

At a glance

FLOW offers **inspiration**, **insight** and **positive food for thought**, and stands for conscious living with an awareness of the moment. FLOW is the magazine for **educated, creative and curious women**. It doesn't concern itself with fast-moving trends, but rather with topics that are important to the reader. FLOW impresses through its tactile feeling: costly production and paper-extras make the magazine unique.

Print

Coverage	0.43 mill. (AWA 2025)
Paid Circulation	75,253 (IVW 4/2025)
Frequency	8 x a year
Basic Rate 2026	EUR 20,400
Copypreis	8.50 EUR

