

Key Facts 2022

Cicero is Germany's biggest opinion-leading, political magazine with clear values and impartiality. Cicero takes a standing, but stimulates debate within society, with the aim of questioning and discussing opinions. It believes in challenging views by a solid intelligent other opinion.

"Whoever appreciates this and is open for discussion and who likes to be surprised, is right at Cicero."

Alexander Marguier
Editor in chief

EDITORIAL CONTENT

In terms of visuals and content, Cicero is the most appealing, sensual and stimulating way of engaging with politics and political culture. It is the magazine for political culture and for political common sense. In four big editorial sections Cicero takes in depth look at political subjects, far from the everyday, fast paced news-journalism.

- *Berliner Republik* - A meeting place for German politics
- *Weltbühne* - International relationships and events and their importance for foreign politics
- *Kapital* - Business experts discuss various aspects of economy
- *Salon* - A kaleidoscope of cultural life addressing art, literature, film, theatre and opera

Berliner Republik



Weltbühne



Kapital



Salon



Frequency monthly
Copy-Price 11,80 €

Rates 2021
1/1 page 19.800 €
1/2 page 11.800 €
1/3 page 8.100 €
2/1 double page 39.000 €

Premium positions
Opening spread 46.800 €
Outer back cover 25.500 €
Inner front cover 24.000 €

Reach & Circulation
AWA 2021 506.000 readers
IVW III / 2021 43.814 copies
30.025 subscription
36.865 sub. + copies sold

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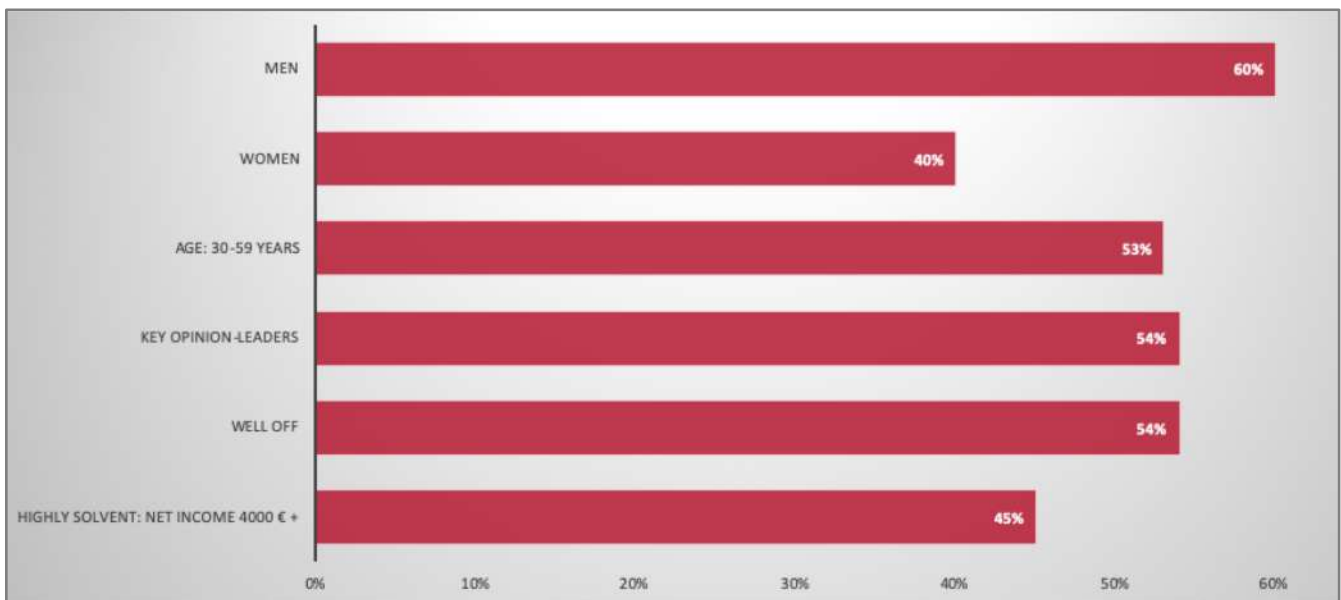
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READERSHIP

Cicero is first-class reading and a must - read for a sophisticated readership of decision makers that appreciate the in-depth analysis. An informed, intelligent audience, that is open for discourse but has their own opinion and appreciates taking an active role in the political shaping of our future.

Cicero readers are between 30 and 59, highly educated and wealthy. They are opinion leaders who enjoy high quality and luxurious items. They are exquisite, cultivated consumers.



Source: AWA 2021

2022 Issues

Issue	On sale date	Ad Closing	Copy material (deadline)	Ad Special (deadline)
01/22	23.12.21	25.11.21	30.11.21	04.12.21
02/22	27.01.22	05.01.22	11.01.22	15.01.22
03/22	24.02.22	03.02.22	08.02.22	12.02.22
04/22	28.03.22	03.03.22	09.03.22	12.03.22
05/22	25.04.22	07.04.22	12.04.22	16.04.22
06/22	25.05.22	05.05.22	10.05.22	12.05.22
07/22	30.06.22	09.06.22	14.06.22	11.06.22
08/22	28.07.22	07.07.22	12.07.22	16.07.22
09/22	25.08.22	04.08.22	09.08.22	13.08.22
10/22	29.09.22	08.09.22	13.09.22	17.09.22
11/22	27.10.22	06.10.22	11.10.22	15.10.22
12/22	24.11.22	03.11.22	0.11.22	12.11.22
01/23	22.12.22	01.12.22	06.12.22	10.12.22