

## CAWI-print 2025: 'The envelope' reaches 44.9 percent reach

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3.3 million readers per issue - a strong indicator for print advertising

Reach that works! The current CAWI print reach study by GfK Austria and TMC (The Media Consultants) once again confirms the success of the Austrian Post advertising medium "Das Kuvert." With a reach of 44.9 percent, it continues to be one of the strongest and most popular print advertising media in Austria. Particularly encouraging: awareness among young Viennese people aged 20 to 29 has increased significantly.

"Das Kuvert" is more than an advertising medium—it is an independent advertising medium of Austrian Post, reaching Austrian households twice a week together with high-reach flyers. It combines current offers and exclusive discounts with editorial content such as competitions, recipes, puzzles, and practical everyday tips. This blend of information and entertainment makes "Das Kuvert" a valued companion that helps consumers save money.

**RISING AWARENESS – TO 89.7 PERCENT (2024: 88.3 PERCENT)**

With a reach of 44.9 percent per issue, "Das Kuvert" reaches around 3.3 million readers across Austria – an impressive figure, which

is further underlined by a rising awareness level of 89.7 percent (2024: 88.3 percent). The medium is particularly popular with women, with the figure in this target group rising to 47 percent (2024: 46.2 percent). "Das Kuvert" also gained ground among its broadest readership (WLK)[1], currently reaching 66.8 percent or 4.88 million people – an increase of 200,000 compared to the previous year.

The reach among heads of households is now 49.5 percent (2024: 48.2 percent), while in Vienna a slight increase to 39.8 percent was recorded. The development is particularly dynamic among the young target group of 20- to 29-year-olds in Vienna: Here, awareness rose significantly to 34.5 percent (2024: 31 percent).

**ADVERTISING THAT REACHES – DIRECTLY INTO CONSUMER LIFE.**

"Das Kuvert" brings advertising where it works: directly into consumers' hands at home – where purchasing decisions are made," explains Walter Oblin, CEO of Österreichische Post AG. "Eye-catching cover placements, high-quality tip-on cards, and advertisements full of attractive offers help

readers save money and make smart purchasing decisions. 'Das Kuvert' offers companies a modern platform to place their messages visibly and sustainably. Readers' trust demonstrates once again this year: advertising in 'Kuvert' works."

#### ABOUT CAWI-PRINT

CAWI-Print is a reach measurement tool for specific magazines, journals, and print products, conducted annually since 2006. For the current study, 250 people aged 14-79 were surveyed using computer-assisted online interviews during the survey period from April 20 to June 17, 2025.

Source: [Austrian Post](#)