

Germany's most successful celebrity magazine

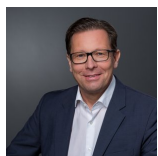
The logo for the magazine 'BUNTE' is displayed in a bold, white, sans-serif font. The letters are contained within a thick red rectangular border, which is itself centered within a white rectangular frame.

Bunte was the first German celebrity magazine, and is still the most successful. When it comes to celebrities, *Bunte* is an institution. Exclusive home stories, personal interviews and up-close event reports provide *Bunte* readers with the latest, emotional stories from the lives of celebrities.

Bunte was launched in 1954 and has since become a seismograph for German society. It indicates who is and will become important within Germany. *Bunte*'s special instinct for the stars of tomorrow is particularly reflected in the *Bunte New Faces Award*, which has been presented to up-and-coming artists in the film and fashion industries since 1998.

Bunte stands for journalistic quality and innovative strength, and is now a brand with a cross-media portfolio. With 5.9 million unique users, *Bunte.de* is the most-visited German-language celebrity portal. Interacting with readers is extremely important to the editorial team, which is why *Bunte* uses all common portals such as Facebook, Twitter, Instagram, etc. to make contact with users.

Links: [Bunte.de](#), [advertising service](#), [subscription shop](#), [Bunte on Facebook](#), [Bunte on Twitter](#)



Robert Pölzer
Editor-in-chief

Robert Pölzer has been editor-in-chief of *Bunte* since July 2016. He began his career at Hubert Burda Media in 2003 as editor-in-chief of *Neue Woche*. In 2007, he took on the editorship of *Freizeit Revue* and *Freizeit Spaß* and was also editor-in-chief of *Freizeit Exklusiv* from 2015. Before this, he was chief editor at *Super Illu* and held roles such as deputy editor-in-chief of the "Bild-Zeitung" and "Bild am Sonntag" newspapers.

Facts

Division	BurdaStyle
Managing director	Manuela Kampp-Wirtz
Editor-in-chief	Robert Pölzer
Headquarters	Munich
Frequency	Weekly
Price	€3.90
Reach	3.88 million readers (ma 2019/II)
Circulation	440,183 (IVW II/2019)
Senior brand manager	Meike Nevermann
Contact	bunte@burda.com