



DONNA - THE SUCCESSFUL MAGAZINE FOR MATURE WOMEN

WHY DONNA?

- ✓ Wants to be a friend for the target group over 40 ages and to fulfil the special needs of these women.
- ✓ DONNA readers live in the midst of life: they are exactly of the right age (ø 45,1 years old), 67,8% are employed, 46,4% have a net household income of € 3,000 +. (source: ma 2017 I women)
- ✓ An extremely high-class produced magazine and it contains all the sections that you would expect from a quality women's magazine.

“DONNA is clever and honest, sophisticated and lively. With style and thoughtfulness, heart and sense. With reports that go under your skin, fashion that thrills, beauty that inspires and with exclusive interviews and exciting information. DONNA tells a story of departure and arrival, of adventure and inspiration.“ Katja Hertin, Editor-in-Chief DONNA.

KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **3.70 €**

Basic rate (Ø, 1/1 page 4c): **21,900 €^{1.)}**

Sold circulation: **92,094^{2.)}**

editor-in-chief: **Sandra Djajadisastra**

Source: ¹⁾ Prices valid from 01.01.2017, ²⁾ IVW II/17

READERS PROFILE

	Mill.	Percent	Index
Total	0.30	100.0	
Sex			
Men	0.00	1.3	3
Women	0.29	98.7	193
Age			
14-19 years	0.02	5.3	77
20-29 years	0.03	9.8	71
30-39 years	0.06	20.8	150
40-49 years	0.09	30.1	179
50-59 years	0.05	15.2	85
60-69 years	0.03	10.8	84
>= 70 years	0.02	8.0	45
Qualification			
Comprehensive school	0.01	2.2	48
Sec. school (without apprenticeship)	0.01	3.2	44
Sec. school (with apprenticeship)	0.04	15.0	51
Secondary modern school	0.10	32.7	110
Grammar school	0.06	18.7	143
University	0.08	28.2	177
Net income			
less than 1,000.00 EUR	0.02	5.9	95
1,000 to 1,250 EUR	0.01	3.2	71
1,250 to 1,500 EUR	0.02	6.3	90
1,500 to 2,000 EUR	0.03	10.8	70
2,000 to 2,500 EUR	0.05	15.6	94
2,500 to 3,000 EUR	0.03	11.7	86
3,000 EUR and more	0.14	46.5	127

Source: ma 2017 I