

## 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.<sup>1</sup> 2026, 2026, <sup>3</sup>AGF 2026-04, <sup>4</sup>Adserver 2026-04. BRIGITTE is published in Germany.

BRIGITTE is the place where meaningful content resonates –

### Print

|                               |             |
|-------------------------------|-------------|
| Coverage <sup>1</sup>         | 1,061,632   |
| Paid Circulation <sup>2</sup> | 223,405     |
| Frequency                     | 26 x a year |
| Basic Rate 2026               | EUR 67,900  |

### Digital

|                                 |            |
|---------------------------------|------------|
| Views <sup>3</sup>              | 54,960,282 |
| Net coverage <sup>3</sup>       | 1,110,867  |
| Possible Video Ads <sup>4</sup> | 125,491    |

