BRAVO

The largest German cross-media youth brand and THE popular source of information for Gen-Z

BRAVO understands how to reach the young target group through the relevant channels. It is a premium magazine in a high-quality design with elaborately designed, exclusively researched and sophisticatedly written articles as well as posters and magazine supplements that reflect the latest trends.
BRAVO.de offers young adults topics that entertain, stimulate thought, and captivate: whether it's help with love issues, background information on current trends, or entertaining videos on TikTok and Instagram - BRAVO.de reports at eye level and takes young people and their issues seriously.
Core target group: 14-19 years.
BRAVO.de users are brand-savvy, well-connected, inquisitive and looking for guidance.

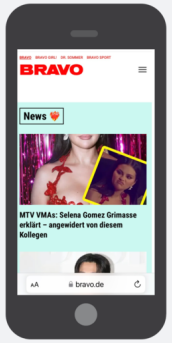
Print

Coverage[1]	433,598
Paid Circulation[2]	48,285
Frequency	monthly
Basic Rate 2027	EUR 43,460

In-Stream & Display

Views[3]	1,085,423
Net coverage[3]	267,560







[1]B4P 2026, [2]IVW 3/2026, [3]AGF 2026-09. BRAVO is published in Germany.