



Premium Combo



Reach the premium target groups with the Premium Combo!
Focused on a clearly defined, attractive readership.

The readers of our magazines are predominantly men



- >>> in the prime of life
- >>> with far above-average income
- >>> with a high willingness to invest
- >>> with a strong affinity for print
- >>> as advisor and opinion leader

THE FACTS

- **over 256,000 copies sold** by subscription and retail
- **over 1 million readers** with one booking
- **excellent, credible** and **serious** thematic environment

„286,000 c't-readers show a high propensity to spend on cars!“

Source: AWA 2020

| Ad format | Premium basic rate | Premium bonus included |
|--------------------|--------------------|------------------------|
| 1/1-page 4c, bleed | 19,700 Euro | approx. 15% |
| ½-page 4c, bleed | 11,700 Euro | approx. 10% |