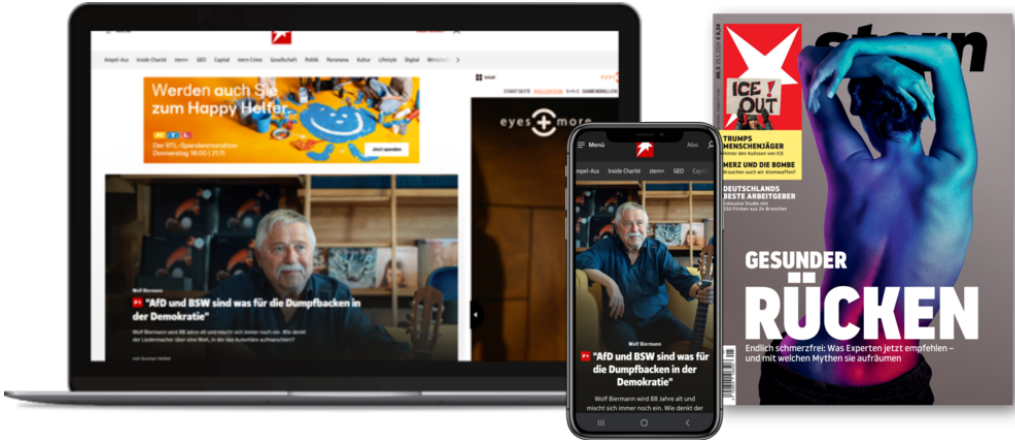


At a glance

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	3.11 mill. (B4P 2025)
Paid Circulation	263,522 (IVW 4/2025)
Frequency	weekly
Basic Rate 2026	EUR 80,700
Copypreis	6.50 EUR



Digital

Views	108.09 mill. (B4P 2025/II)
Net coverage	14.06 mill. (B4P 2025/II)
Possible Video AIs	2.67 mill. (Adserver 2025-11)