

Hubert Burda Media

Publishing power with over 11 million readers

BurdaNews

BurdaNews combines the publishing power of 13 high-calibre magazines and over 200 journalists – the only company of its kind in Germany. Its publications ensure that *BurdaNews* has a presence in all crucial magazine segments: news magazines, business titles, upmarket lifestyle magazines, wide-reaching TV programme guides and popular health magazines. Through constant development and the innovative power of new media projects, the company has secured a strong position for the future.

The BurdaNews portfolio includes titles that set standards in their respective segments, all with a high standard of quality and above-average innovative strength.

BurdaNews sees itself as an integrated media company that creates cross-media journalistic content and new revenue models all round. The publishing unit bundles the following brands: *Focus*, *Focus-Money*, *Focus-Gesundheit (Focus-Health)*, *Focus-Diabetes*, *Focus-Business*, *Focus-Spezial (Focus-Special)*, *Fit for Fun*, *Free Men's World*, *TV Spielfilm plus (TV Spielfilm and TV Today)*, *TV Schlau (TV Smart)*, *Cinema* and *Playboy*, which is mainly directed at a male audience.

BurdaNews has an impressive 11.13 million readers (ma 2019/I), making it one of the major players on the print market. According to the German Audit Bureau of Circulations, IVW (IV/2018), the group has a total circulation of almost 1.85 million copies.

Links: [BurdaNews](#)

Facts

Company BurdaNews GmbH

Managing director Burkhard Graßmann

Locations Munich, Hamburg and Berlin

Overall net reach 11.13 million readers (ma 2019/I)*

Total circulation 1.85 million copies (IVW IV/2018)*

*registered titles

Portfolio 13 magazines

Employees Over 200 journalists