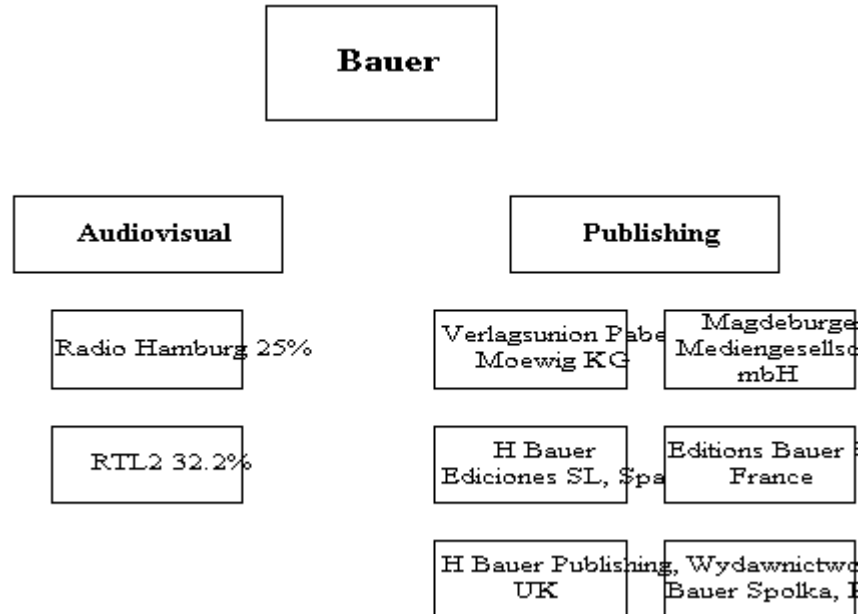


# The Media Map Datafile

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[Back to main contents page](#)

## Bauer



[Background](#) | [Company structure](#) | [Corporate affairs](#) | [European media activities](#) | [Financial highlights](#) | [Selected media interests](#) | [Ownership](#) | [Addresses and contacts](#)

### Background

Based in Hamburg in Germany, Bauer is one of Europe's largest consumer magazine publishers. At the end of 1999 the company produced 82 titles worldwide (down from 88 in 1998), the most successful area being its domestic market where it has 31 titles on the news stands, including some of the country's top-selling women's and family magazines such as Neue Post, Tina and Das Neue Blatt. The group is best known, however, for its German TV listings guides, which boast some of the largest magazine circulation figures in Europe. The most popular of these are TV Movie, Auf einen Blick and TV Hören und Sehen which together account for over half the TV listings market. Bauer also publishes a number of general interest, automobile, house and home and culinary magazines in Germany, as well as several titles for teenagers.

Outside Germany, the group's most successful market in terms of circulations is the UK where it publishes five popular magazines including That's Life!, TV Quick, Take a Break and Bella. It publishes seven titles in Spain, four in France and one in Portugal. Bauer has a strong presence in central and eastern Europe where its biggest market is Poland (12 titles), the Czech and Slovak Republics (ten), Hungary (four) and Romania (two). Bauer also publishes six magazines in the US.

Besides its publishing interests Bauer holds 25% of Radio Hamburg and a 32.2% stake in RTL2, the sister channel of German commercial TV broadcaster RTL.

## **Company structure**

Bauer divides its operations as follows:

- Domestic publishing - Verlagsunion Erich Pabel - Arthur Moewig KG; Magdeburger Mediengesellschaft mbH & Co KG
- Foreign publishing - H. Bauer Ediciones SL, Spain; Editions Bauer SNC, France; H. Bauer Publishing, UK; Heinrich Bauer Publishing, USA; Casa de Editura HBV Romania SCS; Europress KG, Czech and Slovak Republics; Wydawnictwo H Bauer Spolka, Poland
- Electronic media - RTL2; Radio Hamburg; Me, Myself & Eye Film-und Produktionsgesellschaft mbH.

## **Corporate affairs**

Bauer reported a flat set of financial figures in 1998 as a result of falling circulations in the German printed press market. Over the year revenue from its core publishing activities fell by 0.6% to DEM2.96 billion while income from printing and 'other' activities rose by 38% and 26.5% to DEM29 million and DEM43 million respectively. These gains helped Bauer record a 0.06% rise in overall turnover to DEM3.02 billion.

## **European media activities**

Over the past couple of years the German printed press market has been in decline, with circulations falling at virtually every major newspaper and magazine. This has impacted considerably on Bauer which has 31 magazine titles in its domestic portfolio: between the start of June 1998 and the end of September 1999 all but a couple of these witnessed a decline in sales.

Bauer's best-selling German magazine is the fortnightly television listings guide TV Movie. However, having recorded a slight rise in circulation in the first half of 1998 TV Movie suffered worst than most in the fifteen months to the end of September 1999 its circulation falling from 2.783 million to 2.436 million (IVW, III/99). Bauer's other TV listings titles suffered a similar fate; during the same period its two principal weekly TV guides Auf Einen Blick and TV Hören und Sehen saw circulations fall from 2.19 million and 1.72 million to 2.03 million and 1.59 million respectively. Bauer publishes four other TV guides; TV Klar witnessed a decline of more than 350,000 to 975,000 while sales of Fernsehwoche fell from 1.23 million in June 1998 to 1.077 million at the end of September 1999. TV Pur and TV14 were launched in December 1998 and February 1999 respectively and have yet to record official audited circulations

Bauer has a strong hand in Germany's women's magazine market where it has seven titles on the news stands. The most popular of these is Neue Post, which had a weekly circulation of 1.37 million in September 1999 - the same as in June 1998 - making it the second best-selling magazine of its kind in the country. Bauer is also responsible for Tina (1.13 million) and Das Neue Blatt (1.03 million); the latter managed to retain its June 1998 circulation but Tina witnessed a decline of more than 70,000. Other women's magazines on offer from Bauer include Bella, Laura, and Maxi which had circulations of 470,000, 590,000 and 297,000 respectively at the end of September 1999.

Bauer experienced mixed fortunes in the youth magazine market in the fifteen months to 30 September 1999. Its flagship title in the sector is Bravo, a weekly magazine aimed at German teenagers, which saw sales fall almost a third from 1.26 million to 881,000. In January 1997 Bauer launched a number of offshoots of Bravo and two of these managed to buck the general trend;

computer games magazine Bravo ScreenFun increased its circulation from 209,000 to 253,000 while Bravo Girl increased its sales figure by 12,000 to 648,500. The other Bravo spin-off Bravo Sport lost more than 88,000 from its mid-1998 circulation of 359,500.

The most popular of Bauer's five UK titles is the general interest weekly magazine Take a Break, which according to the UK circulation audit body ABC had a circulation of 1.247 million in the first half of 1999, down from 1.31 million at the end of 1997. Also in the UK Bauer publishes the weekly general interest title That's Life (518,000), women's weekly Bella (579,000) and TV Quick (725,000). In Spain Bauer publishes seven titles the two most popular of which are the teenage magazine Bravo and the general interest title Nuevo Plus. In the French magazine market Bauer has four titles, three aimed at a female audience - Bravo Girl, Les Jeux de Maxi and Maxi - and one cookery magazine, Maxi Cuisine. Maxi is the most popular of the group with a weekly circulation of 688,000 at the start of 1999.

Outside the print market Bauer's only significant shareholding is the 32.2% stake it has in the German commercial TV station RTL2. Between August and October 1999 RTL2 had an audience share of 4.5%, up from 3.8% in the first half of 1998.

### Financial highlights

DM million	1998	1997	1996
<b>Turnover</b>			
Publishing	2,957	2,975	2,873
Printing	29	21	21
Other	43	34	33
Corrections	(11)	(14)	(14)
Total turnover	3,018	3,016	2,913
Employees	5,634	5,655	5,970

### Selected media interests

RTL2 32.20%

Radio Hamburg 25.00%

### Ownership

Privately owned by Heinz Bauer and family.

### Addresses and contacts

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Heinz H. Bauer, Chairman

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Martina John, Public Relations

Last updated: December 1999

[Back to main contents page](#)

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