

EMOTION – Find your own way.

Factsheet 2023

emotion

EMOTION is the women's magazine with substance – combining contemporary topics with hedonism, treating subject matters authentically and emotionally.

EMOTION - inspiring, entertaining and poignant.

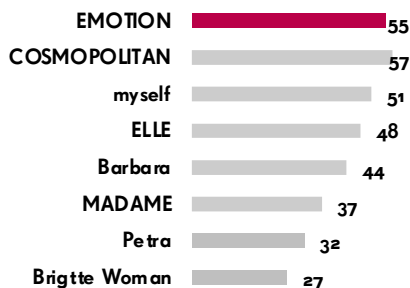
We question developments in modern society, take a stand, help define new roles for women. Our main query: **Who do YOU want to be?** We want to support women and help them live their lives their own way. Not alone, but with a network of other women, all working together with EMOTION for topics they deem important.

Our aim is to strengthen women's position so they not only will attain visibility but together can take influence in politics, economics and society.



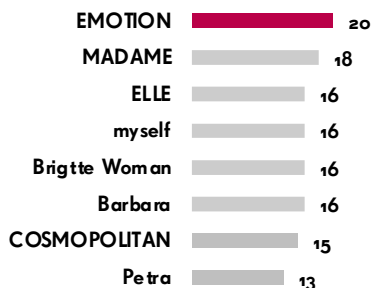
She is in the prime of her life.

Age: 25 – 49 years (in percent)



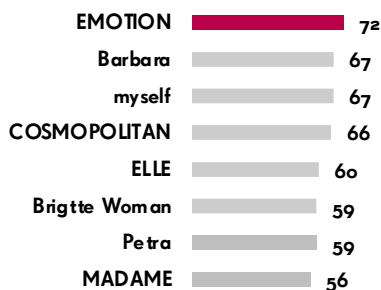
She is in a managing position.

Managing position in her job (in percent)



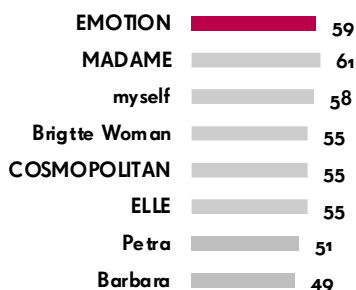
She is fully employed.

Working a job (in percent)



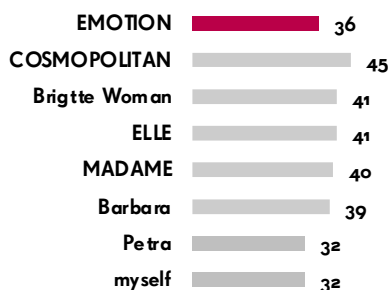
And she is successful.

Women who expect to be successful in their work endeavors (in percent)



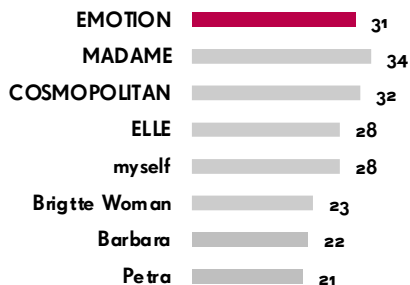
She retains a high income.

Net household income > 4.000 € (in percent)



She appreciates luxury items.

Willingness to buy luxury brands (in percent)



BASICS

Copy price	5,20€
Frequency	monthly
First day on sale	Wednesday
Reading time	appr. 3 hours
Circulation	52.777
Subscribers	7.521
Coverage*	341.000

*Source: AWA 2022.

Base: German speaking population over 14 years, women.

RATES

2/1 pages	34.000 €
1/1 page	17.600 €
1/2 page	10.800 €
1/3 page	9.050 €

PREMIUM PLACEMENT

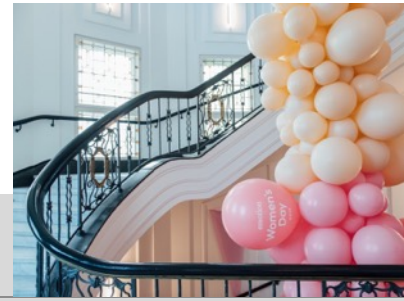
Opening spread	43.000 €
Back cover	25.000 €
Inside front cover	22.000 €

www.emotion.de

emotion

Find your own way.

Get to know the diverse EMOTION.events. Every event will be advertised on all EMOTION channels (print & digital).



EMOTION.award

Every year EMOTION awards strong women for extraordinary achievements. The winners are picked by a jury of prominent personalities.



- Categories
- Woman of the hour
 - Social values
 - Women in leadership
 - Gender balance in media
 - Entrepreneurs
 - Lifetime achievement

Attention giving platform for women who inspire us.

Glamorous award ceremony in a festive setting.

Sponsoring opportunities available on request.

EMOTION WOMEN'S DAYS

Our wonderfully inspiring women's conference with key-notes, masterclasses, panel talks, speed coaching & -mentoring.



- Topics
- New work
 - Digitalization
 - Personal branding
 - Fair pay
 - Female empowerment
 - Diversity
 - Activism

#zusammenweiterkommen
Career. Networking. New work.
A new event which functions as a symbol. Lead in choice of topics and format.

Inspiration – knowledge – experience & networking.

Sponsoring opportunities available on request.

EMOTION.live Workshops

Intensive brand experience with an experienced EMOTION speaker. Content concept, date and venue will be arranged according to agreement with individual customer.

Rate 16.000 €
Pre-requisite 3 x 1/1 ad pages p.a.

CONTACT

Wencke von der Heydt
Executive Sales Director
Phone: +49 40 600 288 741
Mail: wencke.vd.heydt@emotion.de

Publication dates 2023

No.	Publication date	Copy deadline	Deadline printing material
Special Edition	04.01.2023	07.12.2022	14.12.2022
03/23	01.02.2023	22.12.2022	04.01.2023
04/23	01.03.2023	25.01.2023	01.02.2023
05/23	05.04.2023	01.03.2023	08.03.2023
06/23	03.05.2023	29.03.2023	05.04.2023
07/23	07.06.2023	03.05.2023	10.05.2023
08-09/23	05.07.2023	31.05.2023	07.06.2023
10/23	06.09.2023	02.08.2023	09.08.2023
11/23	04.10.2023	30.08.2023	06.09.2023
12/23	01.11.2023	27.09.2023	04.10.2023
01/24	06.12.2023	01.11.2023	08.11.2023

France & Benelux

Marion Badolle-Feick
Phone: +33 1 7271 2524
Mail: marion.badolle-feick@burda.com

Italy

Michaela Jäger
Phone: +39 347 505 10 74
Mail: m.a.m.jaeger@gmail.com