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 at the agile age 30-39 years
- 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 253,000 copies sold by subscription and retail
- 1.487 million readers with one booking
- excellent, credible and serious thematic environment

"1.047 million readers of this combo decide on the purchase of a passenger car."
Source: AWA 2021. IVW Q1/21

<table>
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<th>Ad format</th>
<th>Premium basic rate</th>
<th>Premium bonus included</th>
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<td>1/1-page 4c, bleed</td>
<td>19.700 Euro</td>
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You are interested in more facts: www.ct.de/mediakit • ctmarke@heise.de