

At a glance: DER SPIEGEL

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DER SPIEGEL readers are politically interested. They are well educated, work in prominent positions, have above-average incomes and are among the most important multipliers in society.



Cover: DER SPIEGEL 04/2023

Keyfacts

Readers per issue:	4.53 m. (ma II 2022)	27%	of the readers are professional decision-makers.*
Paid circulation:	709,732 copies (IVW IV 2022)	33%	graduated from university.**
Publication frequency:	weekly	46%	belong to the socio-economic status 1 or 2.**
Rate 1/1 page 2023:	€ 99,500	56%	have a monthly net household income of +€ 3,500.**
Copy price:	€ 6.10		