

Germany's most widely-read quality women's magazine

BRIGITTE is the largest and best-known women's brand that stands for attitude, depth and empowerment like no other. It has been shaping the image of women in Germany for 70 years and appeals to women across all generations. With high journalistic quality, BRIGITTE blends entertainment, service, and depth. With the largest editorial team among German women's magazines, it fulfils the most important task of a media brand: it creates trust and this trust is transferred to the brands that advertise in it.

BRIGITTE has the highest reach in the competition! BRIGITTE readers and users are women of all ages. They are sophisticated, educated, in work and well-off. They prefer a media brand that is relevant and not afraid to express strong opinions about current affairs.

| Print | |
|-------------------------------|-------------|
| Coverage ¹ | 1,161,634 |
| Paid Circulation ² | 218,587 |
| Frequency | 26 x a year |
| Basic Rate 2026 | EUR 67,900 |

| Digital | |
|---------------------------------|------------|
| Views ³ | 75,328,030 |
| Net coverage ³ | 4,236,529 |
| Possible Video Ads ⁴ | 336,847 |

¹ma 2025/II, ²IYW 3/2025, ³B4P 2025/II, ⁴Adserver 2025-12. BRIGITTE is published in Germany.

