

# petra 2026

Target group: FITs



## FACTS

- 59.881 copies
- 680.629 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*	29.890,-	203 mm	274 mm
1/2 page*	20.200,-	203 mm	130 mm

\* + 4mm bleed on each side

Edition	Date of publication	Order deadline
02/2026	27.01.2026	09.12.2025
03/2026	24.03.2026	03.02.2026
04/2026	26.05.2026	07.04.2026
05/2026	21.07.2026	02.06.2026
06/2026	15.09.2026	28.07.2026
01/2027	24.11.2026	06.10.2026

[www.IGL.at](http://www.IGL.at)

Unser Herz schlägt für den Tourismus.

IGL-Werbedienst 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 2025 - 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](#)