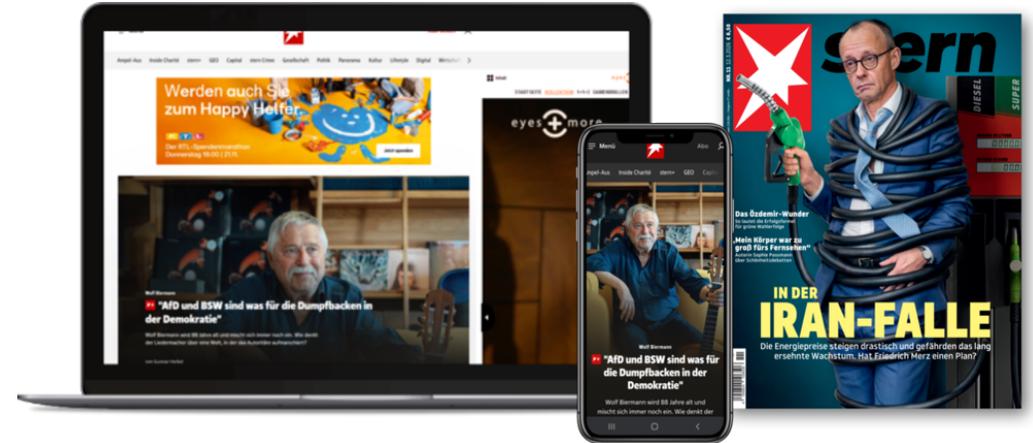


## At a glance

Major, topical and exclusive stories, a clear standpoint on societal questions, the repeatedly prize-winning optical language as well as its pronounced social commitment make STERN unique in the German media landscape. The coverage is close to the people, empathetic and concrete.



### Print

Coverage	<b>3.11 mill.</b> (B4P 2025)
Paid Circulation	<b>263,522</b> (IVW 4/2025)
Frequency	<b>weekly</b>
Basic Rate 2026	<b>EUR 80,700</b>
Copypreis	<b>6.50 EUR</b>



### Digital

Views	<b>57.41 mill.</b> (AGF 2026-02)
Net coverage	<b>14.63 mill.</b> (AGF 2026-02)
Possible Video AIs	<b>1.74 mill.</b> (Adserver 2026-02)