

## The women's monthly magazine on the day-to-day art of living

PRIMA deals with topics such as decoration, cooking, psycho, fashion, beauty and entertainment. Every month, PRIMA is full of ideas to enrich women's lives, advices to make life easier, and testimonies that make readers feel like they're taking action.

The readers are 35-49 years old, work and have an AB budget. They live in urban areas with children under the age of 15.

### Print

Coverage <sup>1</sup>	900,000
Paid Circulation <sup>2</sup>	233,229
Frequency	monthly



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