

petra 2025

Target group: FITs



FACTS

- 66.991 copies
- 418.000 readers
- Distribution: German speaking countries
- Publication: 6x per year



GOOD REASONS

- Above average household income
- Most read monthly women's magazine

petra represents trends in fashion, beauty and lifestyle in all their facets - always in the here and now. **petra** has clear stance

Format	€-rate 4c	B	H
1/1 page*	29.600,-	203 mm	274 mm
1/2 page*	20.000,-	203 mm	130 mm

* + 4mm bleed on each side

Edition	Date of publication	Order deadline
02/2025	28.01.2025	10.12.2024
03/2025	25.03.2025	04.02.2025
04/2025	26.05.2025	08.04.2025
05/2025	22.07.2025	03.06.2025
06/2025	16.09.2025	29.07.2025
01/2026	25.11.2025	07.10.2025

www.IGL.at

Unser Herz schlägt für den Tourismus.

IGL-Werbendienst Ges.m.b.H., 5021 Salzburg, Österreich, Nußdorferstraße 5a - Telefon +43/662 45 36 15-0, Fax +43/662 45 20 38, office@igl.at

Valid from September 2024 - thus all previous price lists lose their validity. All rates are net, plus VAT and exclusive shipping costs as well as repro, litho or design costs are not included. Price changes and errors excepted. [General terms & conditions](#)