ALLES FÜR DIE FRAU

The competent, service-orientated weekly for family-oriented women

The service weekly offers compact service and advice expertise with quality: lots of tips, up-to-date information and good entertainment. Recipe and food topics are particularly important in a monothematic extra in the centre of the magazine. In addition, the title offers a broad spectrum of current topics that are brought to the point: Fashion & beauty, healthy living, DIY & living.
The typical readers are family-orientated and empathetic women aged between 30 and 59, for whom down-to-earthness and harmony are very important. They are always on the lookout for valuable suggestions that will improve or simplify their everyday life.

Print

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