

At a glance

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Keyfacts

Readers per issue:	5.26 m (ma 2020/ II)	61% of the SPIEGEL Readers are male
Paid circulation:	654,484 (IVW III/20)	60% have <i>Abitur</i>
Publication frequency:	52 times a year	38% graduated from university
Rate 1/1 page 2021:	€ 87,200	53% of the SPIEGEL readers live in households with at least 3.500€ net income
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