# BCN. TV BO

# NEW

#### **TV GUIDE bi-weekly**

*New ad packs with MA listing beginning July 2024* 



# NEW: BCN TV Booster ad package

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

BEST PRICE	INCL. 20% PACKAGE DISC 129.500 MEDIA BRUTTO	€ 15,80 €	BCN. TV BO
SUPERIOR REACH		<b>8.05</b> MILLION	TVSPIELFILMPLUS
MAXIMUM CIRCULATION		2.06 MILLION	
PREMIUM TARGET GROUP	YOUNG Ø 48 YEARS	WEALTHY Ø 3.850 € HOUSEHOLD NET INCOME	direkt

# We offer top performance on all levels

The booster for your brand		
	BCN TV BOOSTER-PACKAGE	BAUER TV MOVIE TV14-PACKAGE
REACH	8.05 MILLION	<b>6.58</b> мю.
CONTACTS	8.20 MILLION	<b>6.64</b> мю.
CPM	<b>15.80 €</b> BASIS: CONTACTS & MEDIA GROSS 129,500 €	<b>18.02</b> € BASIS: CONTACTS & MEDIA GROSS 119,730 €
COPIES SOLD	<b>2.06</b> MILLION	<b>1.84</b> MILLION
CPI	<b>62.86</b> € BASIS: CIRCULATION & MEDIA GROSS 129,500 €	<b>65.08</b> € BASIS: CIRCULATION & MEDIA GROSS 119,730 €

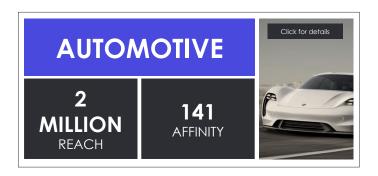
# We offer a premium target group

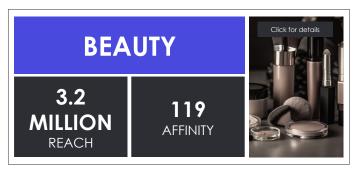
Young, wealthy, well-educated

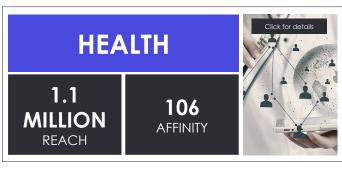
Tourig, wouting, wont outdutou	BCN TV BOOSTER-PACKAGE	BAUER TV MOVIE TV14-PACKAGE
AVERAGE AGE	48.2 YEARS	50.4 YEARS
AGE 30-49	31.2%	30.1%
AVG. NET HOUSEHOLD INCOME	3,850 €	3,537 €
Ø-KONSUMSPIELRAUM*	485 €	449 €
WITH HIGHER EDUCATION (ABITUR/UNIVERSITY)	37.0%	34.2%
WITH BRAND AFFINITY (STRONG FOCUS ON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

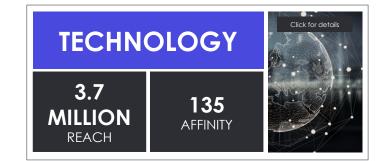
# For all industries: The BCN TV BOOSTER

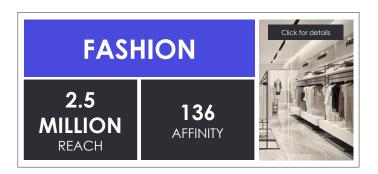
High reach and above-average affinity in all special-interest target groups

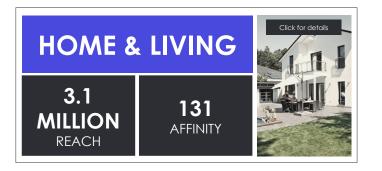


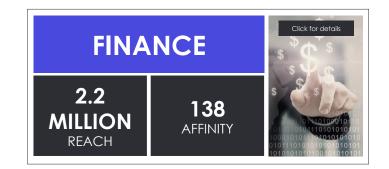


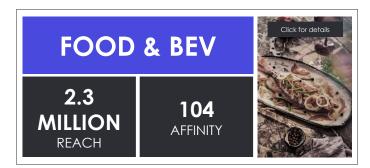


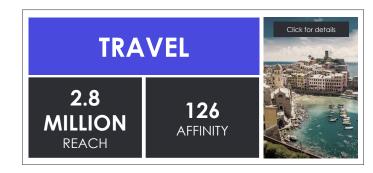












## Reach the readers who are extremly interested in cars

AUTOMOTIVE		Click for overview Click for summary
TARGET GROUP REACH	2.01 MILLION	
SHARE OF TARGET GROUP REACH	15.6%	
AFFINITY	141	
AVG. NET HOUSEHOLD INCOME	<b>4,114 €</b> +8% VS. BASIS	
<b>OVERALL TARGET GROUP</b> 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 extremly interested in tech

TECHNOLOGY		Click for overview Click for summary
TARGET GROUP REACH	3.75 MILLION	
SHARE OF TARGET GROUP REACH	15.0%	
AFFINITY	135	
AVG. NET HOUSEHOLD INCOME	<b>3,996 €</b> +10% VS. BASIS	
<b>OVERALL TARGET GROUP</b> 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 extremly interested in finance

FINANCE	
TARGET GROUP REACH	2.24 MILLION
SHARE OF TARGET GROUP REACH	15.3%
AFFINITY	138
AVG. NET HOUSEHOLD INCOME	<b>4,206 €</b> +10% VS. BASIS
<b>OVERALL TARGET GROUP</b> 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

#### Reach the readers who are extremly interested in care products

BEAUTY		Click for overview Click for summary
TARGET GROUP REACH	3.25 MILLION	
SHARE OF TARGET GROUP REACH	13.2%	
AFFINITY	119	
AVG. NET HOUSEHOLD INCOME	<b>3,929 €</b> +11% VS. BASIS	
<b>OVERALL TARGET GROUP</b> 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 extremly interested in fashion

FASHION		Click for overview Click for summary
TARGET GROUP REACH	2.50 MILLION	FAS
SHARE OF TARGET GROUP REACH	15.6%	Rom FASHION
AFFINITY	136	
AVG. NET HOUSEHOLD INCOME	<b>4,083 €</b> +10% VS. BASIS	
<b>OVERALL TARGET GROUP</b> 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 extremly interested in food

FOOD & BEVERAGE		Click for overview Click for summary
TARGET GROUP REACH	2.37 MILLION	
SHARE OF TARGET GROUP REACH	11.5%	
AFFINITY	104	
AVG. NET HOUSEHOLD INCOME	<b>3,924 €</b> +11% VS. BASIS	
<b>OVERALL TARGET GROUP</b> 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 extremly interested in health

HEALTH	
TARGET GROUP REACH	1.16 MILLION
SHARE OF TARGET GROUP REACH	11.7%
AFFINITY	106
AVG. NET HOUSEHOLD INCOME	<b>3,779 €</b> +12% VS. BASIS
<b>OVERALL TARGET GROUP</b> 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 extremly interested in home & living

HOME & LIVING	
TARGET GROUP REACH	3.13 MILLION
SHARE OF TARGET GROUP REACH	14.5%
AFFINITY	131
AVG. NET HOUSEHOLD INCOME	<b>4,110 €</b> +12% VS. BASIS
<b>OVERALL TARGET GROUP</b> 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

## Reach the readers who are extremly interested in travel

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

# Summary: The BCN ad package 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%)



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# Book now and achieve maximum performance

