



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

Frequency monthly
 Paid circulation 117,307 (IVW IV/2017)
 Ad rate full page 4c € 26,300
 Copy price € 2.90

READERSHIP

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

According to ma 2018 | PETRA reaches 1.21 million female readers in Germany.

% breakdown | Index

Total, women 100 | 100

Age

14–19 years 3 | 41
 20–29 years 9 | 65
 30–39 years 13 | 97
 40–49 years 22 | 139
 50 years and older 22 | 125

Education

Elementary school 40 | 99
 Secondary school 38 | 118
 High school graduation, college, university 23 | 81

Occupation

Apprenticeship 5 | 46
 Employed 57 | 122
 Not (any more) employed 38 | 99

Net household income (in EURO)

Up to 1,500 18 | 82
 1,500 – 2,500 28 | 102
 2,500 – 3,500 23 | 107
 3,500 and more 32 | 106

Source: ma 2018 |

ADVERTISING RATES 2018

Format	4c / EURO
Full page	26,300.-
Full page IFC/OBC	30,400.-
Half page	18,000.-
1/3 page	14,400.-
Double page	52,600.-
Double page IFC + page 3	56,800.-

DISCOUNTS

Turnover scale (gross)

from 78,900 € – 5 %	from 210,400 € – 10 %
from 105,200 € – 6 %	from 236,700 € – 12 %
from 131,500 € – 7 %	from 263,000 € – 14 %
from 157,800 € – 8 %	from 289,300 € – 16 %
from 184,100 € – 9 %	from 315,600 € – 18 %

CIRCULATION

Circulation, IVW-audited, 4 th quarter 2017	
Print run	226,010 copies
Paid circulation	117,307 copies
Distributed circulation	122,433 copies
Subscribers	22,825 copies

SCHEDULE 2018

Issue	Publication date	Booking deadline	Copy deadline
03/2018	08.02.2018	15.12.2017	04.01.2017
04/2018	08.03.2018	24.01.2018	31.01.2018
05/2018	05.04.2018	16.02.2018	26.02.2018
06/2018	03.05.2018	16.03.2018	23.03.2018
07/2018	07.06.2018	18.04.2018	25.04.2018
08-09/2018	05.07.2018	22.05.2018	29.05.2018
10/2018	06.09.2018	24.07.2018	31.07.2018
11/2018	04.10.2018	21.08.2018	28.08.2018
12/2018	08.11.2018	20.09.2018	28.09.2018
01-02/2018	06.12.2018	22.10.2018	29.10.2018

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
Support is available via e-mail: 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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