

FLUG REVUE fact sheet



The magazine

FLUG REVUE

FLUG REVUE is Europe's best selling aerospace magazine in the German language. FLUG REVUE focuses on: current news from the industry and politics, the international air transport scene including the regional airline industry and business aviation, space, and military aviation, as well as aerospace technology.

FLUG REVUE intensifies the discussion on all issues concerning air transport, space and military aviation. For this reason, FLUG REVUE is an important forum for public discussions on high-explosive topics, and at the same time of great importance regarding the formation of opinion. As a partner of the aerospace and the airline industry, FLUG REVUE plays a significant role in the acceptance of aerospace and aviation by the public.

FLUG REVUE is targeted at people who are interested in the aerospace industry, but especially to those who work in the aerospace industry.



FLUG REVUE is an invaluable means of opinion forming concerning hot aerospace topics.

The facts

- **Founding year:** 1956
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 www.flugrevue.de

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* Width x Height TA: Type Area TS: Trim Size * For bleed advertisements please add additional 5mm on all sides for trimming. * All rates plus VAT. Other formats and rates on request or under www.mps-vermarktung.de		
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Our readers

	Total Population (70,21 Mio.)	FLUG REVUE Readers (0,38 Mio.)	Index 100 = Total Population	
High-income Men				
Men	49%	90%	185	
Monthly net income € 4.000 and more	15%	17%	113	
Education and Job Qualification				
Workforce top twenty	10%	20%	194	
Workforce top ten	6%	12%	227	
Completed degree	14%	34%	238	
Consumerism				
Ownership luxury Watch (from € 500)	8%	24%	294	
Ownership luxury fountain pen (from € 150)	3%	12%	432	
Ownership exclusive glasses	16%	24%	153	
Spare Time Job: Flying				
MI do it often or sometimes	1%	26%	2703	
Air travel in the last 12 months				
Business trips	3%	14%	503	
Attitude towards technics				
I want to know how things work	35%	67%	193	
Features of most frequently used car				
More than 150 HP	5%	15%	338	
Personal kilometres p.a.				
More than 20.000	9%	19%	212	
Purchase intention of a car (next 1-2 years)				
New car	4%	7%	190	

All Statements/ bars on the right side of the axis are pronounced above averaged in FLUG REVUE's readership – compared to the total population. Source: AWA 2012, frequency based on 6