



- > 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:** 329,000  
**Total reach:** 4.5 %  
**Core target group:** AB demographic  
**Reach within target group:** 6.7 %

**Gender:** Women: 42.2 %, Men: 58.0 %

**Proportion AB demographic:** 45.2 %  
**Ø HH income:** 3,530.–  
**Thousand contact price:** 43.60

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

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

**Visits:** 561,767  
**Page impressions:** 1,225,125  
**Unique clients:** 360,909

**Gender:** Women: 43.9%, Men: 56.1%  
**Age:** 76.3% < 50 years old  
**Demographic:** 59.2% ABC1

Sources: ÖWA [Austria Web Analyses] Basic QS 1-3 2017 & ÖWA Plus 2016-IV

**Newsletter**  
**Recipients:** 45,300  
**Open rate:** 24 %

Source: Publisher's statement, as of May 2017

**Facebook**  
**Fans:** 97,351

Source: Facebook, as of May 2017