

# DIVA

MEDIAKIT 2026



STYLE CANNOT BE BOUGHT.  
INSPIRATION CAN.

THANKS TO DIVA.

For 36 years, DIVA has inspired Austria's fashion, lifestyle and beauty-savvy women. With its outstanding journalistic expertise, DIVA identifies trends before anyone else. Showing not only what is current, but also what is to come. DIVA understands what true luxury means and knows exactly how it should be presented.





YASMIN EL MOHANDES  
PUBLISHER & EDITOR-IN-CHIEF

## DIVA HAS DEFINED STYLE FOR 36 YEARS.

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

DIVA presents the very best of the world of style and is therefore an established part of Austria's luxury landscape. For advertisers, DIVA offers a uniquely credible environment in which brands can be seamlessly integrated. DIVA has style. DIVA embodies style. DIVA is the medium in which style is lived and experienced.

DIVA is the premium medium for readers who refuse to settle for interchangeable mainstream content. This standard is upheld by a team of renowned authors and internationally award-winning journalists.

We look forward to working with you.

# DIVA

## THE MAGAZINE

Opulence meets simplicity, innovation meets classic. DIVA is an icon, always seeking to expand the horizons of fashion. It features striking fashion spreads, emotive beauty visuals, personal interviews, and compelling reports.

### THE MISSION

DIVA combines premium content with brand values to engage a discerning audience. With a focus on aesthetics and exclusivity, the magazine serves as a voice for luxury brands, creating meaningful connections with their customers.

The fashion section shapes DIVA's profile and style. It presents the latest trends, creative editorials, and exclusive interviews. DIVA does more than showcase fashion – it stages it with emotion.

The beauty section inspires and informs on care and styling trends. It focuses on aesthetics and innovation, making beauty tangible and approachable.

The watches and jewellery section stands for elegance, craftsmanship, and luxury. It provides insights into the trends and designs that define these precious objects.

Whether dream beaches, city trips, or cruises, DIVA's travel section is the go-to destination for female travellers. With a focus on longevity, self-care, and female balance, DIVA presents health resorts and medical spas where luxury meets mindfulness.

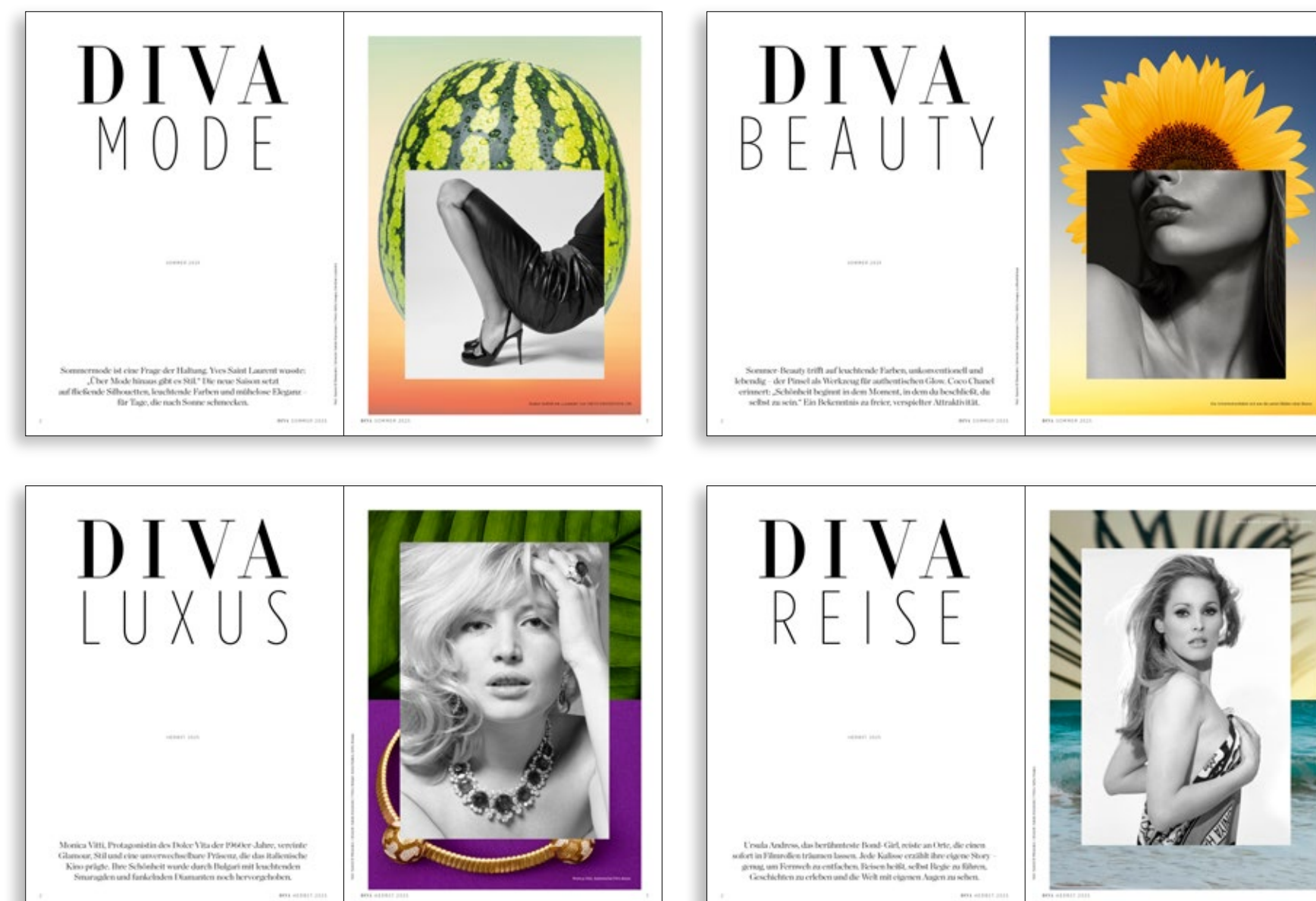
BRAND PORTRAIT

EDITORIAL

TOUCHPOINTS

BEST CASES

FACTS



# DIVA

BRAND PORTRAIT

EDITORIAL

TOUCHPOINTS

BEST CASES

FACTS

## STYLEBOOK & TRAVELBOOK

### DIVA STYLEBOOK

Four times a year, an exclusive style-book complements each issue of DIVA. These themed editions follow the seasons and focus on the core topics of fashion and luxury – inspiring, stylish, and premium.

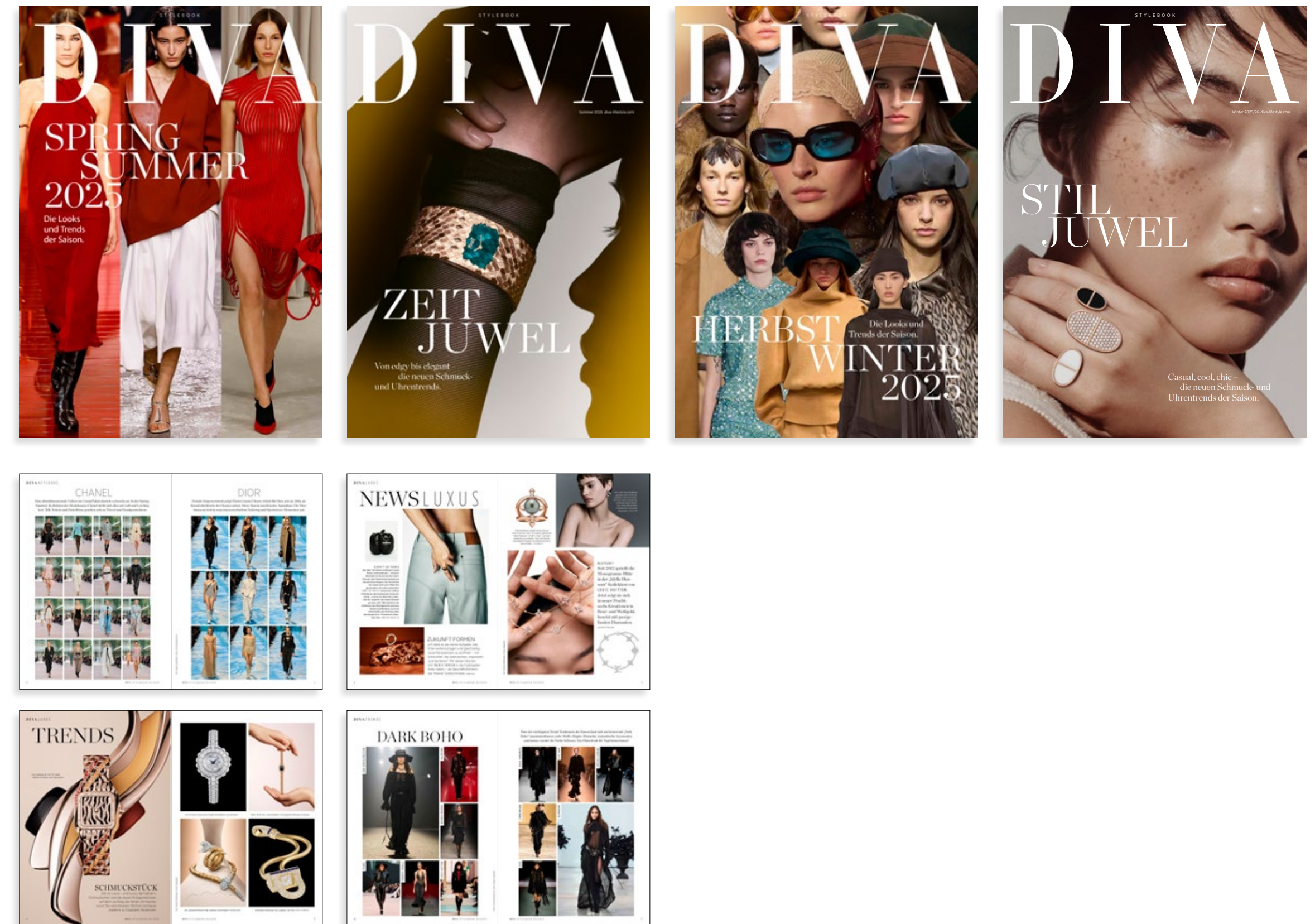
Spring is dedicated to the international fashion weeks, while summer focuses on watches and jewellery. In autumn, fashion takes center stage with new forms of expression, and in winter, the stylebook returns to watches and jewellery as a tribute to craftsmanship and timeless beauty.

With its stylebooks, DIVA makes a strong statement for depth, quality, and stylish inspiration – four times a year, always fresh, always exceptional.

### THE NEW DIVA BOOKLET

With the new DIVA Booklet, a world of inspiration and unmistakable flair unfolds. Here you will find everything that makes lifestyle exciting, surprising, and sensual – ranging from Salzburg during the festival season, to iconic automobiles that turn the streets into a stage, to exclusive cruise destinations that awaken a sense of wanderlust, as well as carefully curated gift guides for special occasions.

Designed as a removable insert, the DIVA Booklet invites readers to discover, to dream, and to let themselves drift. It is a compass for curious eyes, a companion for special moments, and a stylish portrait of the season – elegant, inspiring, and entirely in the spirit of the DIVA lifestyle.



# DIVA

## DIVA DIGITAL

DIVA's online portal extends the print magazine into a digital dimension. An inspiring meeting place for fashion, beauty, and lifestyle enthusiasts who live trends rather than just follow them. Journalistic depth, behind-the-scenes stories, and up-to-date trend insights come together to create a fully digital experience.

**TRENDS & INSPIRATION**  
Curated content provides insights into fashion, beauty, and lifestyle, with a special focus on home, where design, aesthetics, and functionality come together to create a way of life.

**COMMUNITY & SOCIAL MEDIA**  
Every day, DIVA's Instagram keeps the community inspired with highlights, contests, exclusive insights, and stories.

**SOCIAL MEDIA POSTING**  
A post on DIVA's channels reaches a trend-savvy audience with precision. Editorial in style, subtly promotional, and authentically aligned with the DIVA lifestyle.

**DIVA NEWSLETTER**  
The DIVA newsletter is published every two weeks, delivering curated fashion highlights, innovative beauty launches, high-end watch and jewellery trends, as well as exclusive travel tips straight to the inbox. Carefully curated and inspiringly presented, it targets readers who see style as an attitude and follow trends with discernment. More than 13,000 subscribers attest to the quality and relevance of this digital format.

BRAND PORTRAIT

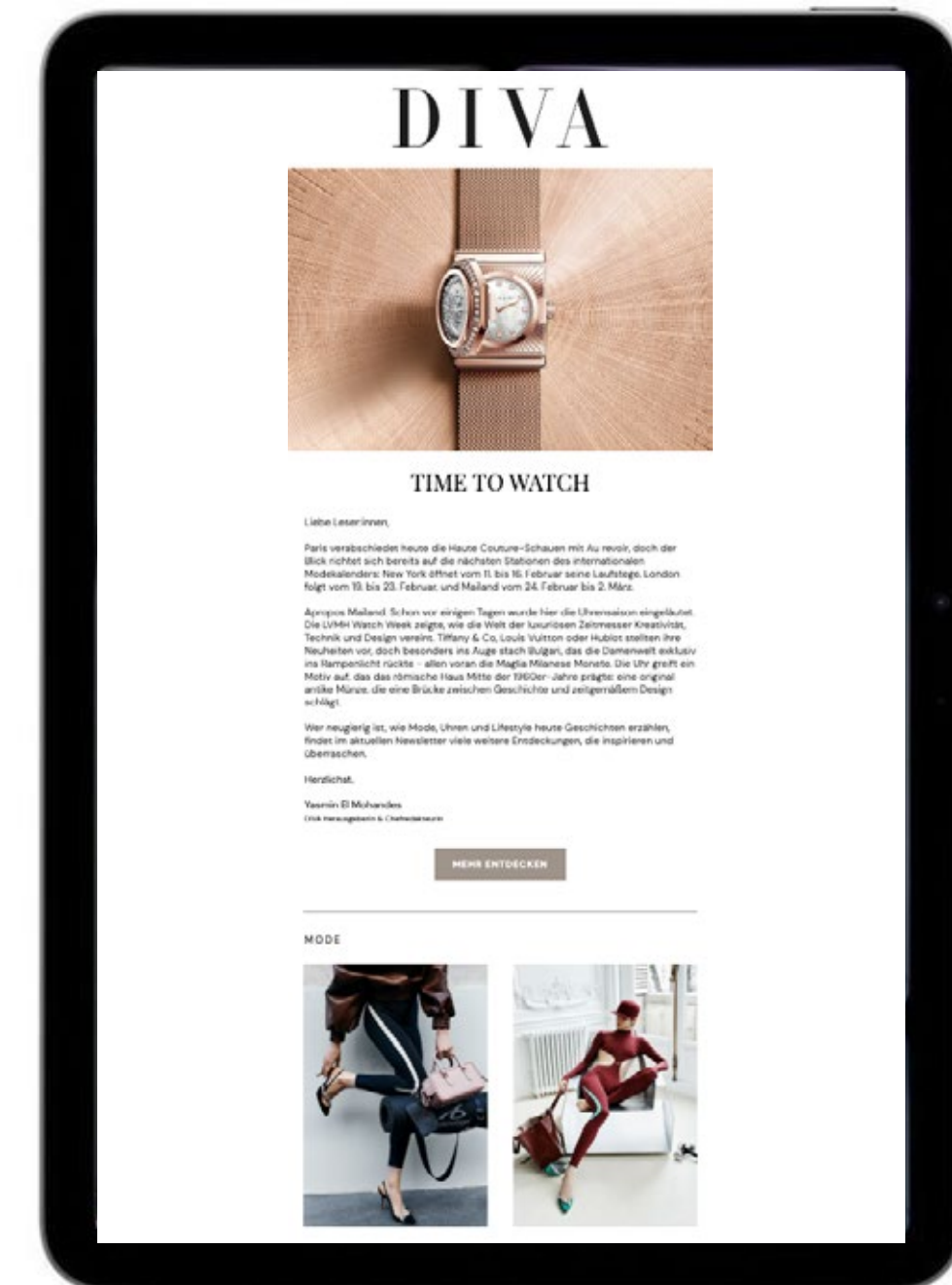
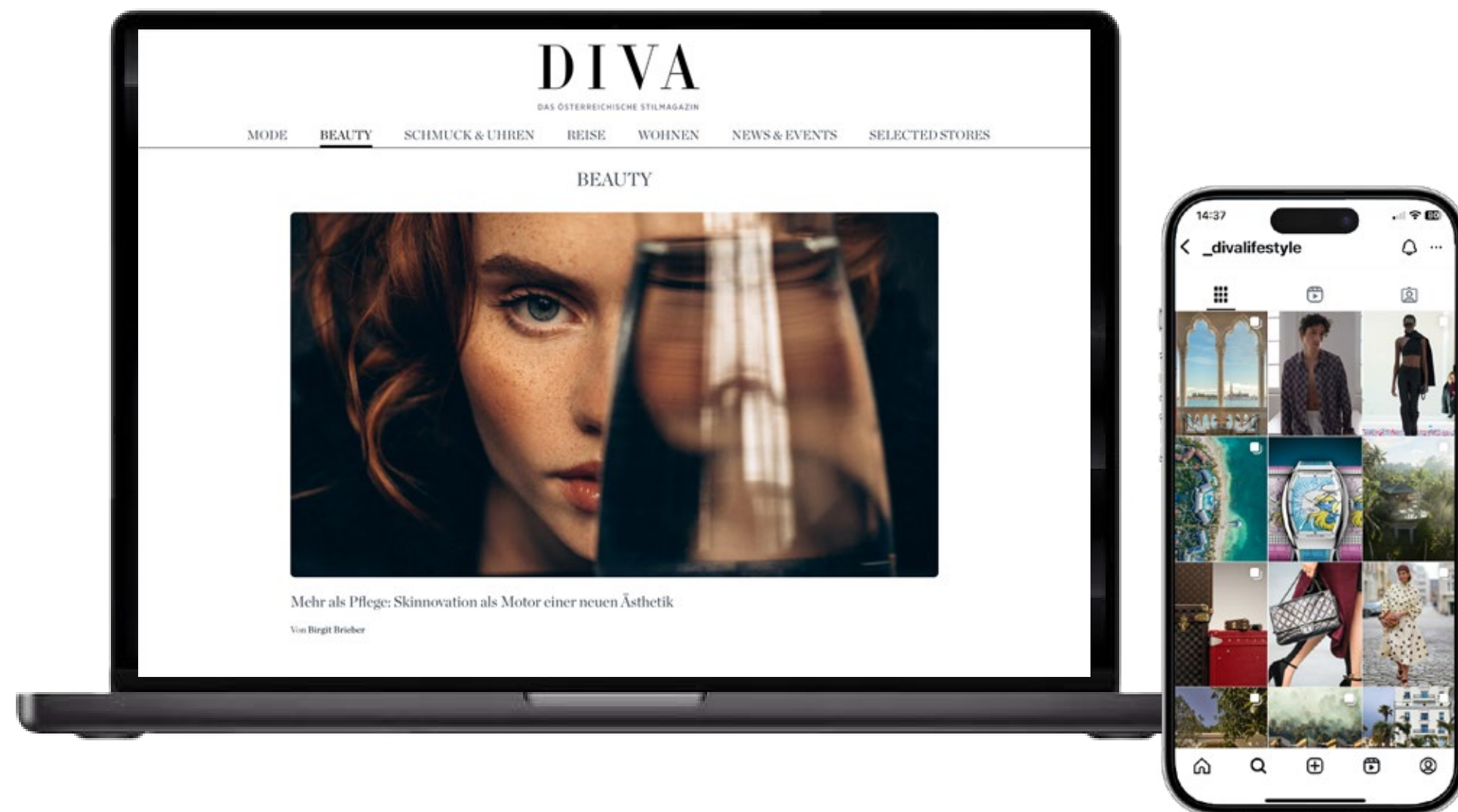
EDITORIAL

TOUCHPOINTS

BEST CASES

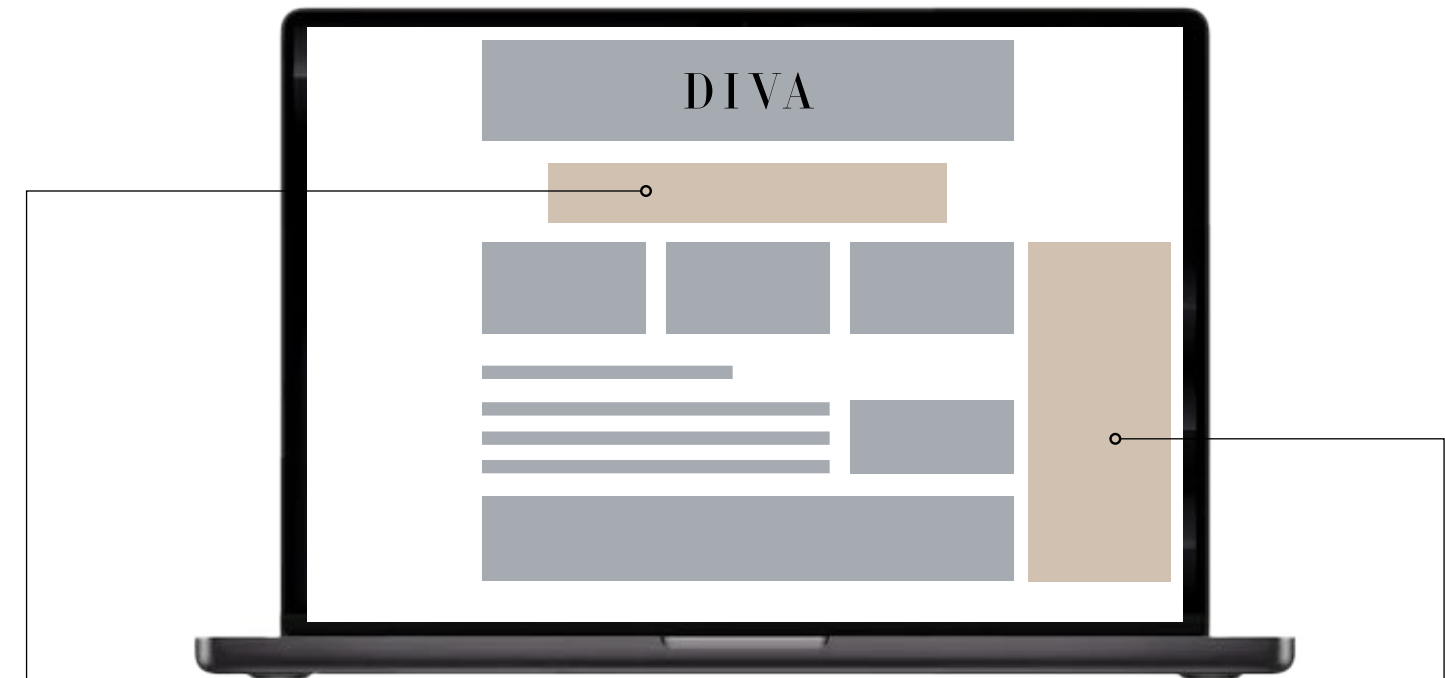
FACTS

>13,000  
NEWSLETTER CONTACTS



## DISPLAY ADS & NEWSLETTER

Perfectly positioned — your strong partner for a powerful online campaign.



DESKTOP *1 month at a fixed price!*

Leaderboard/Superboard banner (728 x 90 px)	€ 1,500.00
Sidebar (300 x 600 px, adjustable)	€ 1,900.00

MOBILE

MMA banner (320 x 50 px)	€ 1,900.00
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Maximum file size: 160 KB

SPECIAL FEATURES

Please contact us for your personalized offer.

1 EDITORIAL ARTICLE Custom link • reporting	€ 890.00
4 editorial articles (1 per quarter)	€ 2,980.00
8 editorial articles (2 per quarter)	€ 4,950.00

MONO-NEWSLETTER Exclusive presentation • custom link • reporting	€ 4,950.00
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EVENT – PRE-REPORT / POST-REPORT 2 editorial articles as announcements or recaps + Professional photographer	€ 1,300.00 € 630.00
+ Video	€ 1,120.00
+ Photo gallery	€ 560.00

ALL INCLUSIVE Digital content story, editorially produced with homepage placement • 1 editorial newsletter contribution with custom link as top placement/feature • Facebook & Instagram post	€ 1,750.00
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*All packages include production/design (text & images provided by you)*

# DIVA

## BEST CASES

High-quality, individually tailored, and presented in the unmistakable DIVA look, our visually striking print spreads achieve exceptional advertising impact and attention. Each spread is designed with the utmost care and attention to detail, ensuring your brand's unique qualities are showcased to their fullest.

**THE DIGITAL DEPENDANT**  
Your story will also be available as an online article, extending the print experience. In addition, we offer the opportunity to enhance your content with interactive elements. Integrate videos, animations, or slideshows to convey your message even more impactfully.

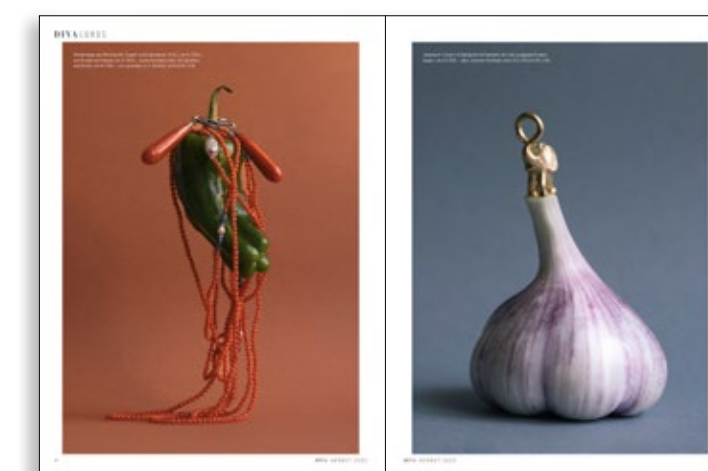
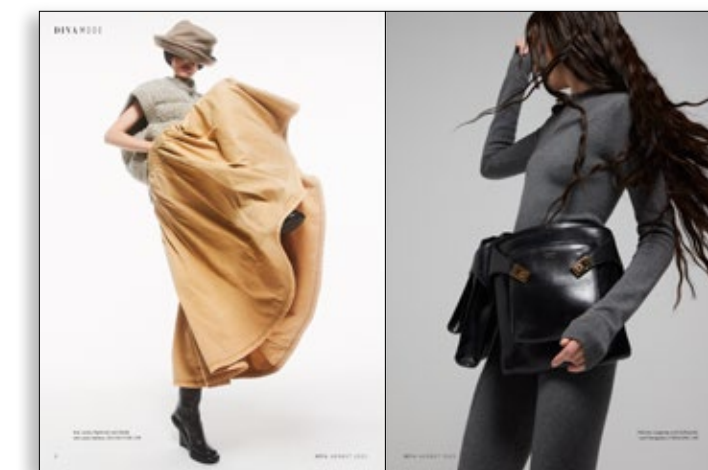
BRAND PORTRAIT

EDITORIAL

TOUCHPOINTS

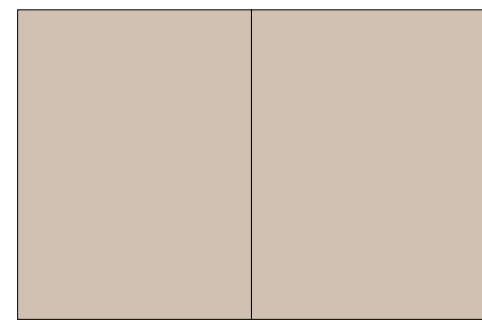
BEST CASES

FACTS

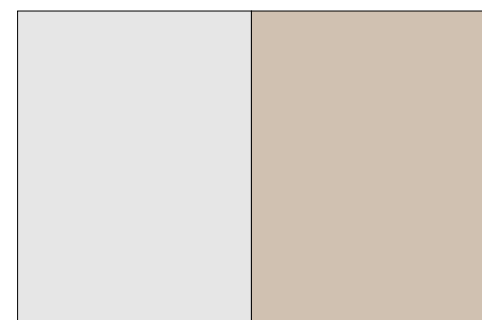




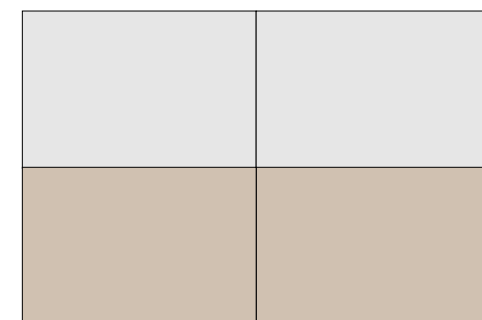
## KEY FACTS & PRICING – MAIN ISSUE



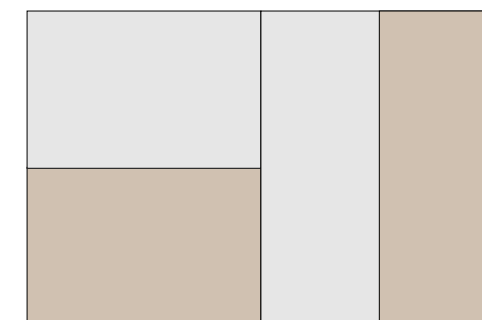
DOUBLE PAGE 2/1  
446 × 297 mm + 3 mm BL  
€ 17,400.00



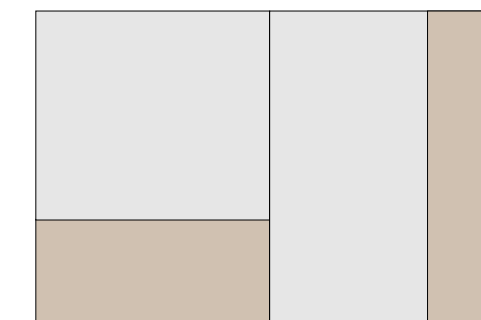
SINGLE PAGE 1/1  
223 × 297 mm + 3 mm BL  
€ 10,500.00



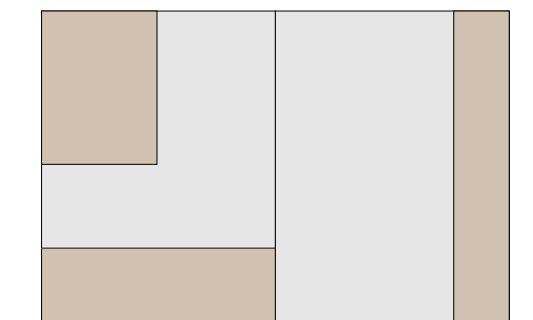
PANORAMA  
446 × 148 mm + 3 mm BL  
€ 11,500.00



HALF PAGE 1/2  
223 × 148 mm + 3 mm BL  
110 × 297 mm + 3 mm BL  
€ 5,770.00



ONE-THIRD PAGE 1/3  
223 × 99 mm + 3 mm BL  
74 × 297 mm + 3 mm BL  
€ 4,660.00



QUARTER PAGE 1/4  
223 × 74 mm + 3 mm BL  
55 × 297 mm + 3 mm BL  
105 × 139 mm + 3 mm BL  
€ 3,500.00

### PREMIUM POSITIONS

2/1 DPS (U2/Page 3)	€ 24,440.00
2/1 (first third of the issue)	€ 20,770.00
U3	€ 12,340.00
U4	€ 15,640.00
1/1 (first third of the issue)	€ 13,200.00

### 360° ADVERTISING PACKAGES

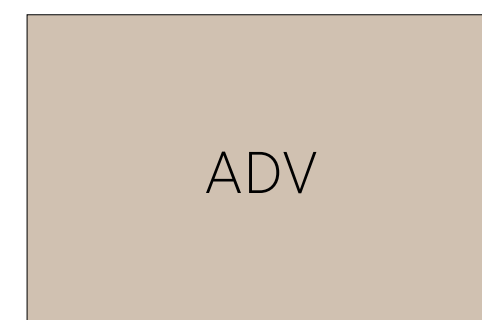
Includes: 1 online advertorial,  
1 Instagram-Post

2/1	€ 18,000.00
1/1	€ 11,000.00

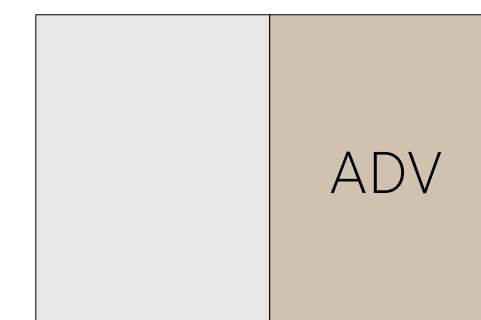
### ADVERTORIAL

We are happy to design your advertorial according to your individual requirements, including 3 rounds of revisions. Any additional revision rounds will be charged separately.

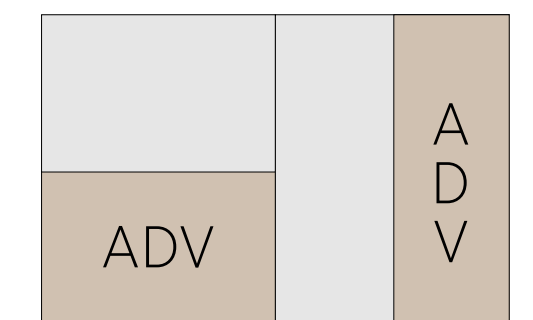
Double page: € 350.00  
Single page: € 350.00  
Half page: € 200.00



DOUBLE PAGE 2/1  
incl. design and  
three correction loops  
€ 18,600.00



SINGLE PAGE 1/1  
incl. design and  
three correction loops  
€ 11,300.00



HALF PAGE 1/2  
incl. design and  
three correction loops  
€ 6,330.00

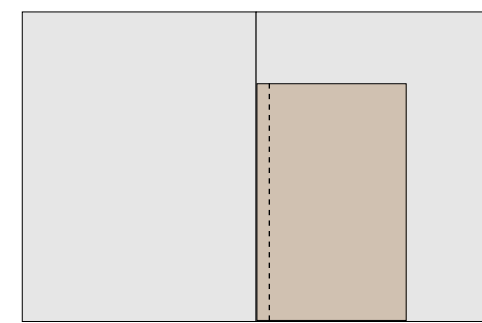
## KEY FACTS & PRICING – EXTRAS

### DIVA STYLEBOOK



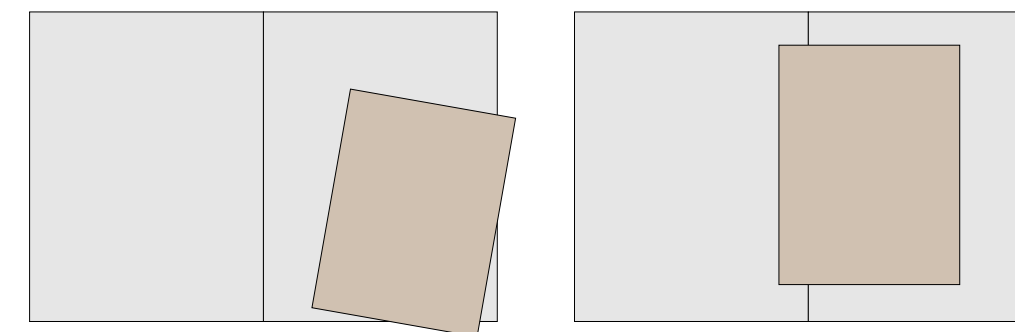
SINGLE PAGE 1/1 208 × 297 mm + 3 mm BL	€ 10,500.00
U4 208 × 297 mm + 10 mm BL left, 3 mm BL right, above, below	€ 14,900.00
U3 208 × 297 mm + 10 mm BL right, 3 mm BL left, above, below	€ 14,900.00
U2 208 × 297 mm + 3 mm BL	€ 10,500.00
DOUBLE PAGE U2+PAGE 3 416 × 297 mm + 3 mm BL	€ 17,500.00

### DIVA BOOKLET



SINGLE PAGE 1/1 160 × 240 mm + 3 mm BL	€ 10,500.00
U4 160 × 240 mm + 10 mm BL left, 3 mm BL right, above, below	€ 14,900.00
U3 160 × 240 mm + 10 mm BL right, 3 mm BL left, above, below	€ 14,900.00
U2 160 × 240 mm + 3 mm BL	€ 10,500.00

### INSERTS, GLUED-IN INSERTS, INSERT STICKERS (SACHETS) IN THE MAIN MAGAZINE



INSERT & GLUED-IN INSERTS			
20 g	€ 110.00 per 1k	20 g	€ 145.00 per 1k
30 g	€ 125.00 per 1k	30 g	€ 160.00 per 1k
40 g	€ 140.00 per 1k	40 g	€ 175.00 per 1k
50 g	€ 155.00 per 1k	50 g	€ 190.00 per 1k

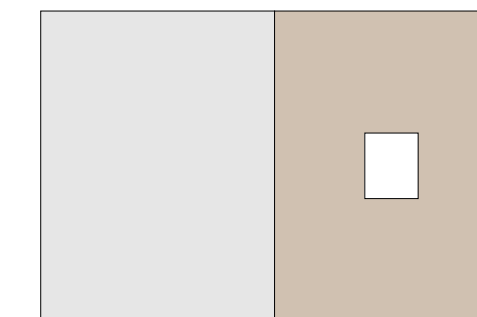
Inserts are enclosed loosely. Glued-in inserts are firmly glued into the edition and cannot be removed. Postage costs apply.

#### POSTAGE

< 20 g	€ 58.00 per 1k
< 30 g	€ 72.00 per 1k
< 40 g	€ 79.00 per 1k
< 50 g	€ 102.00 per 1k

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

#### INSERT STICKERS (SACHETS) Only in conjunction with a 1/1 page.



Machine processing: € 85.00 per 1k  
Manual processing available upon request.

When booking a partial print run, € 105.00 per 1k will be charged. Postage costs will be charged according to the table if the standard weight of 10 g 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.

# DIVA

## SELECTED STORES

For 35 years, DIVA has stood as Austria's leading fashion and lifestyle magazine, representing style, luxury, and exclusivity. Become part of the DIVA community today and enjoy these exclusive benefits for free:

**DIVA SELECTED STORES STICKER**  
Your store will be honored with the prestigious "Selected Stores" door sticker, identifying it as a curated DIVA partner.

**DIVA SELECTED STORES REGISTER**  
You are part of our upcoming DIVA Store Register in the magazine. A curated selection of the most significant stores.

**DIVA MAGAZINE DISTRIBUTION**  
Three copies of each new DIVA issue will be displayed on a premium stand in your store.

**STORE PRESENCE**  
Presentation of your store across our diverse channels, including social media, newsletter, and print.

**SOCIAL MEDIA**  
Selected stores will be showcased in style: our social media team will create exclusive short videos on-site for our community and integrate them into our digital campaign.

Become part of the DIVA community – inquire now!  
[kommunikation@diva-lifestyle.com](mailto:kommunikation@diva-lifestyle.com)



### SELECTED STORES



# DIVA

## DIVA BY YOUR SIDE AT YOUR EVENT

DIVA is happy to be your cooperation partner for various events such as store openings, product launches, and much more.

### ALL INCLUSIVE

Your event support package includes:

- Editorial pre- and post-event coverage
- On-site photographer (max. 2 hours)
- Digital story with photo gallery on [www.diva-lifestyle.com](http://www.diva-lifestyle.com)
- Instagram post with link

€ 4,990.00

### ADD-ON

Invitation of the DIVA community

€ 25.00 per contact

### GIVE-AWAY

Would you like the latest issue of DIVA as a giveaway for your guests?

Please contact us to arrange a cooperation.



# DIVA

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