At a glance

With high journalistic quality and high-end visuals, the style magazine from DER SPIEGEL focusses on topics such as design, fashion and lifestyle, inviting the readers to immerse themselves in all things beautiful. Each issue addresses a socially relevant key topic and translates it into different lifestyle spheres, for example gender, hygge, sustainability or digital life.

S-Magazin readers appreciate the combination of lifestyle and quality journalism. They are interested in travelling, indulgence, fashion and interior design.

Keyfacts

Readers per issue: 5,15 m (ma I/2021)
Print run**: approx. 571,000
Publication frequency: 4 times a year
Rate 1/1 page 2021: € 54,300
Copy price: insert

58% of the users are male
59% of the users are under 49 years of age
54% of the S-Magazin readers have a monthly household net income of € 3,000 or more

* Reach of host title DER SPIEGEL, ** internal survey