

GET IN OR HEDGE? CAN THERE BE PEACE? WHO WILL TAKE THE HELM? CAN THE CLIMATE STILL BE SAVED? HOW SUSTAINABLE CAN ECONOMICS BE? ALWAYS LOOKING AHEAD WHAT HAVE WE LEARNED FROM 2022? 🌍



FOCUS

BRAND PROFILE

QUOTE FROM THE EDITOR IN CHIEF

The FOCUS brand

”

Focus is the modern weekly magazine that tells the stories of our world and classifies the challenges of the time. People make news and people are news. Where is the future being thought and made? Who are the heroes and heroines? Who provides orientation? Focus takes a close look and tells journalistically at the highest level what will be of importance tomorrow. **FRANZISKA REICH**

Focus is the strong, self-confident middle-class voice in Germany. A voice for common sense and economic rationality. **GEORG MECK**

“



Franziska Reich
Georg Meck

NEWS NEWS NEWS

What's new at FOCUS?

NEW TOP MANAGEMENT AT FOCUS

Franziska Reich and **Georg Meck** take over the editorship as the new dual leadership. **Jörg Harlan Rohleder** becomes Editorial Director and Editor-in-Chief of Focus Style. Also new to the Focus management team is **Frances Uckermann** as Creative Director.

FOCUS ANNIVERSARY & RE-FOCUSING

We celebrate the **30th FOCUS anniversary**, which is accompanied by the campaign "Here are the facts" & a re-focusing on the core KPIs:

- **Journalistic quality** (facts instead of fakes)
- **Innovation** (e.g. FOCUS Innovation Award)
- **Sustainability** (as an important thematic focus)
- **International relevance** (e.g. Economist cooperation)

STRONG PERFORMANCE

Expansion of reach to **3.16 million** (ma 2023 I).

EUROPEAN PUBLISHING AWARD 2023

FOCUS wins in four categories: **Best Cover** (Olaf Scholz photographed by Andreas Mühe), **Podcast** (Thilo Mischke on the Bitcoin bank heist), **Infographic and Most Innovative Cover Concept** (FOCUS Style, photographed by Jürgen Teller).

BCN.



The Upcomer



The Upcomer

Number of the year



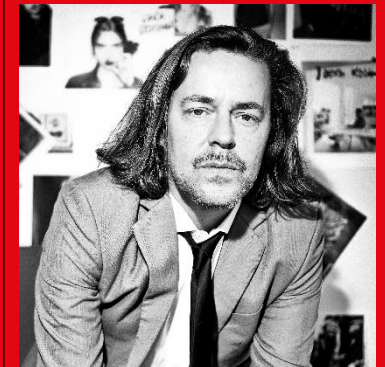
On 18 January 2023 FOCUS celebrates its 30th birthday.



European Publishing Awards 2023



The Newcomer



The Newcomer



A LOOK AT THE FUTURE

The new leadership's plans

The agenda for 2023

Focus

Focus on diversity, femininity & optimism.



Context

In a world of constant news, readers need classification and context.

Orientation

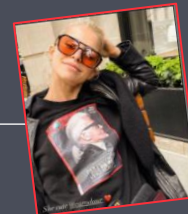
Readers long for guidance and like to read about people who change the world. Optimistic approach, instead of doomsday.

Title

Title language has already changed: clear, bright, sympathetic.

DNA

Celebrating magazine journalism: Print is the opposite of fast food. It is high class journalism.



Print

Concentration on quality instead of quantity. Print in the area of tension between topicality and eternity.



Increased visibility through 360° marketing strategy

We want our gripping stories in Focus Magazine to become even better known. To achieve this, we focus on lighthouse projects, use all channels and rely on podcasts and newsletters.

Quote of the week



Men in the best age and income group are wonderful, but FOCUS magazine can reach more people: younger, more female, cosmopolitan, optimistic about the future.

« *FOCUS Editorial Board*

Strengths

Relying on strengths such as infographics, factual reports and figures in every story, as well as high-end photography and interviews with important personalities.

WHAT DOES FOCUS STAND FOR

Here are the facts.

71%

know the FOCUS brand. According to surveys, it is associated with seriousness, competence and knowledge.



Since

30 Years

the magazine stands for facts

- Nowadays, the traditional basic elements of journalism, such as careful research, political as well as economic expertise, are more important than ever to ensure inkling before opinion and insight before populism.
- We interpret these values in a future-optimistic, curious and self-confident way. FOCUS magazine is reliable, diverse and contemporary and enjoys a high level of credibility, especially when it comes to consumer topics.

95%

of readers agree that Focus is useful, up-to-date and understandable.

Quelle: Readers' survey 2023

FUTURE OF MAGAZINE

FOCUS Cover designed by Frances Uckermann

NEW



NEW



NEW



NEW



Magazines, showcasing the work of journalists, photographers, and artists, remain a far-reaching way of communication with the ability to build communities. Frances Uckermann is part of and believes in the “Future of magazine”, as she stated in interviews, driven by her passion about and fascination for the ever-changing face of magazines.

NEW



Frances Uckermann
FOCUS Creative Director

FOCUS AT A GLANCE

A brief look at the brand

FOCUS is a modern weekly magazine that tells the stories of our world at the highest journalistic level, classifies the challenges of the time and thus provides orientation. It is about tomorrow's topics and the heroes and heroines who are changing our world - in politics, business, science, society and culture. Because people make news and people are news. FOCUS believes in the power of facts, the power of clear thought and the importance of debate for our democracy. It may be harder today, but it is also more important than ever to separate fake from fact. We do it. Every week!

PRINT		DIGITAL		SOCIAL	
Sold circ.	237.458 iss.	Visits	212,51 mio.	Facebook	937.500
Readers	3,16 mio.			Instagram	12.000
1/1 gross	€ 62.500			Pinterest	130.500
Frequency	weekly				
Copy price	€ 4,90				



➤ **FOCUS is a companion, advisor and inspiration.**
FOCUS deals in facts, not fiction.
FOCUS places the focus on people.

Source: IVW QI (print), MA 2023-I, price vld from 1.1.23, IVW QI (digital), social media: as April

OPTIMISTIC, EDUCATED, WEALTHY

The FOCUS audience

Print

Digital

66%
are 20-59 years old



50%
are 20-49 years old

71%
are men



50% are women
50% are men

65% have a
monthly net household
income of over €3,000



49% have a
monthly net household
income of over €3,000

Well educated:
76% attended a secondary school



Well educated:
74% attended a secondary school

Source: MA 2023 I, b4p 2023 I, AGOF daily digital facts 16+ Q3/21, IVW Q3/21

FOCUS - INSPIRING TOPICS

The FOCUS core topics



Politics & Society

Classification of current events in politics and society.



Economy & Finance

Competent analyses and action strategies around the topics of investment & finance.



Mobility & Technology

New models, innovations and exciting future topics from the mobility & technology market.



Health & Fitness

The latest findings from research, science and medicine.

FOCUS - INSPIRING TOPICS

The FOCUS lifestyle topics



Food & Nutrition

Seasonal recipes, gastro & chefs as well as new findings from nutrition studies and research.



Travel & Culture

Dreamlike pictures and inspiring insights into countries from all over the world; stories and portraits.



Fashion & Beauty

The latest trends in fashion & beauty as well as portraits of inspiring personalities.



Knowledge & Science

The Science section offers all information about learning, teaching, knowledge and science.

A LOOK INTO THE MAGAZINE - POLITICS & SOCIETY

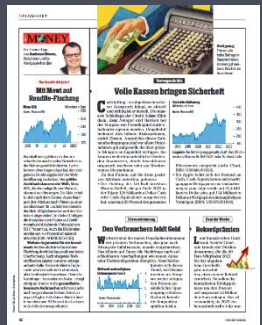
Impressions



FOCUS classifies current events in politics & society and sheds light on the stories and personalities behind the events. In this way, the reader can form his or her own picture.

A LOOK INTO THE MAGAZINE - ECONOMY & FINANCE

Impressions



From pensions to real estate, shares,ETFs to crypto: FOCUS provides competent analyses and action strategies on the topics of investment & finance. A popular stylistic device is the compact and simple presentation of complex topics as infographics or factual reports.

A LOOK INTO THE MAGAZINE - MOBILITY & TECHNOLOGY

Impressions



WISSEN

Der Stoff, aus dem die Zukunft ist

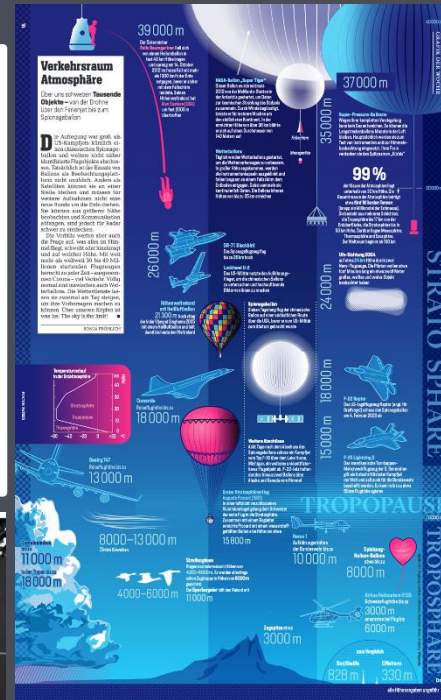
Ein Gas als Halbleitungsleiter: Wasserstoff ist das neue Öl. Geerntet mithilfe von Sonne und Wind, lässt er sich für Brennstoffzellen, Batterien und anderen Wobststand sichern, ohne die Atmosphäre zu belasten.

EVEREADY
Eveready Energy Body

WIRTSCHAFT

Selbst ist das Auto

Das Tesla-Fahrer Model S-Motorrad, ist mehr als schon unheimlich. Nach letzten Tests soll die Robo-Wagen nun auch durch deutsche Städte. Nachholst die Entwicklung des selbstfahrenden Milliarden, doch Tech-Firmen glauben an ein...



The question of how we will get around tomorrow and how we will shape mobility is also the question of our future. That's why FOCUS shows new models, innovations and exciting future topics from the mobility & technology market every week.

A LOOK INTO THE MAGAZINE - HEALTH & FITNESS

Impressions



Health topics have always played a major role in the editorial concept of FOCUS. The FOCUS editorial team sees itself as a companion, advisor and discussion partner for readers and offers well-founded information on the latest findings from research, science and medicine as well as on the most important fitness trends.

A LOOK INTO THE MAGAZINE - ENJOYMENT & NUTRITION

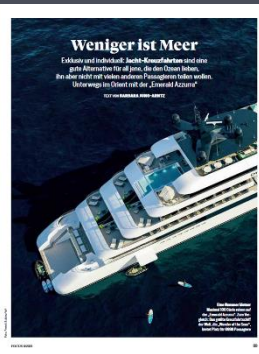
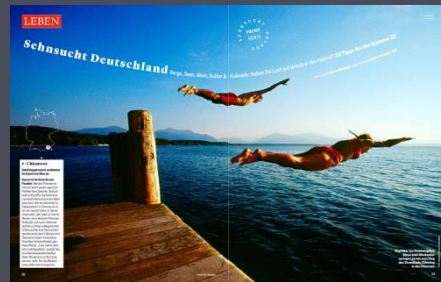
Impressions



FOCUS readers love good food and drinks. That's why the theme of Food & nutrition is played out in every issue. From the weekly column by celebrity chef Yottam Ottolenghi to opulent recipe sections and portraits of hip chefs and sommeliers to reports on the latest nutrition trends and studies, everything is represented.

A LOOK INTO THE MAGAZINE - TRAVEL

Impressions



Exciting and breathtaking travel reports from all over the world are an integral part of the "Life" section in FOCUS. FOCUS shows dreamlike pictures and inspiring insights into countries from all over the world as well as stories and portraits.

A LOOK INTO THE MAGAZINE - MODE & BEAUTY

Impressions



FOCUS readers love the finer things in life and are consumerist. They value their appearance and like to be inspired with the latest trends. That's why FOCUS regularly shows the latest trends in fashion & beauty as well as portraits of inspiring personalities from this field.

PERFECT FOR YOUR PLANNING

Good reasons

ATTRACTIVE PRINT AUDIENCE

In line with the FOCUS motto "Here are the facts", FOCUS only delivers thoroughly researched and high-quality articles with real facts instead of fakes and fast news, because Focus sees itself as a companion, advisor and inspiration for its readers. FOCUS demonstrates its innovative strength with, among other things, the "FOCUS Innovation Award" launched in 2020.

QUALITY AND INSPIRATION

FOCUS reaches a high-income, well-educated, future- and consumer-oriented target group with a broad spectrum of interests. In addition, compared to the competition, FOCUS has a very high subscription share with extremely loyal readers and a high overall reach.

360 DEGREE BRAND

We offer individual cooperation concepts on all channels for the optimal solution of our partners' goals & needs.

FOCUS IS PURE OPTIMISM

Compared to the competition, FOCUS always looks positively at the changing world and shows readers the resulting opportunities. Advertisers benefit from this clear positioning and positive mood.



BCN.

FOCUS

„Alle haben zu allem eine Meinung. Entscheidend ist, wie sie entsteht.“

FOCUS
Das Magazin.

**HIER
SIND DIE
FAKTEN**

STRONG PERFORMANCE OF FOCUS EDITORIAL INSERTS



Intensive engagement, long retention time & high archiving level

Recognition

92%

Readers

82%

Intensive readers
40%

In hand

2,3x

Reading time

61 min

Distribution

30%

Archiving rate

60%

At least likes it well

94%

HIGH RECOGNITION & USE

92 % of the total survey sample remember having seen the supplement in Focus. 82 % of the total sample have read the supplement or at least leafed through it (= readers of the supplement)*. Of these, 40% have read the supplement completely or at least some articles completely (= intensive readers)*.

LONG DWELL TIME

Intensive readers picked up the supplement an average of 2.3 times and spent an average of 61 min reading it.

HIGH ARCHIVING AND DISSEMINATION RATE

60% of the intensive readers (or 52% of the readers) keep the complete supplement or individual articles from it. In addition, around 30% of readers pass the supplement on to friends/acquaintances.

HIGH OVERALL SATISFACTION

94% of Intensive readers at least like the supplement.

Source: Reader survey July 2022, method: mail order study: online survey after prior mailing of the issue of Focus main magazine (incl. supplement); concealed study design. Subjects did not know what the study would be about.*Based on: number of cases N = 1,416 (net interviews); readers: n=999 (main study); intensive readers of the supplement (main study): n=484; non-readers of the supplement (main study + Boost): n=354.

WE OFFER A CREATIVE SOLUTION FOR ALL RELEVANT TOUCHPOINTS FOR A 360° APPROACH



CORE ELEMENT



PRINT
FOCUS
weekly

PRINT EXTENSION



PRINT SPECIAL
FOCUS **Fit & Gesund**
2x / annually



PRINT SPECIAL
FOCUS **Style**
4x / annually



PRINT SPECIAL
FOCUS **Business**
3x / annually



PRINT
FOCUS **Economist**
1x / annually



PRINT
FOCUS **E-Bike**
Magazin 3x / annually
Special 2x / annually

DIGITAL



E-PAPER
FOCUS
weekly

DIGITAL & SOCIAL EXTENSION



ONLINE
FOCUS **ONLINE**
Fully responsive /
endless scrolling



SOCIAL MEDIA
FOCUS **Magazin**



DIGITAL
OUT OF HOME
FOCUS

CAMPAIGNS



INNOVATIONSPREIS
FOCUS
annually

EVENT



INNER CIRCLE
FOCUS
5x / annually

COMBINATION OVERVIEW

Those who combine profit!



BLUE-CHIP COMBI

Combination
discount

3%

FOCUS



FOCUS Money



THE PERFECT
MATCH

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