

Women's Health FACT SHEET



The Magazine

Women's Health is the new lifestyle magazine for women - always relevant, not superficial. **Women's Health** speaks to readers honestly and clearly, and deals with their lives rather than those of stars and starlets. The magazine is full of positive ideas, information and inspiration for women who simply want to achieve more – not just for the sake of their career or status symbols, but in order to make the best of themselves.

Women's Health takes women seriously but is still fun to read, because **Women's Health** is lively, authentic and confident. The unique mixture of clever, service-oriented tips and quality lifestyle has already captivated more than eight million women in 22 countries. In 2011 this new women's lifestyle magazine was also highly successfully launched in Germany - and now it appears 10 times a year.

Facts

- **Publication frequency:** 10x in 2017
- **Cover price:** € 3,20
- **Readers per issue:** 0,56 m (AWA 2016)
- **Paid circulation:** 125.789 (IVW IV/16)
- **Publisher:**
Rodale Motor Presse GmbH & Co. KG
- **PZN:** 500 165

Advertising Rates 2017

Formats	Size	Rates
	1/1 page TA: 189 x 255mm TS: 215 x 280mm	€ 21,400
	2/1 pages TA: 406 x 255mm TS: 430 x 280mm	€ 42,800
No tax included. Other rates on application or on www.mps-anzeigen.de		



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Effective: 24. Januar 2017



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Context



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Concept & Target Group

Our target group is composed of self-confident, action-oriented women 25 years old or older, who want to feel sexy and healthy. They want to make more out of themselves and to devote more time and pay greater attention to themselves. However, like most women, they don't have much time.

In **Women's Health**, they find information and ideas on health, fitness, nutrition, beauty, fashion, relationships, sex and finances. The special thing about **Women's Health** is that all tips and stories are true to life, customized, and easy to use. Readers of **Women's Health** value the way they are addressed, as equals and partners - with humour and without disapproval.

 www.womenshealth.de

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Readers

	Total population (69,56 Mio.)	Women's-Health Readers (0,56 Mio.)	Index 100 = total population	
Young, high-income and well-educated women				
Women	51%	96%	187	<div></div>
20 to 39 years	28%	52%	189	<div></div>
Household net income 3,500 € and above	29%	41%	144	<div></div>
University degree	28%	41%	150	<div></div>
Typologies				
DINKS – Double income no kids	11%	13%	115	<div></div>
Luxury-orientated consumers	10%	20%	198	<div></div>
Buyer typology				
I like to buy products with a modern design (design-oriented)	16%	35%	224	<div></div>
I like to buy online	28%	43%	152	<div></div>
I prefer fashionable accessories	19%	47%	243	<div></div>
Trendsetter	11%	20%	189	<div></div>
I'm fascinated by luxury brands and if possible buy these kind of products	11%	24%	211	<div></div>
There are products, I'm willing to pay a lot for if they are the best of the best	17%	25%	149	<div></div>
High willingness to spend on				
Cosmetics	17%	50%	302	<div></div>
Clothes	48%	75%	155	<div></div>
Sport	21%	39%	185	<div></div>
Mobile/Smartphone	25%	34%	135	<div></div>
Health/Wellness	35%	56%	160	<div></div>
Good food	54%	63%	117	<div></div>
Travelling	51%	75%	146	<div></div>

All statements/characteristics are present to a greater degree among the readers of Women's Health than on average in the general population. Source: AWA 2016 (Total population 14+ years)

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