

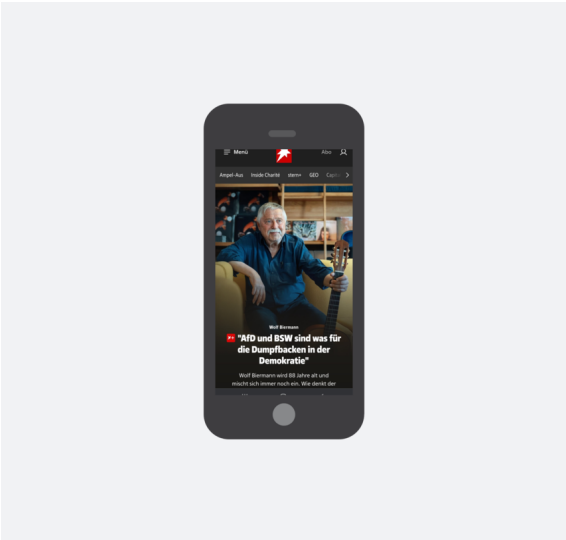
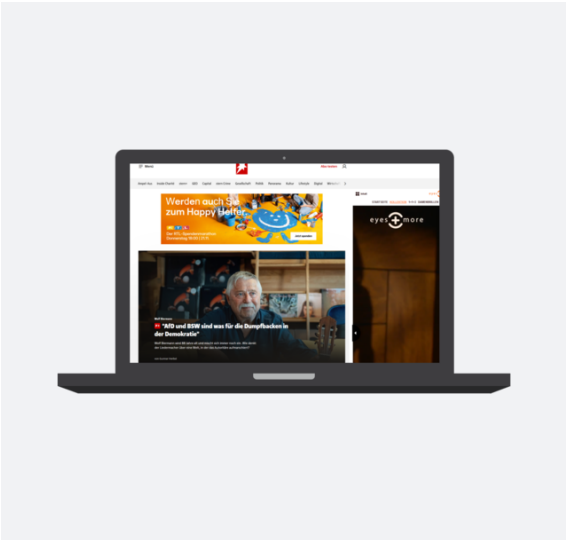
One of the most widely-read magazines and the visually most powerful journalistic offer in Germany

STERN stands for independent, credible journalism that identifies, contextualises and explains relevant issues. With exclusive investigations, powerful features and moving stories, STERN stays close to the people and the issues that shape our society.

For brands, STERN offers a high-quality, trustworthy environment with a high level of brand safety – and a wide range of opportunities to effectively reach relevant target audiences.

Print	
Coverage ¹	2,764,421
Paid Circulation ²	256,818
Frequency	weekly
Basic Rate 2026	EUR 80,700

In-Stream & Display	
Views ³	54,593,052
Net coverage ³	11,918,767
Possible Video Ads ⁴	782,048



¹B4P 2025, ²IVW 2/2026, ³AGF 2026-07, ⁴Adserver 2026-07. STERN is published in Germany.