

In touch with the lives of modern women

The logo for the magazine 'Freundin' is displayed in a red, lowercase, sans-serif font. The letters are bold and have a slightly rounded, friendly appearance. The logo is centered within a white rectangular box that has a thin grey border.

Freundin reflects the things that make life better and easier: great fashion, beauty, care, good food and a relaxing, comfortable home. *Freundin* inspires, supports and entertains 1.6 million readers every fortnight, never forgetting that women are not and do not want to be perfect – what they want is to enjoy their lives. With a high publication frequency, fascinating and up-to-date topics and plenty of fashion, beauty and lifestyle, *Freundin* is an inexhaustible, high-value source of inspiration.

Both *Freundin* and its readers are young, fresh, confident, stylish, unmistakably emotional and optimistic. Events such as the *Perfect Piece Award* and a variety of merchandising products and special issues such as *Freundin Detox* and *Freundin Wellfit* make this tangible to the reader. Since the start of 2016, *Freundin* has borne a new claim: “Glücklicher leben” (Live Happier).

Links: [Website](#), [advertising service](#), [subscription shop](#), [Freundin on Facebook](#)



Nikolaus Albrecht
Editor-in-chief

Nikolaus Albrecht has been editor-in-chief of *Freundin* since 2012. He previously served as editor-in-chief of publications such as “Glamour” and “Vanity Fair”. He studied journalism and attended the German School of Journalism.

Facts

Division	BurdaStyle
Managing director	Manuela Kampp-Wirtz
Editor-in-chief	Nikolaus Albrecht
Headquarters	Munich
Frequency	Fortnightly
Price	€3.00
Reach	1.6 million readers (ma 2019/II)
Circulation	214,722 (IVW II/2019)
Senior brand manager	Andrea Reindl
Contact	freundin@burda.com