

# Factsheet 2021

EMOTION is a women’s magazine targeted at powerful, intelligent and sophisticated women who love life and have money to spend. Women who shape their own lives, pursue their goals and who want the very best for their career, their family and their personal fulfilment. **EMOTION readers know they can be anything, but they don’t have to.**

EMOTION readers are urban, well-educated and have a comparatively high income.\*



## BASIC INFORMATION

Copy price	€ 4,90
Frequency	monthly
On sale	Wednesdays
Time spent reading	approx. 3 hours (per issue)
Copies sold	56,598 Ex. (IWV III/20)
Subscribers	7,819 Ex. (IWV III/20)
Reach*	251.000

\*Source: AWA 2020. Base: German speaking population over 14 years old, Women.

## SIZES AND RATES 2021

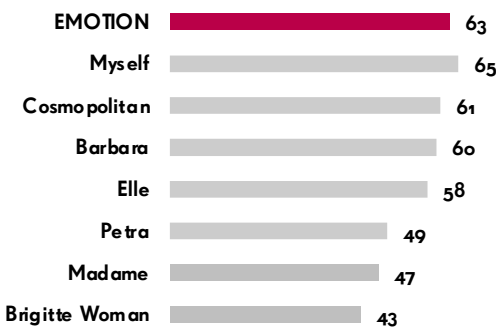
Double page	€ 32,500.-
1/1 page	€ 16,600.-
1/2 page	€ 10,300.-
1/3 page	€ 8,700.-

## PREMIUM POSITIONS

Opening spread	€ 41,500.-
Outside cover	€ 22,000.-
Inside cover	€ 19,800.-

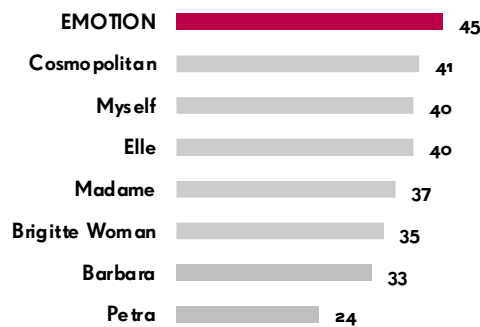
### She is in the prime of her life.

Age: 25 – 54 years in %



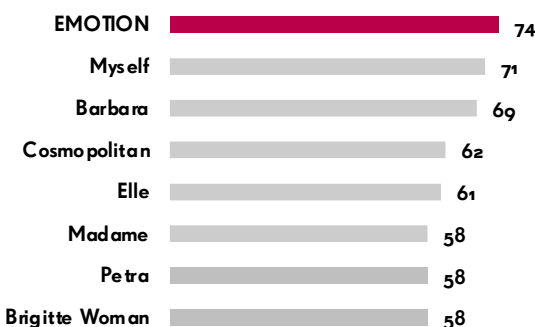
### She is well educated.

Have a university degree or A-levels (%)



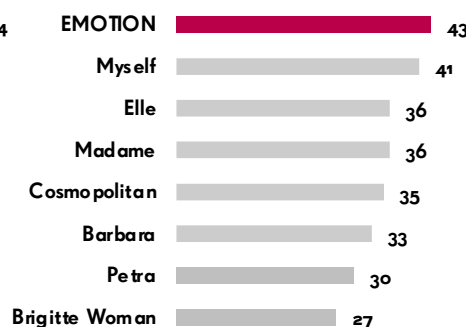
### She is a professional.

Total employment in %



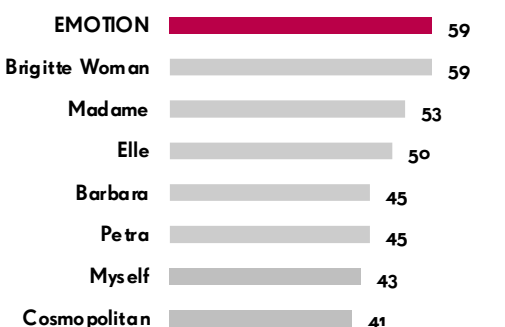
### The job is important to her.

Women who work in their profession in %



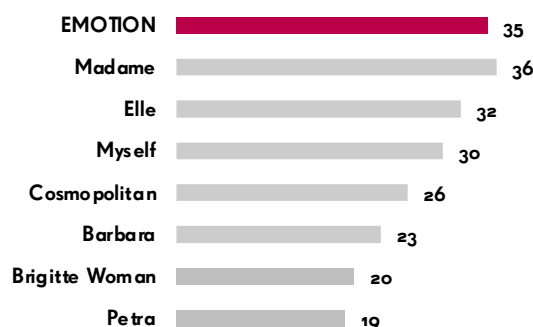
### She consumes sustainably.

Willingness to pay more for sustainable products (%)



### She values luxury.

Willingness to buy luxury brands (%)



# emotion THE WOMEN'S MAGAZINE

Get to know the various EMOTION events. Each event gets advertised on every single EMOTION platform (magazine, website, social media).



## EMOTION.award

Date and place 10.06.2021 in Hamburg

Prize categories

- Woman of the Hour
- Social Values
- Female Leader/ Innovator
- Lifetime Achievement

Attendance approx. 500 guests from society, economy, politics and the entertainment industry



We provide inspiring women with a public platform and thereby lift each other up. These role models serve as a source of inspiration for other women.

Glamorous award ceremony

Sponsoring fee upon request

## EMOTION WOMEN'S DAY

Date and place September 2021

Target group

- Women in Leadership, skilled professionals
- Freelancers, entrepreneurs
- Founders and fellows
- Young professionals and experts from various industries

Attendance 900+ participants



#strongertogether

Career. Networking. New Work. 1-day business event with international keynotes, interactive sessions, masterclasses, networking opportunities and get-togethers

Sponsoring fee upon request

## EMOTION.workshops

Date and place Individually planned for our partners

Target group Interested women from our target audiences

Attendance 15 – 20 people

Intensive brand experience with one of the professional EMOTION coaches.

Fee 16.000 €  
Requirement 3 x 1/1 page advertisement/year

## 2021 Issues

Edition	Publication	Closes	Files
03/21	03.02.2021	04.01.2021	11.01.2021
04/21	03.03.2021	27.01.2021	03.02.2021
05/21	07.04.2021	03.03.2021	10.03.2021
06/21	05.05.2021	31.03.2021	07.04.2021
07/21	02.06.2021	28.04.2021	05.05.2021
08/21	07.07.2021	02.06.2021	09.06.2021
09/21	04.08.2020	30.06.2021	07.07.2021
10/21	01.09.2021	28.07.2021	04.08.2021
11/21	06.10.2021	03.09.2021	10.09.2021
12/21	03.11.2021	29.09.2021	06.10.2021
01/22	01.12.2021	27.10.2021	03.11.2021

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