



PETRA knows what's coming next!



PETRA stands for trends from the areas fashion, beauty and lifestyle in all their facets and offers entertainment with attitude – always in the "Here and Now".

PETRA has a distinct position on women's topics and for over a half century has set the tone in matters of fashion, beauty and trends. **PETRA** looks to the world, but has its roots in Germany. This combination makes **PETRA** absolutely unique.

PETRA is casual, in full control and oozing with humour – for over-thirties women who are confident in life.

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- **PETRA** has trends and fashion in its genes.
- **PETRA** thrills women with its zest for life – always entertaining.
- **PETRA** has enjoyed high brand awareness and a readership that places trust in it.