

Presse / 2001 / The New Year is Fun: "TV total - the Magazine" is released!

The editor of the new weekly magazine is cult moderator Stefan Raab

###bild5### Since January, a completely new segment has opened up amongst the audience magazines: "Total TV - the Magazine" is on the market. A new weekly magazine which is orientated directly to the feeling of life and language of the core target group of the 14 - 29-year olds with a mixture of comedy, entertainment and a magazine service part. Apart from this, "TV total - Das Magazin" offers a complete TV programme section in which Stefan Raab regularly gives TV tips.

"TV total - Das Magazin" is printed by TV total Print Verlags (publishing company) GmbH, a 100% Raab TV subsidiary. Sven Dams is the responsible managing director. The editorial division is in the hands of the editor-in-chief, Michael Hopp. Since December 2000, the Kampnagel factory in Hamburg has been the main headquarter of the makers of the publication.

250,000 - 300,000 is the medium-term targeted number of sold copies of the magazine with "Raab" lifestyle colouring. A co-operation with the Axel Springer Publishing Company has been agreed upon for distribution, advertising marketing, print and services. The advertising manager on the part of Springer is André Pollmann. The price for one page of advertising amounts to 9000 Euro.

"TV total - the Magazine" is available every Thursday and costs DM 2.50.