



## Editorial Concept

### Herzstück – INSPIRATION FOR BODY AND SOUL!

Get away from grey everyday life and its hectic pace – and dive into the world of unexpected wonders and gentle moments of bliss.

**Herzstück**, the new mindstyle magazine, takes its readers on a little journey to pearls of wisdom and discoveries from nature, psychology and spirituality in its best sense, which means not esoteric but true-to-life and down-to earth.

The women's magazine **Herzstück** presents topics in a new way. It conveys closeness to nature and natural things to its readers, inviting them to pause and reflect on values such as mindfulness, love, leisure and time for each other.

**Herzstück** motivates its readers to treat their physical and spiritual health in a more independent and better way, as well as consciously slow down in the face of hectic everyday life. And above all, to playfully discover what true personal happiness in life means.

As a result, each issue is dedicated to a 20-page main topic that guarantees **inspiration for body and soul**.

## Prices 2020

Formats	Prices
1/1	€ 12,500
1/2	€ 8,560
1/3	€ 5,570

See rate card for additional formats.

## Key Figures

- ✓ Publication day: Thursday
- ✓ Frequency of publication: bimonthly
- ✓ Copy price: € 5,50
- ✓ Circulation: IVW III/2019: 60,249 copies
- ✓ Reach (LpA) acc. to AWA 2019:  
Total: 0,4 % / 0,28 million
- ✓ The following combination is available for booking



## Target Group\*

	Herzstück	Basis
– Gender		
Men	10	49
Women	90	51
– Women 20 - 59 years	65	30
– Leading household	79	62
– Higher education	38	35
– Working	69	55
– Average financial margin	€ 479	€ 435
– Upper-Class/Upper Middle-Class	53	41

\*Composition in %  
Source: AWA 2019. Total 70.60 million