

## At a glance: SPIEGEL GELD

**SPIEGEL GELD** deals with broad-ranging money topics: not just investment, but also property, pensions, taxes, insurance and bank services. The supplement has a strong focus on service. It presents clear options and addresses a wide range of investment questions in depth.

**SPIEGEL GELD** readers have a keen interest in investment topics. **SPIEGEL GELD** provides them with a variety of impulses for their finances and retirement planning.



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### Keyfacts

Readers per issue:	<b>4.53 m.</b> (ma II 2022)	<b>25%**</b> work in leading positions.
Paid circulation:	<b>709,732 copies</b> (IVW IV 2022)	<b>42%**</b> of the readers graduated from university.
Frequency:	<b>4 x yearly</b>	<b>47%**</b> belong to socio-economic status 1 or 2.
Rate 1/1 page 2022:	<b>€ 43,900</b>	<b>55%**</b> live in households with at least € 3,500 net income/month.
Copy price:	<b>Loose insert</b>	<b>58%**</b> of the readers are male.
		<b>59%**</b> are younger than 49 years.