

myself 2026

Target group: FITs, female decision makers



FACTS

- 72,688 sold copies
- 242,555 readers
- Distribution: German speaking countries
- Publication: 10x per year



GOOD REASONS

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

myself is aimed at women who make things happen. Women whom we consciously redefine: women who make things happen are those who shape and savour their lives in all its facets - at work, in their private lives, in their personal style. Women who go their own way and remain true to themselves in the process.

myself stands for substance. For high-quality journalism that informs, contextualises, inspires and invites readers to think for themselves. Supported by an editorial team that researches thoroughly, reflects in a differentiated manner and reports respectfully, always presenting content with style and attitude.

Format	€-rate 4c	B	H
1/1 page*	31,900,-	213 mm	277 mm
1/2 page*	19,680,-	213 mm	138 mm
1/3 page*	15,120,-	213 mm	91 mm
1/4 page*	14,140,-	213 mm	70 mm

* +4 mm bleed on each side

Edition	Date of publication	Order deadline	Edition	Date of publication	Order deadline
03/2026	10.02.2026	09.01.2026	09/2026	11.08.2026	10.07.2026
04/2026	10.03.2026	06.02.2026	10/2026	15.09.2026	14.08.2026
05/2026	14.04.2026	11.03.2026	11/2026	13.10.2026	10.09.2026
06/2026	11.05.2026	08.04.2026	12/2026	10.11.2026	08.10.2026
07+08/2026	16.06.2026	12.05.2026	01/2027	15.12.2026	12.11.2026

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Unser Herz schlägt für den Tourismus.