRUTTO

15,80 €
BRUTTO TKP

BCN. TV BOOSTER

SUPERIOR REACH

8.05
MILLION

TV SPIELFILM PLUS

MAXIMUM CIRCULATION

2.06
MILLION

TV DIGITAL

PREMIUM TARGET GROUP

YOUNG
Ø 48 YEARS

WEALTHY
Ø 3.850 € HOUSEHOLD
NET INCOME

TV direkt

We offer top performance on all levels

The booster for your brands

	BCN TV BOOSTER-PACKAGE	BAUER TV MOVIE TV14-PACKAGE
REACH	8.05 MILLION	6.58 MIO.
CONTACTS	8.20 MILLION	6.64 MIO.
CPM	15.80 € BASIS: CONTACTS & MEDIA GROSS 129,500 €	18.02 € BASIS: CONTACTS & MEDIA GROSS 119,730 €
COPIES SOLD	2.06 MILLION	1.84 MILLION
CPI	62.86 € BASIS: CIRCULATION & MEDIA GROSS 129,500 €	65.08 € BASIS: CIRCULATION & MEDIA GROSS 119,730 €


We offer a premium target group


Young, wealthy, well-educated


	BCN TV BOOSTER-PACKAGE	BAUER TV MOVIE TV14-PACKAGE
AVERAGE AGE	48.2 YEARS	50.4 YEARS
AGE 30-49	31.2%	30.1%
AVG. NET HOUSEHOLD INCOME	3,850 €	3,537 €
Ø-KONSUMSPIELRAUM*	485 €	449 €
WITH HIGHER EDUCATION <small>(ABITUR/UNIVERSITY)</small>	37.0%	34.2%
WITH BRAND AFFINITY <small>(STRONG FOCUS ON BRANDS)</small>	36.5%	29.0%


For all industries: The BCN TV BOOSTER


High reach and above-average affinity in all special-interest target groups


AUTOMOTIVE		Click for details
2 MILLION REACH	141 AFFINITY	


TECHNOLOGY		Click for details
3.7 MILLION REACH	135 AFFINITY	


FINANCE		Click for details
2.2 MILLION REACH	138 AFFINITY	


BEAUTY		Click for details
3.2 MILLION REACH	119 AFFINITY	

FASHION		Click for details
2.5 MILLION REACH	136 AFFINITY	

FOOD & BEV		Click for details
2.3 MILLION REACH	104 AFFINITY	

HEALTH		Click for details
1.1 MILLION REACH	106 AFFINITY	


HOME & LIVING		Click for details
3.1 MILLION REACH	131 AFFINITY	

TRAVEL		Click for details
2.8 MILLION REACH	126 AFFINITY	

Reach the readers who are extremely interested in cars

Above-average income and product affinity

AUTOMOTIVE	
TARGET GROUP REACH	2.01 MILLION
SHARE OF TARGET GROUP REACH	15.6%
AFFINITY	141
AVG. NET HOUSEHOLD INCOME	4,114 € +8% VS. BASIS
OVERALL TARGET GROUP 12.86 MILLION READERS	SEEKING INFORMATION ON CARS & ACCESSORIES: PASSENGER CARS OR PASSENGER CAR ACCESSORIES OR PASSENGER CAR TIRES OR TWO-WHEELERS (E.G. MOTORCYCLES, SCOOTERS, MOPEDS) OR E-BIKES, PEDELECS: EXTREMELY INTERESTED



Reach the readers who are extremely interested in tech

Above-average income and product affinity


TECHNOLOGY	
TARGET GROUP REACH	3.75 MILLION
SHARE OF TARGET GROUP REACH	15.0%
AFFINITY	135
AVG. NET HOUSEHOLD INCOME	3,996 € +10% VS. BASIS
OVERALL TARGET GROUP 25.02 MILLION READERS	SEEKING INFORMATION ON ENTERTAINMENT ELECTRONICS: DIGITAL CAMERAS / ANALOG CAMERAS / VIDEO CAMERAS AND ACCESSORIES OR CONSUMER ELECTRONICS, TV AND HI-FI OR MUSIC AND MOVIES ON AUDIO AND VIDEO MEDIA OR STREAMING SERVICES FOR MUSIC AND MOVIES OR COMPUTERS, LAPTOPS, TABLETS OR EBOOK READERS OR COMPUTER SOFTWARE, GAMES OR MOBILE PHONES, SMARTPHONES OR APPS / APPLICATIONS FOR MOBILE PHONES / SMARTPHONES: EXTREMELY INTERESTED



Reach the readers who are extremely interested in finance

Above-average income and product affinity

FINANCE	
TARGET GROUP REACH	2.24 MILLION
SHARE OF TARGET GROUP REACH	15.3%
AFFINITY	138
AVG. NET HOUSEHOLD INCOME	4,206 € +10% VS. BASIS
OVERALL TARGET GROUP 14.66 MILLION READERS	SEEKING INFORMATION ON BANKS & INSURANCE: FINANCIAL INVESTMENTS OR PENSION PRODUCTS OR HEALTH INSURANCE OR CAR INSURANCE OR OTHER INSURANCE OR CONSTRUCTION FINANCING, MORTGAGE LOAN OR OTHER LOANS: EXTREMELY INTERESTED



Click for overview

Click for summary

Reach the readers who are extremely interested in care products

Above-average income and product affinity

BEAUTY	
TARGET GROUP REACH	3.25 MILLION
SHARE OF TARGET GROUP REACH	13.2%
AFFINITY	119
AVG. NET HOUSEHOLD INCOME	3,929 € +11% VS. BASIS
OVERALL TARGET GROUP 24.64 MILLION READERS	SEEKING INFORMATION ON COSMETICS & BODY CARE: NATURAL COSMETICS OR BODY CARE PRODUCTS IN GENERAL OR HAIR CARE PRODUCTS OR CLEANSING/NOURISHING FACIAL COSMETICS OR DECORATIVE COSMETICS OR PERFUMES / FRAGRANCES / COLOGNES / AFTERSHAVES OR BABY FOOD / BABY CARE PRODUCTS OR DENTAL AND ORAL CARE: EXTREMELY INTERESTED



Reach the readers who are extremely interested in fashion

Above-average income and product affinity

FASHION	
TARGET GROUP REACH	2.50 MILLION
SHARE OF TARGET GROUP REACH	15.6%
AFFINITY	136
AVG. NET HOUSEHOLD INCOME	4,083 € +10% VS. BASIS
OVERALL TARGET GROUP 16.56 MILLION READERS	SEEKING INFORMATION ON FASHION & CLOTHING: FASHION OR SHOES OR WATCHES OR JEWELRY OR BAGS, LUGGAGE, LEATHER GOODS: EXTREMELY INTERESTED



Reach the readers who are extremely interested in food

Above-average income and product affinity

FOOD & BEVERAGE	
TARGET GROUP REACH	2.37 MILLION
SHARE OF TARGET GROUP REACH	11.5%
AFFINITY	104
AVG. NET HOUSEHOLD INCOME	3,924 € +11% VS. BASIS
OVERALL TARGET GROUP 20.64 MILLION READERS	STATEMENTS ON NUTRITION AND THE ENVIRONMENT: GOOD FOOD AND BEVERAGES PLAY A MAJOR ROLE IN MY LIFE: STRONGLY AGREE



Reach the readers who are extremely interested in health

Above-average income and product affinity

HEALTH	
TARGET GROUP REACH	1.16 MILLION
SHARE OF TARGET GROUP REACH	11.7%
AFFINITY	106
AVG. NET HOUSEHOLD INCOME	3,779 € +12% VS. BASIS
OVERALL TARGET GROUP 9.88 MILLION READERS	SEEKING INFORMATION ON HEALTH: NON-PRESCRIPTION MEDICINES OR HEALTH PRODUCTS, DEVICES OR EROTIC ARTICLES / EROTIC AIDS OR WELLNESS PRODUCTS (E.G. SCENTED OILS, WELLNESS DRINKS): EXTREMELY INTERESTED



Reach the readers who are extremely interested in home & living

Above-average income and product affinity

HOME & LIVING

TARGET GROUP REACH

3.13 MILLION

SHARE OF TARGET GROUP REACH

14.5%

AFFINITY

131

AVG. NET HOUSEHOLD INCOME

4,110 €
+12% VS. BASIS

OVERALL TARGET GROUP
21.62 MILLION READERS

SEEKING INFORMATION ON HOME & LIVING:
FURNITURE AND FURNISHINGS OR KITCHEN
FURNISHINGS OR HOME TEXTILES, DECORATION, HOME
ACCESSORIES OR ELECTRICAL HOUSEHOLD
APPLIANCES OR MATERIALS FOR DIY AND
HANDICRAFTS OR (ELECTRICAL) DIY APPLIANCES OR
GARDEN PRODUCTS / PLANTS / GARDEN TOOLS OR
RENEWABLE / SUSTAINABLE ENERGY: EXTREMELY
INTERESTED

[Click for overview](#)

[Click for summary](#)



Reach the readers who are extremely interested in travel

Above-average income and product affinity

TRAVEL	
TARGET GROUP REACH	2.84 MILLION
SHARE OF TARGET GROUP REACH	13.9%
AFFINITY	126
AVG. NET HOUSEHOLD INCOME	4,051 € +8% VS. BASIS
OVERALL TARGET GROUP 20.37 MILLION READERS	SEEKING INFORMATION ON VACATION & TRAVEL: SHORT TRIPS (MAX. 5 DAYS) OR LONGER VACATION TRIPS: EXTREMELY INTERESTED



Summary: The BCN ad pack is your media-plan booster

15.80 € CPM and 62,86 € CPI

for a guaranteed best price with 20% combination discount

8.05 Million readers

for a maximum reach: 11.4% of all readers

2.06 Million copies sold

for the greatest possible distribution in the market and 12.0% more than the competition

Premium target group

with readers who are young (avg. 48 years), wealthy (avg. 3850 € net household income) and highly educated (avg. 37%)



*Pure TV guide power – with Germany's largest marketer
of TV magazines*

**Book now and achieve
maximum performance**

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