

# woman

Spain's Leading Fashion Magazine  
Cover Price: € 4.50

## MARKET POSITION:

Launched in October 1992, **Woman** has reached a solid position among the top fashion magazines. In just over three years, it has become the leading fashion magazine. **Woman** is constantly increasing its circulation, readership and advertising market share whilst its competitors have difficulty maintaining their figures.

It has a high percentage of female readers (92%) and makes an ideal place to target young women with a high disposable income. 49% of its readers aged between 20 and 34 mainly from A and B social classes (34%)\*.

\* Source EGM 2<sup>nd</sup> Cum. 10

	<b>Woman</b>	Elle	Telva	Marie Claire
Circulation last OJD 2010	<b>145 520</b>	174,524	185,273	106,124
Readership EGM 2 <sup>ND</sup> CUM 10	<b>351 100</b>	685,000	392,000	280,000

## EDITORIAL PROFILE:

**Woman** is well known to be the magazine for fashion in Spain. It has pictures from World famous photographers, features exclusive interviews with top model, and is the reference for fashion and beauty. Equally it has wide coverage of other issues, with articles on the home, health, tourism, careers... **Woman** is for the modern Spanish woman who is active, competitive and independent. The editor's philosophy is to be different, real and natural as well as to offer true feelings and relevant information to the new woman. A **Woman Mini** is available at a smaller size for women providing the same editorial profile.

## TECHNICAL SPECIFICATIONS:

Please contact us for details.

## COPY DEADLINE:

Copy deadline: 4 weeks prior

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