



- > Opinion leaders, opinion formers, top earners and highly educated: THE elite readers in the country rely on the independent news magazine, profil, weekly.

profil

The independent news magazine for Austria

Year of foundation: 1970
Publisher: Christian Rainer
Editors-in-chief: Christian Rainer, Sven Gächter
Departments: Austria, home affairs, chronicle, economics, abroad, society, science, culture

Frequency of publication: Weekly, Monday
Magazine size: 210 x 280 mm
Magazine price: 3.95
Advertising rates 2017: 2/1 page: 28,720.–
 1/1 page: 14,360.–

> **Media information: Print**

Print run: 71,100 copies
Distributed circulation: 75,114 copies
Paid circulation: 68,383 copies
Subscribers: 46,214

Readers: 353,000
Total reach: 4.8%
Core target group: AB demographic
Reach within target group: 7.7%

Gender: Women: 45.3%,
 Men: 54.7%

Proportion AB demographic: 47.2%
Ø HH income: 3,244.–
Thousand contact price: 39.90

Sources: ÖAK [Austrian Circulation Survey] 2nd half of 2016, MA 2015/16, values subject to fluctuation margins (media-analyse.at/Signifikanz), TCP basis: 2017 prices

> **Media information: Digital – profil.at**

Visits: 550,483
Page impressions: 1,419,355
Unique clients: 337,720

Gender: Women: 43.4%
 Men: 56.6%
Age: 72.4% < 50 years old
Demographic: 60.2% ABC1

Sources: ÖWA [Austria Web Analyses] Basic QS 10-12 2016 & ÖWA Plus 2016-II

Newsletter
Recipients: 42,060
Open rate: 25 %

Source: Publisher's statement, as of January 2017

Facebook
Fans: 90,754

Source: Facebook, as of March 2017