



Die Sinus-Milieus in der Zeitschrift Cosmopolitan (German Edition)

Nicole Hennemann

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"Stark. Smart. Sexy." So beschreibt die Lifestyle-Zeitschrift Cosmopolitan ihr redaktionelles Konzept. Doch welche Zielgruppen verbergen sich hinter dieser ausdrucksstarken Alliteration? Bei der Recherche erhielt die Autorin von der Redaktion Cosmopolitan zunächst rein soziodemografische Auswertungen: die Zeitschrift spricht eine höher gebildete, einkommensstarke und beruflich hoch qualifizierte, vor allem weibliche Zielgruppe im Alter von 20 bis 40 Jahren an. Doch wie sollen Redakteure ihre Artikel schreiben, wenn sie sich lediglich an soziodemografischen Faktoren orientieren? Reichen diese Daten für eine gezielte Ansprache tatsächlich aus? Können die Redakteure damit die Interessen ihrer Leser ermitteln? Mit folgender Frage werden sie zwangsläufig konfrontiert: Vertreten alle 20- bis 40-jährigen Frauen, deren Bildung, Berufsprestige und Einkommen überdurchschnittlich hoch sind, die gleichen Einstellungen, Werte und letztendlich Leseinteressen? Eine Universitätsprofessorin rezipiert wohl kaum dieselben Zeitschriften wie eine Mode-Designerin oder eine Boulevard-Redakteurin. Die Forschungsfrage dieses Buches lautet: Welche Zielgruppen spricht die Lifestyle-Zeitschrift Cosmopolitan an?

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