

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

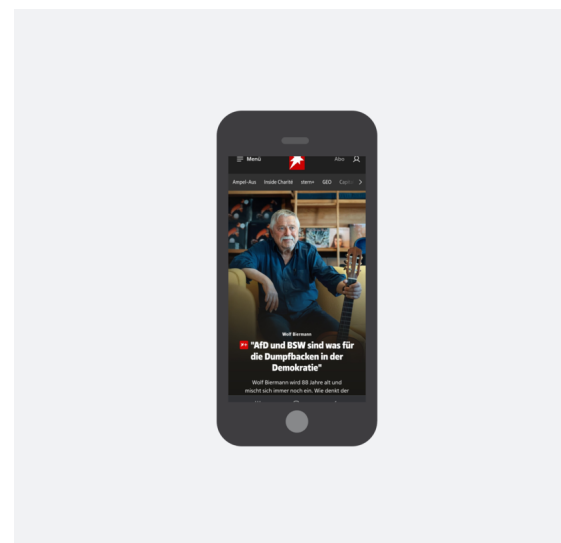
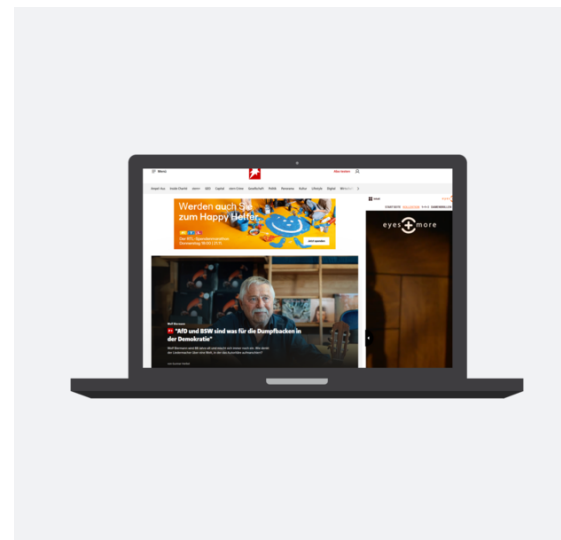
STERN's big, topical and exclusive stories, a clear stance on socially relevant issues, its award-winning visuals and its strong social commitment make STERN unique in the German media landscape. The magazine regularly receives national and international awards for its cover pages, reports and photographs. STERN's DNA includes its opulence, clear imagery and visual power. STERN EXTRAS are monothematic editorial environments offering comprehensive information on specific topics such as money, building and living, mobility, technology, fashion or food. STERN readers as well as users are educated, culturally active, and have a broad range of interests.

Print

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|-------------------------------|------------|
| Coverage ¹ | 2,764,421 |
| Paid Circulation ² | 262,594 |
| Frequency | weekly |
| Basic Rate 2026 | EUR 80,700 |

In-Stream & Display

| | |
|---------------------------------|------------|
| Views ³ | 59,339,394 |
| Net coverage ³ | 12,560,933 |
| Possible Video Ads ⁴ | 1,688,401 |



¹B4P 2025, ²IVW 1/2026, ³AGF 2026-05, ⁴Adserver 2026-05. STERN is published in Germany.