

Die 100 umsatzstärksten Publikumszeitschriften im Pressevertrieb 2021

(nach Einzelverkaufs- und Abonnenterlösen)

RANG (VORJAHR)	TITEL	UMSATZ HARTE AUFLAGE 2021 (IN MIO. EURO)	+/- (IN %)	UMSATZ HARTE AUFLAGE 2020 (IN MIO. EURO)	ANTEIL EV 2021 (2020) IN %	ANTEIL ABO 2021 (2020) IN %
1 [1]	Der Spiegel	123,80	1%	123,16	34 [36]	66 [64]
2 [2]	Die Zeit	105,02	6%	98,97	20 [21]	80 [79]
3 [3]	Hörzu	92,99	1%	91,78	33 [34]	67 [66]
4 [4]	TV Digital	61,78	-5%	64,77	36 [34]	64 [66]
5 [6]	TV 14	60,66	2%	59,27	77 [77]	23 [23]
6 [5]	Stern	59,78	-6%	63,54	38 [41]	62 [59]
7 [8]	TV Hören und Sehen	53,90	0%	54,07	33 [34]	67 [66]
8 [7]	Bunte	53,45	-2%	54,61	66 [68]	34 [32]
9 [10]	Auf einen Blick	48,67	-1%	49,04	64 [64]	36 [36]
10 [9]	Freizeit Revue	48,27	-2%	49,34	78 [78]	22 [22]
11 [11]	TV Movie*	43,40	-3%	44,60	52 [51]	48 [49]
12 [12]	Focus	41,20	3%	39,91	22 [25]	78 [75]
13 [13]	Neue Post	38,22	-4%	39,70	87 [87]	13 [13]
14 [14]	Bild der Frau	37,39	-2%	38,02	83 [83]	17 [17]
15 [15]	TV Spielfilm*	34,04	0%	34,21	49 [49]	51 [51]
16 [19]	TV Direkt	27,98	5%	26,74	82 [83]	18 [17]
17 [16]	Das Neue Blatt	27,18	-3%	28,07	90 [90]	10 [10]
18 [21]	C't	26,09	1%	25,77	10 [10]	90 [90]
19 [18]	Auto Bild	25,67	-5%	27,06	60 [63]	40 [37]
20 [17]	Die Aktuelle	25,40	-7%	27,34	90 [90]	10 [10]
21 [22]	Test*	24,55	-1%	24,80	10 [10]	90 [90]
22 [20]	Funk Uhr	24,25	-6%	25,82	48 [48]	52 [52]
23 [24]	Landlust	23,24	6%	21,83	57 [56]	43 [44]
24 [23]	Tina	22,93	-5%	24,12	72 [74]	28 [26]
25 [25]	Fernsehwoche	20,99	0%	21,00	49 [49]	51 [51]
26 [28]	Auto Motor und Sport	20,15	7%	18,89	22 [22]	78 [78]
27 [26]	Brigitte	20,09	-4%	20,83	40 [44]	60 [56]
28 [27]	Gong	19,20	-5%	20,22	28 [27]	72 [73]
29 [29]	Kicker/Sport-Magazin - Mo/Do	18,42	-2%	18,76	51 [53]	49 [47]
30 [31]	Freizeitwoche	18,17	-1%	18,42	97 [97]	3 [3]
31 [30]	Superillu*	17,89	-4%	18,64	61 [62]	39 [38]
32 [33]	Sport Bild	17,24	-1%	17,40	57 [60]	43 [40]
33 [32]	Gala	17,20	-4%	18,00	58 [59]	42 [41]
34 [34]	Computer Bild*	16,96	2%	16,55	39 [41]	61 [59]
35 [35]	Freizeit Spass	15,44	-1%	15,64	99 [99]	1 [1]
36 [36]	Geo	14,41	-2%	14,64	9 [11]	91 [89]
37 [40]	Finanztest*	14,26	11%	12,81	15 [14]	85 [86]
38 [39]	Wirtschaftswoche	13,72	1%	13,55	12 [12]	88 [88]
39 [37]	Frau im Spiegel	13,68	-5%	14,46	83 [83]	17 [17]
40 [38]	Das Goldene Blatt	12,82	-7%	13,83	73 [71]	27 [29]
41 [46]	Freundin	12,55	10%	11,45	44 [46]	56 [54]
42 [47]	TV für mich	12,48	10%	11,38	87 [87]	13 [13]
43 [45]	Mein schöner Garten	11,78	-1%	11,94	44 [45]	56 [55]
44 [41]	Lustiges Taschenbuch	11,34	-9%	12,45	49 [55]	51 [45]
45 [48]	Bild + Funk	11,24	0%	11,18	12 [12]	88 [88]
46 [42]	Neue Woche	11,19	-9%	12,29	97 [97]	3 [3]
47 [43]	Neue Welt	10,80	-10%	12,04	82 [81]	18 [19]
48 [44]	Echo der Frau	10,43	-13%	11,96	61 [60]	39 [40]
49 [52]	Super TV	10,20	4%	9,79	30 [32]	70 [68]
50 [55]	Focus Money	10,11	11%	9,09	25 [27]	75 [73]

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51 [64]	Der Aktionär	9,97	32%	7,58	49 [55]	51 [45]
52 [50]	Lisa	9,87	-5%	10,39	93 [93]	7 [7]
53 [53]	TV Today	9,11	-5%	9,60	39 [38]	61 [62]
54 [58]	InStyle	8,82	6%	8,32	74 [73]	26 [27]
55 [49]	Für Sie	8,43	-19%	10,41	37 [31]	63 [69]
56 [56]	Frau im Trend	8,12	-10%	9,03	98 [98]	2 [2]
57 [65]	Landidee	8,12	9%	7,42	83 [83]	17 [17]
58 [68]	Lego Ninjago	8,00	11%	7,18	94 [95]	6 [5]
59 [61]	Wohnen & Garten	7,97	2%	7,79	67 [67]	33 [33]
60 [54]	Frau aktuell	7,86	-14%	9,15	64 [62]	36 [38]
61 [57]	Das Neue	7,82	-6%	8,34	90 [90]	10 [10]
62 [66]	TV pur	7,51	2%	7,39	97 [97]	3 [3]
63 [67]	Schöner wohnen	7,44	2%	7,30	65 [66]	35 [34]
64 [60]	Woche Heute	7,36	-6%	7,84	100 [100]	0 [0]
65 [69]	Motorrad	7,36	3%	7,13	39 [38]	61 [62]
66 [62]	Lea	7,13	-8%	7,77	95 [96]	5 [4]
67 [71]	Geolino	7,02	3%	6,79	12 [11]	88 [89]
68 [63]	Grazia	6,77	-11%	7,64	39 [42]	61 [58]
69 [59]	Intouch	6,60	-19%	8,13	85 [85]	15 [15]
70 [72]	Bild der Wissenschaft	6,59	-2%	6,76	4 [5]	96 [95]
71 [87]	Mein schönes Land	6,53	17%	5,61	84 [83]	16 [17]
72 [73]	Reader's Digest Das Beste	6,49	-3%	6,68	10 [11]	90 [89]
73 [77]	Manager Magazin	6,49	-1%	6,54	19 [18]	81 [82]
74 [105]	Vogue	6,30	28%	4,93	46 [52]	54 [48]
75 [85]	Kraut & Rüben	6,28	9%	5,75	35 [38]	65 [62]
76 [79]	Laura	6,25	0%	6,27	92 [92]	8 [8]
77 [74]	P.M.	6,25	-6%	6,66	21 [21]	79 [79]
78 [99]	Micky Maus	6,24	22%	5,11	86 [83]	14 [17]
79 [78]	Garten Flora	6,21	-1%	6,28	30 [32]	70 [68]
80 [76]	Die Neue Frau	6,13	-7%	6,60	97 [98]	3 [2]
81 [86]	Playboy Deutschland	5,94	5%	5,66	57 [64]	43 [36]
82 [80]	Alles für die Frau	5,82	-6%	6,17	96 [97]	4 [3]
83 [70]	Closer	5,80	-18%	7,12	93 [93]	7 [7]
84 [93]	Börse Online	5,78	10%	5,24	34 [34]	66 [66]
85 [97]	Lust auf Genuss	5,73	11%	5,17	90 [90]	10 [10]
86 [81]	Ok!	5,71	-5%	6,01	63 [72]	37 [28]
87 [88]	Schöne Woche	5,66	1%	5,59	100 [100]	0 [0]
88 [84]	Viel Spaß	5,64	-3%	5,79	99 [100]	1 [0]
89 [90]	Elle	5,63	6%	5,33	58 [59]	42 [41]
90 [82]	Welt der Wunder	5,58	-5%	5,88	52 [51]	48 [49]
91 [94]	Capital	5,30	2%	5,22	10 [9]	90 [91]
92 [83]	TV klar	5,30	-9%	5,80	69 [70]	31 [30]
93 [98]	Meins	5,28	2%	5,16	89 [89]	11 [11]
94 [75]	Burda Style	5,21	-21%	6,62	57 [65]	43 [35]
95 [92]	Woche der Frau	5,03	-5%	5,29	97 [98]	3 [2]
96 [101]	Geo Epoche* **	5,02	-1%	5,05	50 [48]	50 [52]
97 [108]	Auto Zeitung	5,01	3%	4,88	56 [53]	44 [47]
98 [89]	Bella	5,00	-6%	5,33	87 [87]	13 [13]
99 [96]	National Geographic	4,98	-4%	5,19	14 [14]	86 [86]
100 [104]	Wild und Hund	4,95	0%	4,97	12 [14]	88 [86]

* TEILAUFLAGEN DER UNTERSCHIEDLICHEN VERSIONEN GEMÄSS VERLAGSANGABEN.
 **EV- UND ABO-AUFLAGE VERLAGSANGABE
 OHNE E-PAPER, EINZELVERKAUFS- UND ABONNEMENTPREISE; STAND 30.06.2021

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