



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!

Rates and Formats 2020

Formats	Prices
1/1	€ 22,500
1/2	€ 15,510
1/3	€ 11,400
2/1	€ 45,000

Additional formats on request.

Key Figures

- ✓ Publication day: Wednesday
- ✓ Publication frequency: monthly
- ✓ Copy price: € 3.90
- ✓ Print run IVW IV/2019: 97,279 copies
- ✓ Reach (LpA) acc. to ma 2020 Press I:
Total: 0.4 % / 0.31 million

*Composition in %, Source: ma 2020 Press I, total 70,60 million

Target Group*

	DONNA Basis	
– Gender		
Men	11	49
Women	89	51
– Age		
14 - 19 years	4	7
20 - 29 years	14	14
30 - 39 years	14	15
40 - 49 years	26	15
50 - 59 years	17	19
60 - 69 years	11	14
70+ years	14	17
Ø Household net income	€3,445	€3,069