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For 60 years, CAPITAL shapes German business journalism. With its successful magazine concept, CAPITAL is today the most widely read business magazine in Germany. CAPITAL offers well-founded information about companies, the global economy, the financial markets and the major trends in our society.

CAPITAL stands for credibility, substance in research, journalistic excellence, and a high level of expertise in the fields of finance and investment. It provides in-depth information about companies, the global economy and major trends in our society while also covering topics surrounding exclusive lifestyle, fashion, fragrances, watches, and travel.

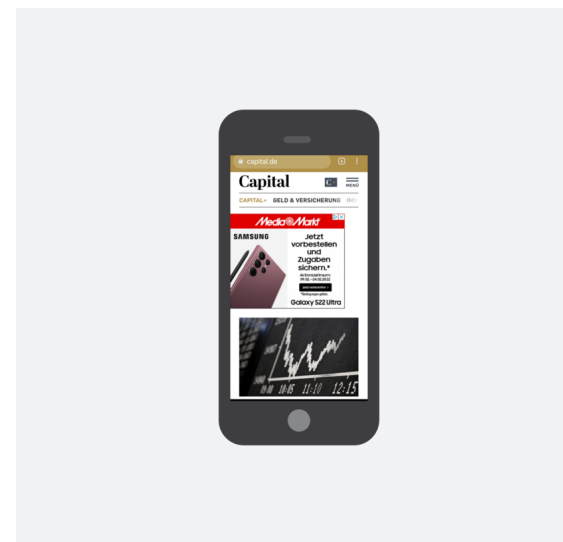
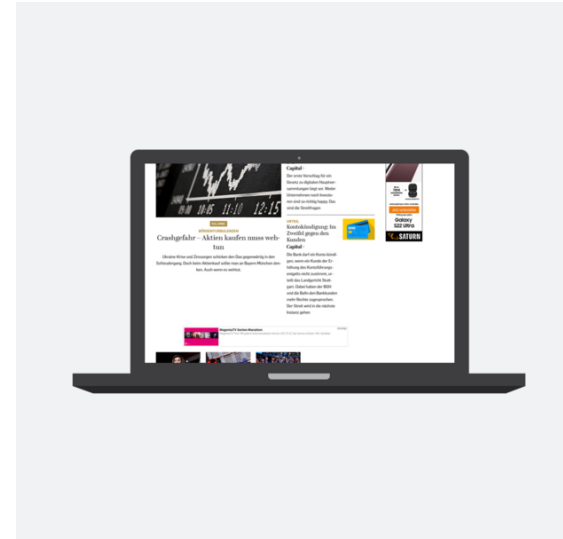
CAPITAL is indispensable for addressing premium target groups of decision-makers. The readers and users are luxury-oriented with high purchasing power.

### Print

Coverage <sup>1</sup>	769,502
Paid Circulation <sup>2</sup>	109,576
Frequency	monthly
Basic Rate 2025	EUR 38,100

### Digital

Unique User <sup>3</sup>	1,490,000
Visits <sup>4</sup>	473,694
Page Impressions <sup>4</sup>	1,306,315
Possible Video AIs <sup>5</sup>	3,332



<sup>1</sup>AWA 2024, <sup>2</sup>IVW 1/2025, <sup>3</sup>AGF 2024-06, <sup>4</sup>IVW 2024-12, <sup>5</sup>Adserver 2025-04. CAPITAL is published in Germany.