

## Society & Culture

# Migros Media

Migros is one of the largest media companies in Switzerland. It has promoted the publication and discussion of socially relevant issues since the 1930s.

In 2017, **Migros-Magazin** (German) had a circulation of 1'554'258 copies and reached 2'373'000 readers; Migros Magazine (French) had a circulation of 503'577 copies and 663'000 readers. The Migros magazine websites were each visited about 546'000 times per month.

**1'554'258**

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is the circulation of the German language Migros-Magazin.

The food magazine Migusto (German, French, Italian) was first published in 2017 and has a circulation of 242'280 copies. The well-being and sustainability magazine Vivai (German, French, Italian) reached 1'020'000 readers and had a circulation of 248'067 copies.

Migros Media also develops and implements **custom solutions** for Migros Group companies in the areas of content marketing, corporate storytelling, communication and corporate design.

Independently of Migros Media, Migros Ticino publishes the weekly newspaper **Azione** in Italian. With 112'000 readers and a circulation of 101'766, Azione was Ticino's second most widely read weekly magazine in the reporting year.

Sources: WEMF, Circulation Bulletin 2017; MACH Basic 2017-2; Vivai Market  
Research Publicom July 2017; NET-Metrix Audit (monthly Ø Oct. 2016 to Sep. 2017)