

FOCUS FIT & GESUND 2025

Target group: health conscious travelers



FACTS

- 240,527 sold copies
- 600,000 readers
- Distribution: German speaking countries
- Publication: 4x per year



GOOD REASONS

- Above average household income
- Monothematic focus on health
- High-involvement target group

Being active in sports is one of the most popular leisure activities. But a balanced diet, relaxation and body care are also important. This is the only way to protect your body from deficiencies and stay fit and well-groomed throughout the year. With the **FOCUS** specials **FIT & GESUND** into the spring and **FOCUS FIT & GESUND** through the winter, the editors want to inspire their readers to make the most of the seasons.

Format	€-rate 4c	B	H
1/1 page*	39.900,-	210 mm	267 mm
1/2 page*	25.000,-	210 mm	132 mm
1/3 page*	18.100,-	210 mm	86 mm

* +4mm bleed on each side

Edition	Date of publication	Order deadline
01/2025	28.03.2025	03.03.2025
03/2025	27.06.2025	02.06.2025
03/2025	26.09.2025	01.09.2025
04/2025	19.12.2025	24.11.2025

www.IGL.at

Unser Herz schlägt für den Tourismus.

IGL-Werbendienst Ges.m.b.H., 5021 Salzburg, Österreich, Nußdorferstraße 5a - Telefon +43/662 45 36 15-0, Fax +43/662 45 20 38, office@igl.at

Valid from September 2024 - thus all previous price lists lose their validity. All rates are net, plus VAT and exclusive shipping costs as well as repro, litho or design costs are not included. Price changes and errors excepted. [General terms & conditions](#)