



Global Developments

1935 - 1964

THE EVOLUTION OF BAUER MEDIA GROUP.

A time scarred by global conflict – but out of this dark period comes a more hopeful one. A brighter future awaits...



Martian Invasion: 1938

American filmmaker Orson Welles famously broadcasts the radio drama “The War of the Worlds” about a Martian invasion of Earth. The show causes panic among listeners who believe the invasion is real, highlighting the power of radio.

Press Pass: 1949

Bauer Media receives its new press license.



New Name: 1954

The individual enterprise “Heinrich Bauer” is renamed “Heinrich Bauer Verlag”.

Extended Portfolio: 1958

Various new publications, including fashion and women’s magazines, lay the foundation for the development and expansion into one of the largest magazine publishers.

Colourful Times: 1953

Three years after black and white TV goes mainstream, the first commercial broadcast of a colour image on a television screen goes live on December 17.



FM vs. AM: 1960s

The rise of Frequency Modulation (FM) radio revolutionises the industry by offering superior sound quality over AM broadcasts. This shift in technology enables radio stations to offer more dynamic broadcasts, particularly with music.

Bestseller: 1961

Bauer Media acquires “Neue Post” – a woman’s magazine aimed at an older demographic. It is one of Germany’s best-selling magazines.



Switched On: 1962

Bauer Media publishes the TV guide “TV Hören und Sehen”. The magazine’s popularity highlights the rising importance of TV in everyday lives.

4th Generation: 1963

Heinz Bauer, only 23 years old, has a busy first year at the helm of the family business: the company takes over the Vienna-based “J. Lachner Verlag”, acquires “Neue Illustrierte” and founds the “Äquator Verlag”.



1875 - 1904

1905 - 1934

1935 - 1964

1965 - 1994

1995 - 2024

2025+