



Analyse des "For Him Magazine" (German Edition)

Alexander Danylec

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Studienarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Printmedien, Presse, Note: 2,3, Georg-August-Universität Göttingen, Veranstaltung: Seminar: Männerzeitschriften, 4 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Es haben sich mit dem Playboy, Penthouse, Men`s Health, Maxim, Matador, Gentlemen`s Quarterly und das For Him Magazine (FHM), sieben Männermagazine in Deutschland etabliert.

FHM hat sich in innerhalb von 6 Jahren zu einer konkurrenzfähig Zeitschrift entwickelt. FHM ist der jüngste Titel unter den Männer-Lifestyle-Magazinen: 68% der männlichen FHM-Leser sind zwischen 18 und 34 Jahren – im besten Konsumalter. FHM ist das auflagenstärkste Männermagazin Europas. Es erscheint im deutschsprachigen Raum monatlich in einer Auflage von etwa 200.000 verkauften Exemplaren und ist somit die Nummer zwei am ‚Kiosk‘. Darüber hinaus gibt es noch Ausgaben in 29 weiteren Ländern, darunter USA, UK, Spanien, Frankreich, Russland, China, Thailand, Südafrika, Australien u.v.a. „Männer sind so“, das ist der Untertitel der jede FHM – Ausgabe zielt. Aber wie sind denn Männer so? Diese Frage und die Frage, welches Männerbild die FHM vorgibt, werde ich anhand der beiden FHM – Ausgaben vom Juli und Oktober versuchen aufzuzeigen. Vorab werde ich einen groben Überblick über die Entstehung und Entwicklung der FHM International und National geben. Es folgen Media-Daten der FHM und Informationen über den Verlag Egmont Holding.

Danach wird ein Profil der Leser erstellt, bevor dann konkret auf die Analyse und Auswertung der beiden ‚FHM‘ Ausgaben von Juli und Oktober eingegangen wird. Die Analyse wird hauptsächlich im redaktionellen Teil und im Werbeteil der beiden Ausgaben durchgeführt. Die Analyse Ergebnisse werden am Ende zu einem Fazit zusammengefasst und erläutert.

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