Basic information

At a glance

splendid is all about the finer things in life: In addition to fashion, beauty and interior design, the editorial team also reports about the best travel destinations and the latest tech gadgets. Exciting interviews with renowned designers and fashion creators are accentuated with distinct photography.

The readers have very high purchasing power and are very well educated. They are interested** in fashion (92%), watches (77%), travelling (94%) and interior design (88%). It is very important to them to be well dressed and they look for high-quality materials in furniture and exclusive design.

Keyfacts

Readers per issue*: 0.59 m (ma I 2021)
Paid circulation*: 102,593 (IVW 4/2020)
Publication frequency: 2 times a year
Rate 1/1 page 2021: € 33,500
Copy price: insert
Format: 14 pages special

65%** of the readers are male
79%** of the readers are under 49 years of age.
48%** of the readers have a monthly household net income of € 3,000 or more.

*Host: manager magazine // **reader survey splendid October 2018