The platform for strong women
EMOTION.DE ... MEDIA DATA

What can you expect?

What EMOTION.DE stands for

Target group & key facts

News and & highlights
EMOTION – the women’s magazine that goes below the surface and that combines topicality and hedonism – with authenticity and emotionality.

The EMOTION digital cosmos is where modern women find inspiration for their personal choices and lifestyle in a wide spectrum of topic areas – ranging from beauty and fashion, self-love and partnership all the way through to career, coaching and new work.

EMOTION’s “greater purpose” is female empowerment – and this has been the case ever since the platform was created 11 years ago! The goal is to promote the status of women so that they are not only more visible in future but also work together to bring their influence to bear in politics, business and society. And to ensure that they don’t have to do this alone but in a network of strong women who are committed to important issues together with EMOTION.
EMOTION.DE ... OUR READERS
Well-educated women with strong opinions

77% of users are women.

68% are between the ages of 20 and 49.

55% have a uni entrance qualification or higher educational diploma.

46% have a net household income of 3,000 € plus.¹

15% are management personnel/executives.²

36% are opinion leaders.³

81% are extremely quality-conscious.⁴

77% regularly engage in sporting activities.⁵

35% are interested in participating in further training programmes.⁶

74% are interested in fashion.⁷

Source: AGOF daily digital facts, average month (January – March 2021), total population 16+ (incl. VuMa characteristics). ¹Net household income: 3,000 € plus | ²Self-employed, or independent professions, or senior/executive civil servants, or management executives | ³I generally lead the way in conversations: applies fully / generally | ⁴I am willing to spend more on quality: applies fully / generally | ⁵Fitness, sporting activities: multiple times a week/month | ⁶Further training/education courses: (very) interested | ⁷Fashion, clothing: (very) interested
EMOTION.DE ... KEY FACTS
Your direct line to our loyal and interested readers

208,000 UNIQUE USERS - digital
540,000 PIs - digital
385,000 VISITS - digital

Usage:
74% mobile
26% online*

Source: agof daily digital facts, average month (January – March 2021), total population 16+ | IVW 2021-03
*Publisher’s figures, Google Analytics
SOMETHING SPECIAL ... THE SECTIONS
Advertising in a targeted environment

Take advantage of one of the EMOTION sections to showcase your advertising message!

The “Life & Work” section pools all the job, career and life topics.

The “Psychology” section tells readers all about personal development, interacting with other people, partnerships and striking a balance between working life and leisure time.

The “Nice & New” section features a diverse range of trends and new offerings with the focus on beauty, travel, fashion and culture.
EMOTION:DE... ALL ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.