



Editorial concept

DONNA is made for adult women. It is about special desires, dreams, needs, questions and demands that women over 40 have.

A new exciting phase of life begins for women in this age segment in which almost everything is possible and DONNA would like to accompany their readers.

DONNA is experienced, wise, relaxed and full of emotion, optimism and passion.

Readers can expect all the things from DONNA that constitute a good women's magazine: fashion, beauty, lifestyle, interviews, psychology, partnership, health, culture, travel and service.

An interesting magazine mix with a warm, emotional tonality and a generous and refined look.

DONNA inspires women 40 and up who found their true self and now set out optimistically into a new phase of life. A concept that convinces and excites our users.

DONNA – My time is now!

2019 Rates and formats

Format	Rates
1/1	€21,900
1/2	€15,100
1/3	€11,100
Format across gutter	
2/1	€43,800

See Rate Card for additional rates and formats.

Key figures

- Publication day: Wednesday
- Publication frequency: monthly
- Copy price: €3.90
- Paid circulation: 98,756 Expl. (IWW IV/2018)
- Reach according to ma 2019 Pressemedien I:

Total: 0.34 million / 0.5%
Women: 0.31 million / 0.9%

Target group*

	DONNA	Basis
■ Gender		
Women	89	51
Men	11	49
■ Age		
14–19 years	2	7
20–29 years	14	14
30–39 years	13	14
40–49 years	25	16
50–59 years	18	18
60–69 years	19	13
70 years and older	9	17
■ Household net income		
Up to €1,000	7	8
€1,000 up to €1,500	16	11
€1,500 up to €2,000	8	13
€2,000 up to €3,000	19	25
€3,000 and above	49	43

*Composition in %
Source: ma 2019 Pressemedien I, German-speaking population 14 years and older 70.45 million