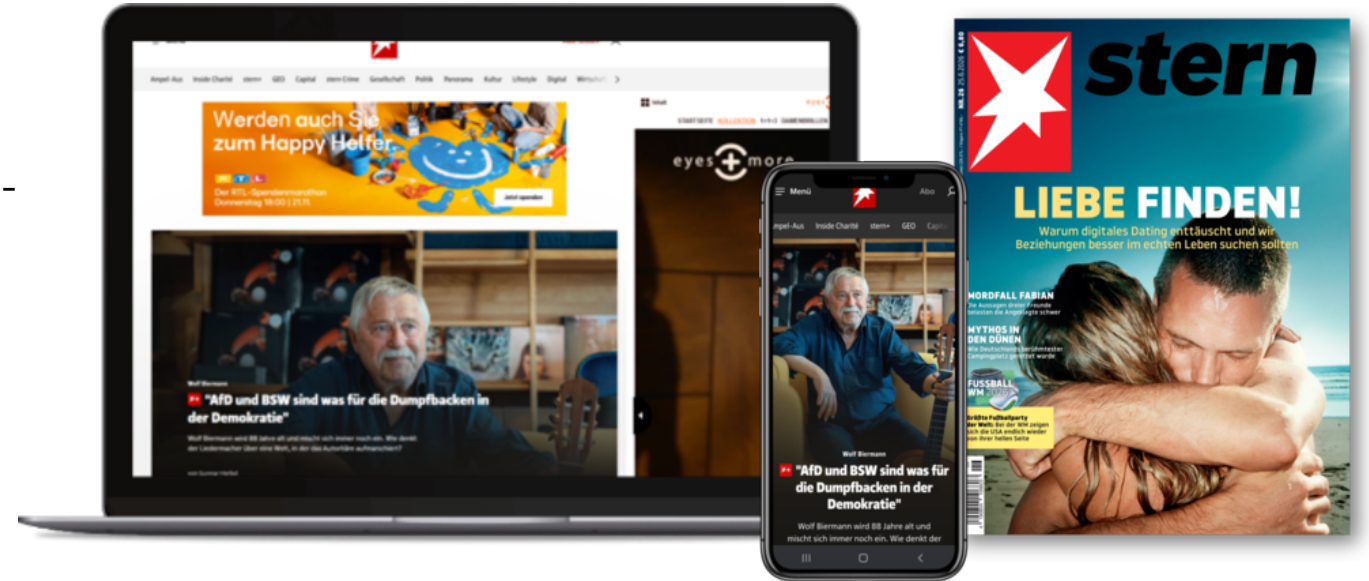




STERN

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 | 2.76 mill. ¹ |
| Paid Circulation | 262,594 ² |
| Frequency | weekly |
| Basic Rate 2026 | EUR 80,700 |
| Copypreis | 6.80 EUR |

In-Stream & Display

| | |
|--------------------|--------------------------|
| Views | 59.34 mill. ³ |
| Net coverage | 12.56 mill. ³ |
| Possible Video Ads | 1.69 mill. ⁴ |

¹B4P 2025 ²IVW 1/2026 ³AGF 2026-05 ⁴Adserver 2026-05