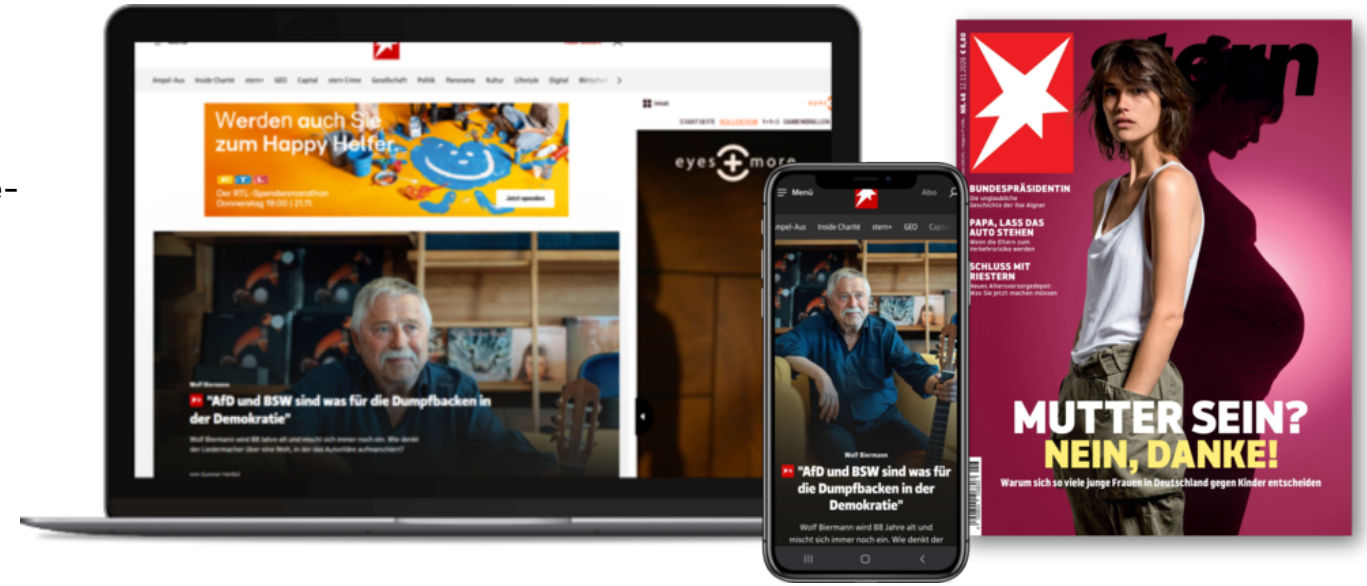
STERN

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	**2.63 mill.**[1]
Paid Circulation	**253,708**[2]
Frequency	**weekly**
Basic Rate 2027	**EUR 82,900**
Copypreis	**6.80 EUR**

In-Stream & Display

Views	**51.12 mill.**[3]
Net coverage	**12.46 mill.**[3]
Possible Video AIs	**0.55 mill.**[4]

[1]B4P 2026 [2]IVW 3/2026 [3]AGF 2026-10 [4]Adserver 2026-10