

# FUN.FEARLESS.FEMALE.

## CONCEPT

COSMOPOLITAN is the personal coach in all areas of life: job & career, beauty & fashion, relationships & sex, culture & lifestyle. COSMOPOLITAN's key to success: empowerment! Our readers are motivated to fulfil their dreams and goals.

## FACTS

- Copy price 4,20 €
- Frequency monthly
- Ad price 1/1 ad page : 43.130 €
- 0,87 M readers
- 141.102 sold copies
- 0,83 M Unique users
- 87.500 Instagram followers

## TARGET GROUP

COSMOPOLITAN readers are sexy, successful, confident and interested in the newest beauty and fashion trends.

- Ø 39 years old
- Ø HHNI 4.381 €
- 84% have a higher education degree

## USPS

- Strongest reach in its segment!
- Great beauty expertise
- COSMOPOLITAN is a business coach
- Ambitious topics about relationships

