

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

BRIGITTE is Germany's strongest women's media brand. It shapes the image of women in society – with depth, lightness and a clear point of view. BRIGITTE stands for empowerment and offers content that concerns, moves and inspires women of all generations.

A unifying element is the mindset of the BRIGITTE audience: open-minded women who actively seek change. They trust BRIGITTE's journalistic quality and value the brand's clear stance.

More than 1 million women read the magazine – the highest reach among its competitors. The community has a particularly strong connection to BRIGITTE, which, with the largest editorial team among German women's magazines, focuses more than ever on authentic content. It is not a trend-driven medium, but a reliable companion that captures the spirit of the times.

<sup>1</sup>2025, <sup>2</sup>2025, <sup>3</sup>AGF 2026-02, <sup>4</sup>Adserver 2026-02. BRIGITTE is published in Germany.

BRIGITTE is the place where meaningful content resonates –

### Print

Coverage <sup>1</sup>	1,061,632
Paid Circulation <sup>2</sup>	238,331
Frequency	26 x a year
Basic Rate 2026	EUR 67,900

### Digital

Views <sup>3</sup>	53,481,476
Net coverage <sup>3</sup>	1,188,608
Possible Video Ads <sup>4</sup>	224,407

