

## At a glance

CAPITAL has been shaping German business journalism for over 60 years. With its successful magazine concept, CAPITAL is today the most widely read business magazine in Germany. The magazine's credo is "Economy is society". CAPITAL offers well-founded information about companies, the global economy, the financial markets and the major trends in our society.



### Print

Coverage	<b>0.77 mill.</b> (AWA 2024)
Paid Circulation	<b>108,142</b> (IVW 4/2024)
Frequency	<b>monthly</b>
Basic Rate 2025	<b>EUR 38,100</b>
Copypreis	<b>11.00 EUR</b>



### Digital

Unique User	<b>1.49 mill.</b> (AGF 2024-06)
Visits	<b>0.14 mill.</b> (IVW 2024-12)
Page Impressions	<b>0.64 mill.</b> (IVW 2024-12)
Possible Video AIs	<b>7,100</b> (Adserver 2025-02)