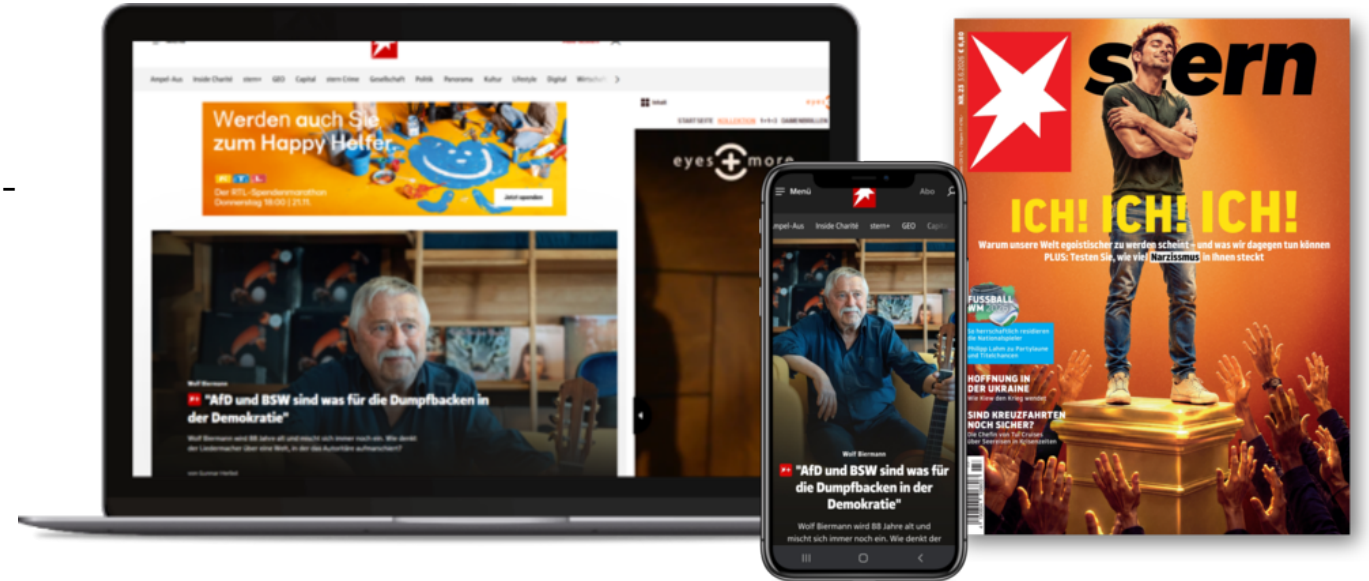




# STERN

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. <sup>1</sup>
Paid Circulation	262,594 <sup>2</sup>
Frequency	weekly
Basic Rate 2026	EUR 80,700
Copypreis	6.80 EUR

## In-Stream & Display

Views	55.55 mill. <sup>3</sup>
Net coverage	11.13 mill. <sup>3</sup>
Possible Video Ads	1.41 mill. <sup>4</sup>

<sup>1</sup>B4P 2025 <sup>2</sup>IVW 1/2026 <sup>3</sup>AGF 2026-04 <sup>4</sup>Adserver 2026-04