

FÜR SIE 2026

Target group: FITs, female decision makers



FACTS

- 137.519 sold copies
- 791.629 readers
- Distribution: German speaking countries
- Publication: all 2 weeks



GOOD REASONS

- Above average household income
- High proportion of women (93%) - vacation decision makers

In an increasingly non-binding, virtual and fast world, the desire for real empathy, more honest communication and authentic contact are increasing.

The travel stories in **FÜR SIE** not only offers desired places but also insider tips for the next wellness vacation.

FÜR SIE shows readers new places for their homeland and gives an ideal overview of what is vacation - related on the respective region.

Format	€-rate 4c	B	H
1/1 page*	38.000,-	215 mm	268 mm
1/2 page*	26.600,-	215 mm	134 mm
1/3 page*	22.300,-	215 mm	91 mm
1/4 page*	20.200,-	215 mm	67 mm

* +4 mm bleed on each side

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Unser Herz schlägt für den Tourismus.

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