



## PETRA KNOWS WHAT'S COMING

PETRA is one of Germany's most widely read women's magazines.

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 inspires with brilliant fashion and beauty spreads and everything else that makes life wonderful.

PETRA shows character with "zeitgeist topics" everybody's speaking about.

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

[www.petra.de](http://www.petra.de)

Frequency	monthly
Paid circulation	113,431 (IVW II/2018)
Ad rate full page 4c	€ 26,500
Copy price	€ 2.90

### READERSHIP

Intelligent, urban, in employment and affluent women from 30 years.

According to ma 2018 II PETRA reaches 1.22 million female readers in Germany.

	% breakdown	Index
<b>Total, women</b>	100	100
<b>Age</b>		
14–19 years	2	34
20–29 years	11	80
30–39 years	14	104
40–49 years	19	124
5 – 59 years	21	117
60 years and older	33	99
<b>Education</b>		
Elementary school	42	109
Secondary school	35	108
High school graduation, college, university	23	80
<b>Occupation</b>		
Apprenticeship	5	44
Employed	60	115
Not (any more) employed	36	95
<b>Net household income (in EURO)</b>		
Up to 1,500	14	72
1,500 – 2,500	32	115
2,500 – 3,500	20	99
3,500 and more	34	105

Source: ma 2018 II

### ADVERTISING RATES 2019

Format	4c / EURO
Full page	26,500.-
Full page IFC/OBC	30,600.-
Half page	18,100.-
1/3 page	14,500.-
Double page	53,000.-
Double page IFC + page 3	57,200.-

### DISCOUNTS

#### Turnover scale (gross)

from 79,500 € – 5 %	from 212,000 € – 10 %
from 106,000 € – 6 %	from 238,500 € – 12 %
from 132,500 € – 7 %	from 265,000 € – 14 %
from 159,000 € – 8 %	from 291,500 € – 16 %
from 185,500 € – 9 %	from 318,000 € – 18 %

### CIRCULATION

Circulation, IVW-audited, 2 <sup>th</sup> quarter 2018	
Print run	203,781 copies
Paid circulation	113,431 copies
Distributed circulation	118,193copies
Subscribers	18,418 copies

## SCHEDULE 2019

Issue	Publication date	Booking deadline	Copy deadline
03/2019	07.02.2019	14.12.2018	02.01.2019
04/2019	07.03.2019	30.01.2019	30.01.2019
05/2019	04.04.2019	19.02.2019	27.02.2019
06/2019	09.05.2019	20.03.2019	28.03.2019
07/2019	06.06.2019	17.04.2019	26.04.2019
08-09/2019	04.07.2019	17.05.2019	24.05.2019
10/2019	05.09.2019	23.07.2019	30.07.2019
11/2019	10.10.2019	27.08.2019	03.09.2019
12/2019	07.11.2019	19.09.2019	27.09.2019
01-02/2020	05.12.2019	18.10.2019	25.10.2019

## TECHNICAL DATA

Magazine format: 203 x 274 mm + 4 mm trim-reserve  
Type area: 170 x 222 mm

Printing process: Gravure, Cover: Offset  
Artwork: Please deliver a print-PDF with 300 dpi resolution.  
Color-management: CMYK

### Delivery of advertisement:

The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: [www.duon-portal.de](http://www.duon-portal.de)  
Support is available via e-mail: [support@duon-portal.de](mailto:support@duon-portal.de) or directly by phone: +49/ 40 / 37 41 17-50.

Kindly note our general terms and conditions of business for advertisements: <http://www.bm-brandmedia.de/agb/>



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