

# 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-oriented 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

Coverage <sup>1</sup>	339,413
Paid Circulation <sup>2</sup>	51,378
Frequency	weekly
Basic Rate 2026	EUR 20,110



<sup>1</sup>ma 2026/1, <sup>2</sup>IVW 1/2026. ALLES FÜR DIE FRAU is published in Germany.