

Brigitte
woman



The magazine for the woman over 40

- **Courage, humour, experience of life and self-awareness.** These attributes are the inspiration for the topics of BRIGITTE WOMAN.
- **For women who have built their own signature style.** These women have discovered the magic of being a mature woman and are willing to leave the beaten path to satisfy their personal dreams and ambitions. When, if not now?
- **Diversified, tailored editorial concept.** Topics include fashion, cosmetics, modern living, food, finances, travel and politics.
- **Luxury brand awareness and money to spend.** The BRIGITTE WOMAN readers have refined tastes, enjoy exceptional travels, and take time to pursue their own interests.
- **High reader identification and credibility.** BRIGITTE WOMAN readers have high expectations regarding information and service, optical design and editorial variety. Expectations that the editors of BRIGITTE WOMAN fulfill with every monthly issue.

Readership Profile

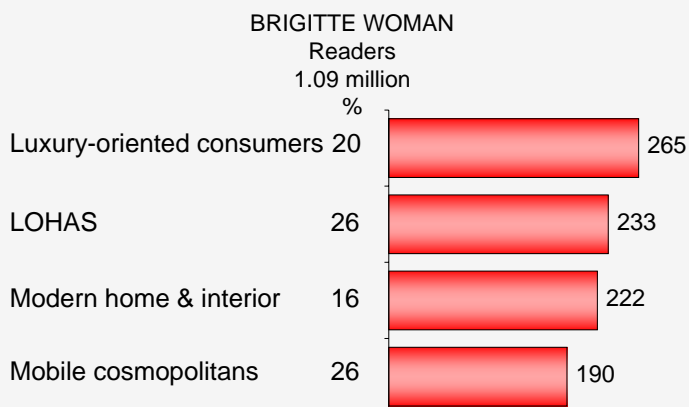
	All Women 33.37 million %	BRIGITTE WOMAN Female Readers 1.05 million %	Index: All Women = 100
Age			
40 - 49	18	26	140
50 - 59	15	29	190
60 – 64	6	9	146
Education			
Intermediate	36	40	111
Higher, university	20	28	142
Socio-Economic Class			
1-2 (top of 7)	19	37	191
Net monthly household income*			
€ 3,500 - 3,000	7	10	134
€ 4,000 +	12	21	178

Source: AWA 2009; Population average €2,519



Active, luxury-oriented consumers.

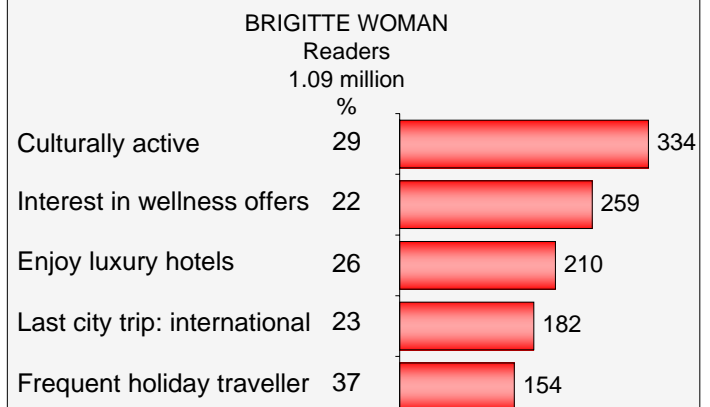
Index: All adults = 100



Source: AWA 2009; LOHAS = Lifestyles of health and sustainability

Cultivated, cosmopolitan tastes.

Index: All adults = 100



Source: AWA 2009

Cover price €3.50
Frequency Monthly
Launch year 2000

Circulation
 Paid 238,985 copies (IVW IV/2009)
 Subscriptions 31,935 copies (13%)

2010 ad rates*
 Full page multi-colour €20,873

Discounts Start at 4% for 2 pages

www.brigitte.de 147,710,488 PIs (IVW 12/09)

Coverage
 Women aged 40+ 4.0% / 0.90 million (AWA 2009)

Cost per 1,000 readers*
 Women aged 40+ €23.18

Technical information
 Trim size 215 mm x 280 mm (8-7/16" x 11")
 Printing process Cover: offset
 Inner pages: rotogravure
 Binding method Perfect bound

*Average annual rate. For complete current ad rates and data, please consult www.gujmedia.com