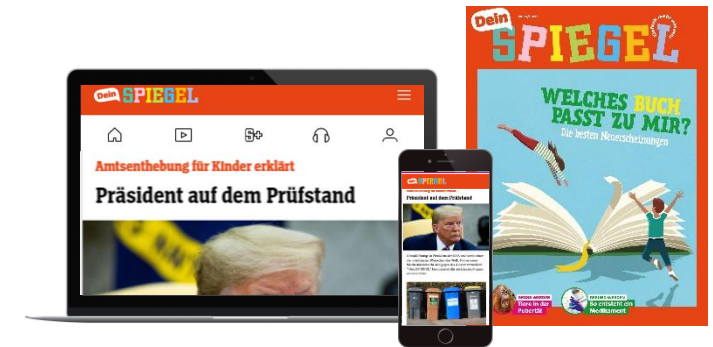


At a glance

Dein SPIEGEL is aimed at curious, active kids aged 8 to 14 and their parents. Children have lots of questions about highly varied topics. The stories are educational but never didactic, and address the young readers on their own level. There is now a dedicated Dein SPIEGEL section on SPIEGEL.de.



Print

Readers per issue:	0.28 mill. (KMS 2019)
Sold circulation:	51,219 (IVW IV/19)
Frequency:	12 x per year
Whole-page ad rate (2020):	€11,100
Cover price:	€4.20



Digital

Unique Visitors:	0.161 m (Adobe 2020-07)
PageViews:	0.213 m (Adobe 2020-07)
Rate per 1 month*:	€17,500 (multiscreen; fixed position)