

Germany's most widely-read quality women's magazine

BRIGITTE is Germany's strongest women's media brand. It shapes the image of women in society – with depth, lightness and a clear point of view. BRIGITTE stands for empowerment and offers content that concerns, moves and inspires women of all generations.

A unifying element is the mindset of the BRIGITTE audience: open-minded women who actively seek change. They trust BRIGITTE's journalistic quality and value the brand's clear stance.

More than 1 million women read the magazine – the highest reach among its competitors. The community has a particularly strong connection to BRIGITTE, which, with the largest editorial team among German women's magazines, focuses more than ever on authentic content. It is not a trend-driven medium, but a reliable companion that captures the spirit of the times.

¹2026-01-20 to 2026-06-30, ²AGF 2026-06, ³AGF 2026-06, ⁴Adserver 2026-05. BRIGITTE is published in Germany.

BRIGITTE is the place where meaningful content resonates –

Print	
Coverage ¹	1,061,632
Paid Circulation ²	223,405
Frequency	26 x a year
Basic Rate 2026	EUR 67,900

In-Stream & Display	
Views ³	47,415,683
Net coverage ³	1,672,787
Possible Video Ads ⁴	326,104

