

## Society & Culture

# Migros Media

Migros has been promoting the publication and discussion of socially relevant issues since the 1930s. And it has done so successfully: The Migros magazines were again among those with the greatest reach in Switzerland in 2020.

The **Communications & Media** division is responsible for ensuring transparent dialogue with employees, Cooperative members and the public. It publishes the Migros magazines and Migusto, and manages activities on platforms such as Facebook, Twitter and iMpuls.

**The Migros magazines and Azione were read by more than 3 million people in 2020.**

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In 2020, **Migros-Magazin** (German) had a certified circulation of 1'556'071 and reached 2'245'000 readers; Migros Magazine (French) had a circulation of 507'312 and 656'000 readers.

In 2020, the culinary magazine **Migusto** (German/French/Italian) had a certified circulation of 333,525 and 1'003'000 readers. The **Migusto website** recorded 1.75 million visits per month.

Migros actively communicates with its community on 22 **social media channels**. In the reporting year, it had more than 409'000 fans on Facebook, over 122'000 followers on Twitter and more than 133'000 followers on Instagram. About 21'000 comments per month reached the Community team via Facebook, Twitter and Instagram.

Migros Ticino also publishes the **weekly newspaper Azione** in Italian – with a circulation of 101'262 and 127'000 readers in 2020.

Sources: WEMF, Circulation Bulletin 2020; MACH Basic 2020-2; NET-Metrix Audit Jan-Dec 2020; internal figures (Khoros Analytics and Datastudio).