

The Weltwoche

The most important information at a glance



Style. Class. Substance.

The Weltwoche is Switzerland's leading weekly in the fields of economics, politics, society, style and culture. It is known for its well-founded research and intelligent provocation, but it also cultivates the art of sophisticated entertainment and a precise, elegant style.

Circulation and Frequency

Circulation	81,753 copies (76% to subscribers)
Frequency	weekly/Thursday
Single issue	CHF 6.50/Euro 4.40
Page Impressions	726,603

Readership

	in thousands	coverage	affinity
Total German Switzerland	348	8.1%	100
Total Leaders German Switzerland	53	22.7%	100
Total Top-Leader German Switzerland	21	26.4%	116

Gender

Women	149	6.8%	84
Men	199	9.4%	116

Age

up to 29 years	68	6.8%	84
30 – 50 years	144	8.4%	103
51 years and older	136	8.7%	107

Education

basic	27	3.6%	45
high school certificate	137	6.3%	78
tertiary education	184	13.3%	165

Household income

More than CHF 10,000	130	13.5%	166
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Type of occupation

Top management	15	15.7%	193
Middle management	66	10.9%	135
Entrepreneur/own firm	19	12.2%	150

Employment status

Self-employed	35	10.6%	131
Employee with management function	75	11.8%	146

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Glossy editions with extra distribution



Date	Title
18 March 2010	Style
15 April 2010	Watches & Jewellery
12 May 2010	Travel & Furnishing
23 September 2010	Exclusive
21 October 2010	Fashion
11 November 2010	Celebrate
Circulation:	95,000 copies
Distribution:	Print run for subscribers, kiosk sales, and for special distribution at Swiss Leading Hotels, VIP airport lounges, Swiss Leading Hospitals

Double editions with extra distribution



Date	Title
29 July 2010	Summer
23 December 2010	Platin
Circulation:	95,000 copies
Distribution:	Print run for subscribers, kiosk sales, and for special distribution at Swiss Leading Hotels, VIP airport lounges, Swiss Leading Hospitals

