



DIWA

AUSTRIA

MEDIAKIT  
2025

# DIVA

STYLE  
CAN'T BE  
BOUGHT, BUT  
INSPIRATION  
CAN.

BRAND PORTRAIT

EDITORIAL

TOUCHPOINTS

BEST CASES

FACTS



## THANK THE DIVA.



For 35 years, DIVA has been inspiring all fashion-, lifestyle and beauty-loving women in Austria.

Thanks to its high journalistic expertise, DIVA is the leading magazine presenting up-and-coming trends before anyone else. It knows true luxury and how to do it justice.



**YASMIN EL MOHANDES**  
Publisher & Editor-in-chief

## DIVA HAS STYLE – SINCE 35 YEARS

DIVA sees itself as a storyteller in the world of style and celebrates fashion, beauty, watches, jewellery and travel.

Therefore, DIVA is an integral part of the Austrian luxury sector. For advertisers, DIVA offers the perfect space to reach their audience in a particularly credible atmosphere. DIVA has style, DIVA shows style, and DIVA is the medium in which style is lived and experienced in its fullest.

DIVA is the high-quality medium for readers unsatisfied with the interchangeable mainstream.

This is what our team of renowned authors and internationally award-winning journalists stands for.

We look forward to working with you!

A handwritten signature in black ink, appearing to read 'El Mohandes'.

Yasmin El Mohandes, Publisher and Editor-in-chief



**ALEXANDER PFEFFER**  
Deputy Editor-in-chief



**BIRGIT BRIEBER**  
Head of Beauty

## THE MAGAZINE

Opulence meets simplicity, and innovation meets classic. DIVA is an icon that is always looking to broaden its fashion horizons. It consists of visually stunning fashion spreads, emotional beauty stills, personal interviews & exciting reports.

### OBJECTIVE

DIVA combines high-quality content and brand values to appeal to a discerning target group. With a focus on aesthetics and exclusivity, the magazine serves as a mouthpiece for luxury brands and creates customer connections. DIVA offers space for creative concepts and exclusive partnerships to establish itself as a leading medium in the luxury sector and present luxury as an experience.

### STRUCTURE

The fashion section shapes the profile and style of DIVA. It presents the latest trends, creative editorials and exclusive interviews. DIVA not only shows fashion but also stages it emotionally.

The beauty section inspires and informs about care and styling trends. It focuses on aesthetics and innovation to make beauty tangible.

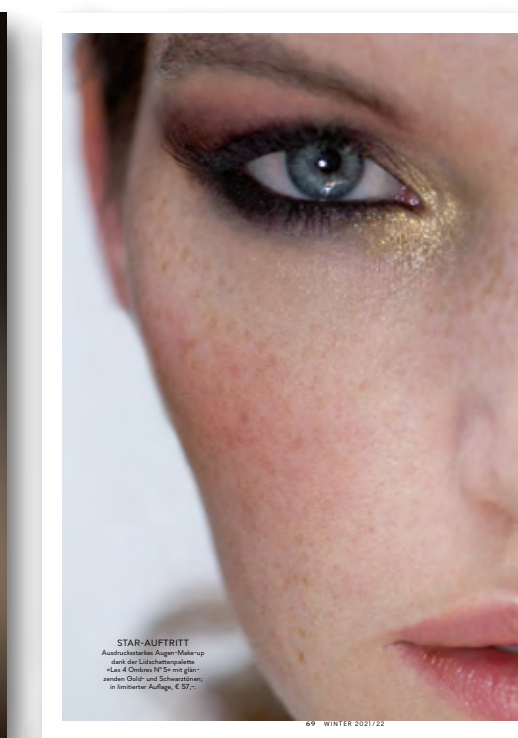
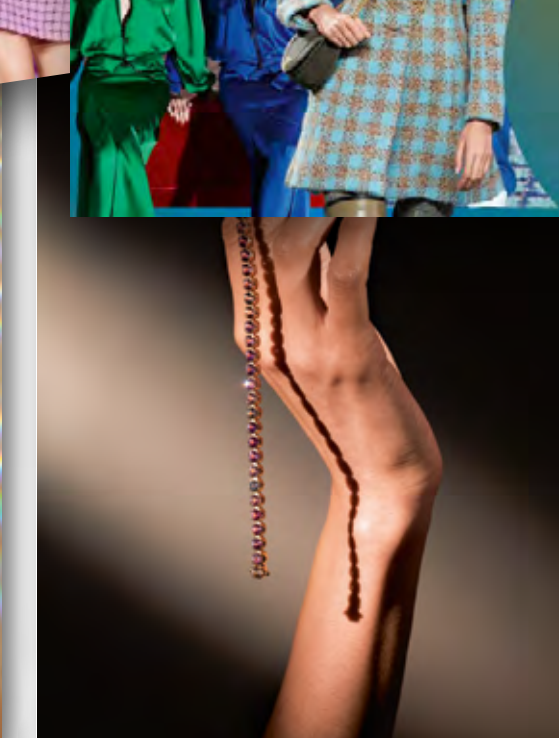
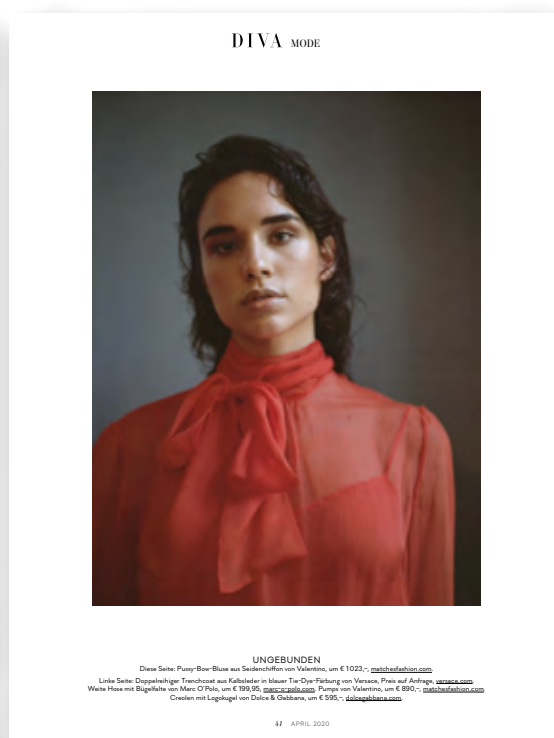
The watch and jewellery section stands for elegance, craftsmanship and luxury. It offers exclusive insights into current trends and designs and creates a stage for the timeless fascination that these precious objects embody.



## NEW STYLE BOOK!

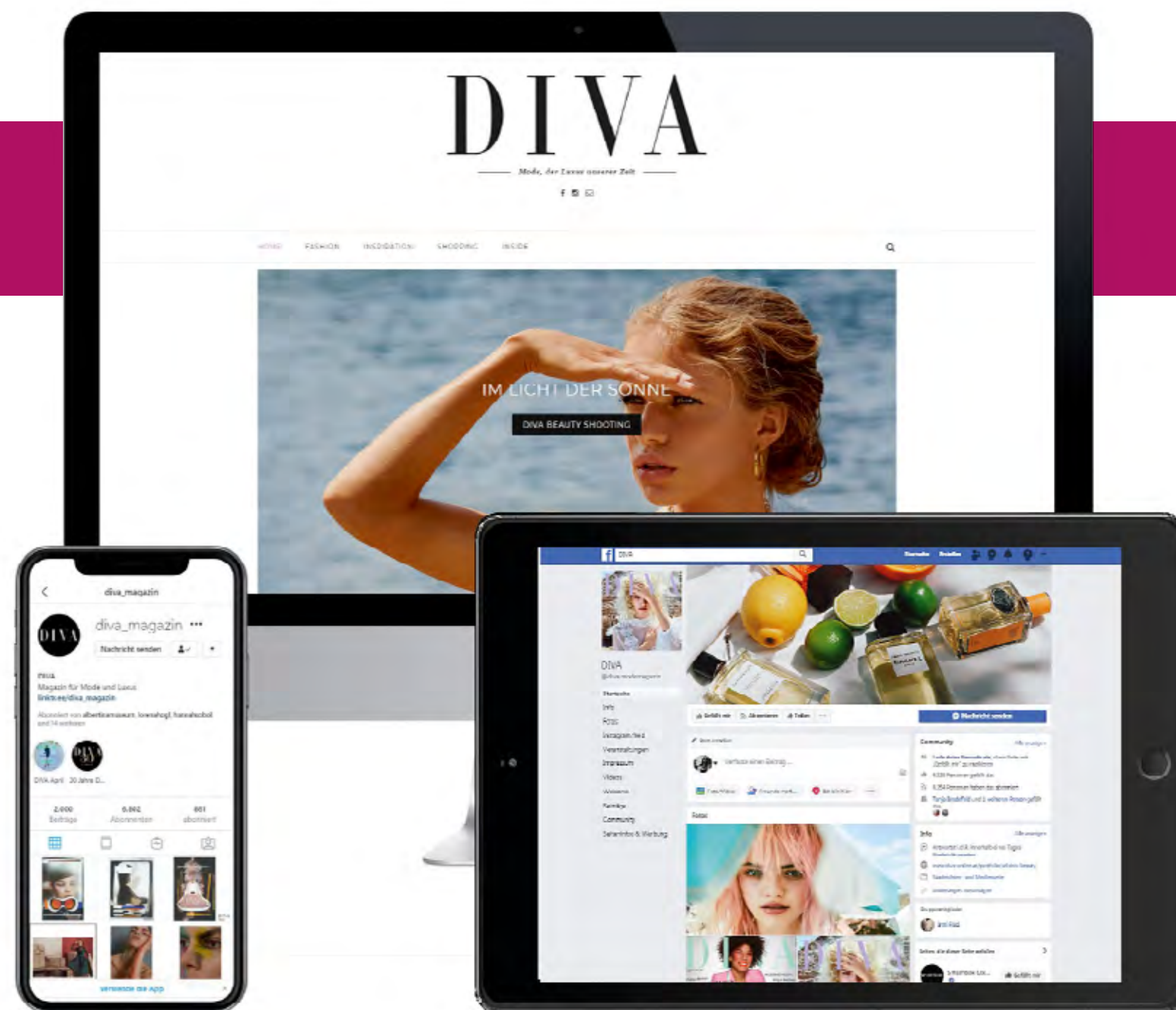
We want to make DIVA's quality even more tangible, and the new style books help us do this. Each style book is dedicated to a specific theme.

The spring Style Book, for example, is dedicated to the Fashion Weeks in New York, London, Milan, and Paris and provides a comprehensive overview of the current season. In keeping with the pre-Christmas period, the style book in the DIVA winter edition will be devoted entirely to watches and jewellery.



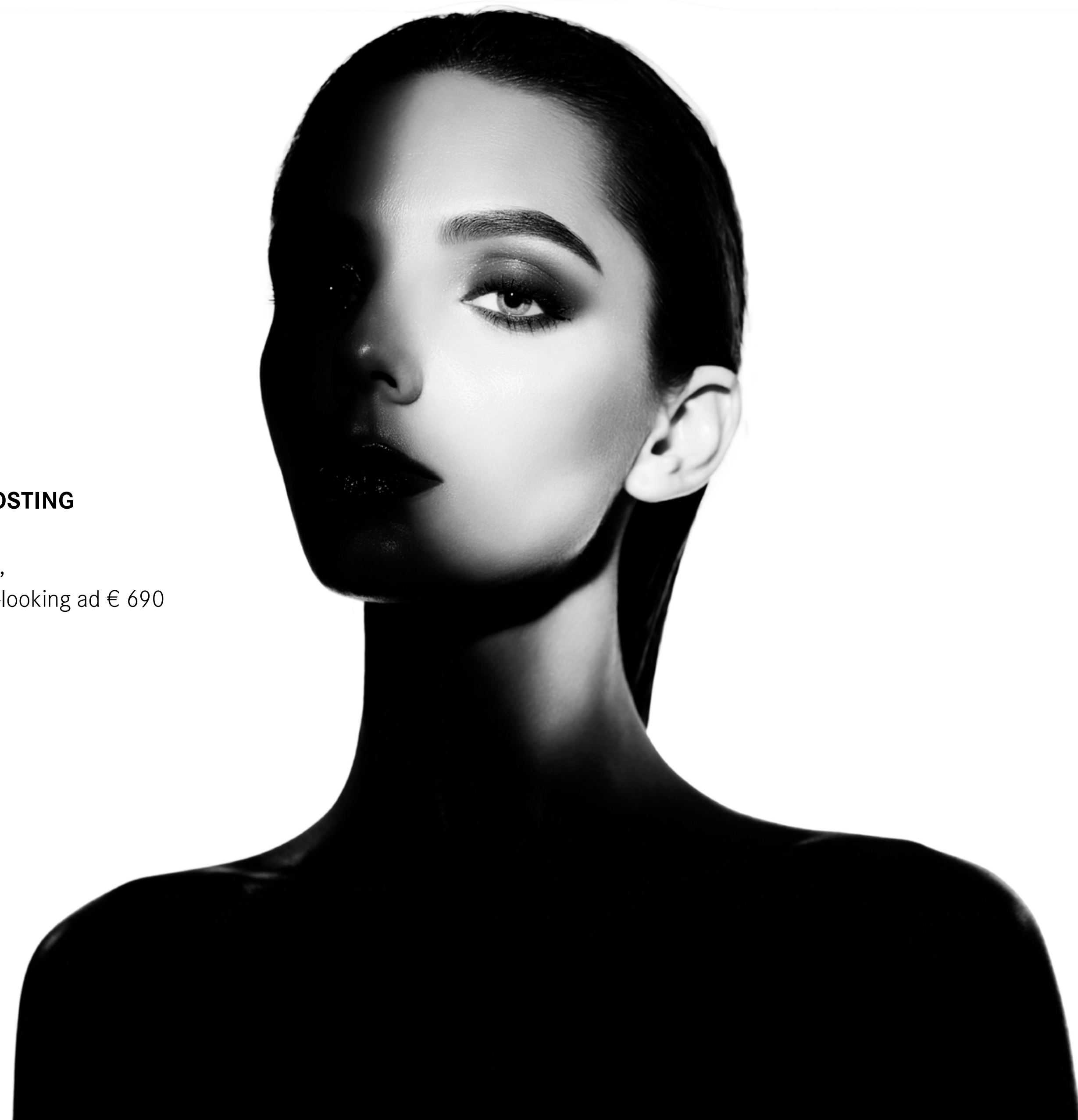
## DIGITAL DIVA

Discover the magazine's online portal, which features backstage reports and trend insights. DIVA's digital offering is rounded off by its presence on social media, which includes many highlights, competitions, and insider information.



### **SOCIAL MEDIA POSTING**

Instagram posting  
+ targeting, tagging,  
hashtags – editorial-looking ad € 690



## DISPLAY ADS & NEWSLETTER

Perfectly positioned - your strong partner for your strong online campaign.



### DESKTOP

**1 MONTH; FIXED PRICE!**

- Leaderboard/Superboard banner (728 x 90 px) € 1.500
- Sitebar (300 x 600, scalable) € 1.900

### MOBILE

- MMA Banner (320 x 50 px) € 1.900
- max size: 160 KB

### SPECIALS

Please contact us for your individual offer.

### 1 EDITORIAL ARTICLE

- Link to customer's page • reporting € 890
- 4 editorial articles (1 per quarter) € 2.980
- 8 editorial articles (2 per quarter) € 4.950

### MONO-NEWSLETTER

- Exclusive presentation • link to desired page • reporting € 4.500

### EVENT ANNOUNCEMENT OR REVIEW

- 2 editorial contributions as announcement or review € 1.250
- + photographer € 500
- + video content € 890
- + image gallery € 450

### GIVEAWAY

- 1 editorial article (plus client provides prize with a minimum value of €150) € 890
- + purchase of participants per contact € 1,50

### COMBINATION WEBSITE + NEWSLETTER

- 1 editorial newsletter article with link • header image • editorially prepared digital content € 1.275

### ALL INCLUSIVE

- Editorially prepared digital content story with start page placement • 1 editorial newsletter article with link as first placement/lead • Facebook & Instagram posting € 1.650

### BANNER (IN 4 NEWSLETTERS)

- Format 600 x 300 px
- link of your choice € 1.900

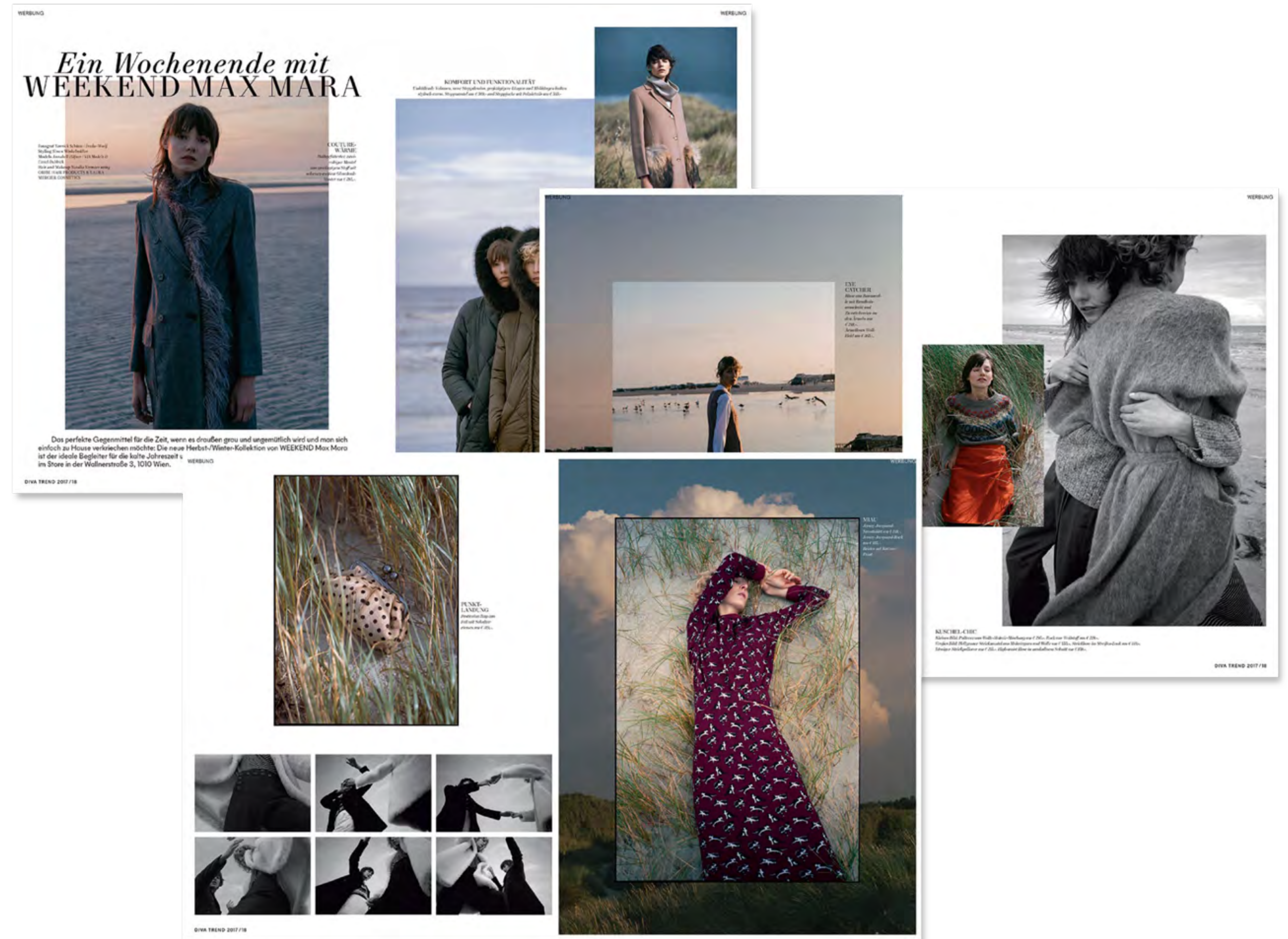
All packages (except advertising banners) incl. creation/design (text & image provided by client)

## BEST CASES

Our high-quality, customized print runs, with the unmistakable look of DIVA, achieve a particularly high advertising impact and attention. Each print run is designed with the utmost care and attention to detail to showcase your brand's unique features to their best advantage.

### THE DIGITAL DEPENDANT

Your story will also be available as an online article in addition to the print experience. We also offer you the opportunity to enrich your content with interactive elements. Integrate videos, animations, or slideshows to convey your message even more impressively.





## FACTS & PRICES

### ON SALE DATE

Spring: March 27, 2025  
 Summer: June 05, 2025  
 Fall: September 25, 2025  
 Winter: November 27, 2025

### PRINT MATERIALS

anzeigen@diva-lifestyle.com  
 Color profile: ISO coated V2 ECI

### FORMAT

223 x 297 mm

### CIRCULATION

20.000 copies

### DISTRIBUTION

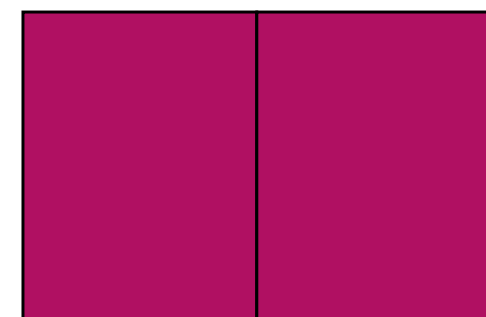
- 9.380 copies – mailed to a lifestyle-oriented target group
- 800 copies – sold in selected bookshops
- 650 copies – top decision-makers in the beauty, fashion, jewellery/watches sectors
- 900 copies – selected premium hotels
- 1.190 copies – selected retail stores
- 4.000 copies – distribution at lifestyle events
- 3.080 copies – premium distribution in Vienna and the surrounding area

### PREMIUM PLACEMENTS

2/1 OPS (U2/page 3) € 22.220  
 2/1 (first 1/3 of magazine) € 18.880  
 Cover 3 € 11.220  
 Cover 4 € 14.220  
 1/1 (first 1/3 of magazine) € 12.000

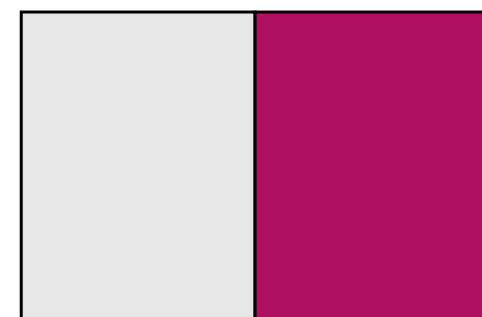
### 360° AD PACKAGES

incl.: 1 online advertorial,  
 1 Instagram post  
 2/1 € 17.220  
 1/1 € 10.490



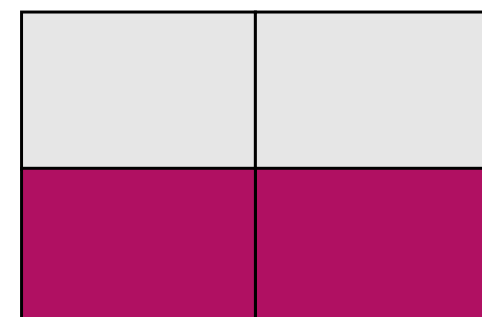
### DOUBLE PAGE 2/1

446 x 297 mm +3 mm bleed  
 € 16.600



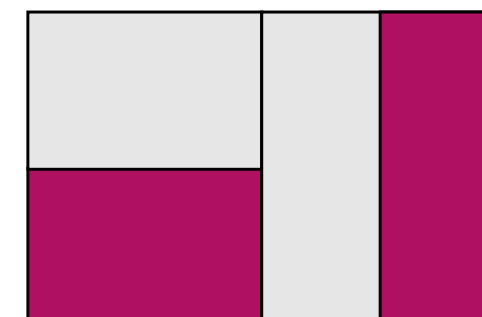
### SINGLE PAGE 1/1

223 x 297 mm +3 mm bleed  
 € 9.990



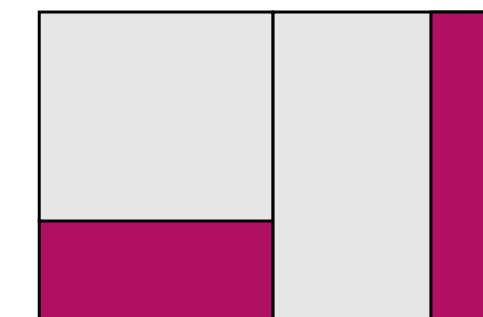
### PANORAMA

446 x 148 mm +3 mm bleed  
 € 10.990



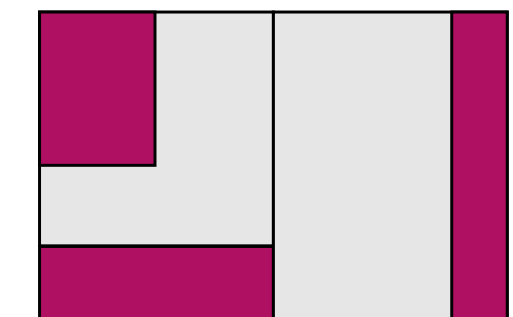
### HALF PAGE 1/2

223 x 148 mm +3 mm bleed  
 110 x 297 mm +3 mm bleed  
 € 5.500



### THIRD PAGE 1/3

223 x 99 mm +3 mm bleed  
 74 x 297 mm +3 mm bleed  
 € 4.440



### QUARTER PAGE 1/4

223 x 74 mm +3 mm bleed  
 55 x 297 mm +3 mm bleed  
 105 x 139 mm +3 mm bleed  
 € 3.330

## EXTRAS & ADVERTORIALS

### INSERT

20 g	€ 110/1k.
30 g	€ 125/1k.
40 g	€ 140/1k.
50 g	€ 155/1k.

Inserts are enclosed loosely with the magazine and can be removed. Postage costs apply.

### GLUED-IN INSERT

20 g	€ 145/1k.
30 g	€ 160/1k.
40 g	€ 175/1k.
50 g	€ 190/1k.

Glued-in inserts are firmly glued into the edition and cannot be removed. Postage costs apply.

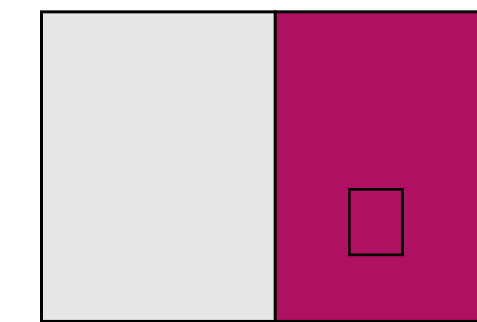
### POSTAGE

< 20 g	€ 58/1k.
< 30 g	€ 72/1k.
< 40 g	€ 79/1k.
< 50 g	€ 102/1k.

Postage costs for inserts and glued-in inserts heavier than 51g upon request.

### SACHETS

Only in combination with 1/1 advertisement.



Machine processing: € 85/1k.  
Manual processing available upon request.

When booking a partial print run, € 105/1k will be charged. Postage costs will be charged according to the table if the standard weight of 10g per sachet is exceeded.

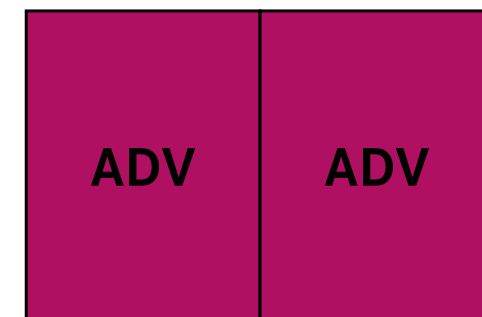
Booking a full print run has priority over booking a partial print run. The next higher-weight category must be charged when booking a partial print run.

A 10 % surcharge must be charged for teaser ads and specific placement requests.

### ADVERTORIAL

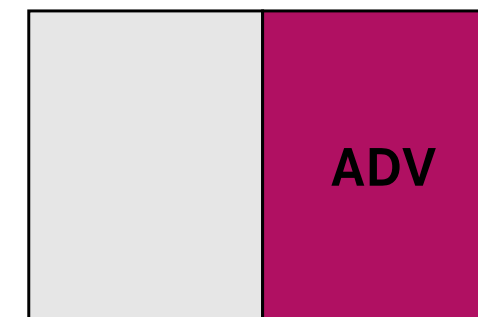
We will design your advertorial, including three correction loops, according to your wishes. Each additional correction loop will be charged additionally:

Double page: € 350  
Single page: € 350  
Half page: € 200



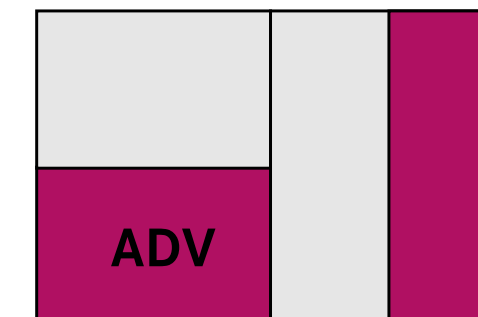
#### DOUBLE PAGE 2/1

*incl. design and three correction loops*  
€ 17.725



#### SINGLE PAGE 1/1

*incl. design and three correction loops*  
€ 10.740



#### HALF PAGE 1/2

*incl. design and three correction loops*  
€ 6.030

# DIVA

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