



Séparée

Advertising opportunities 2021

Séparée is the only high-quality glossy magazine that addresses love, lust and sexuality in a truly modern and open-minded way. Because of the rising demand, *Séparée* not only caters to women's and couple's needs anymore, but aims to reach everyone interested in a healthy and sex-positive lifestyle.

TOPICS

- ♥ Sensual photography
- ♥ Erotic short stories
- ♥ Portraits and interviews
- ♥ Inspiring ideas
- ♥ Articles that infuse passion and pleasure
- ♥ Product news and trends
- ♥ Sexual health and well-being
- ♥ Advice for love and relationship
- ♥ Advanced sex education



TARGET GROUP

- ♥ sexually interested people between 25 and 60+
- ♥ open-minded and self-assured
- ♥ lifestyle oriented and keen to consume
- ♥ single or in a relationship
- ♥ monogamous or polyamor
- ♥ sexually sparsely or well educated

WHERE TO BUY SÉPARÉE PRINTED

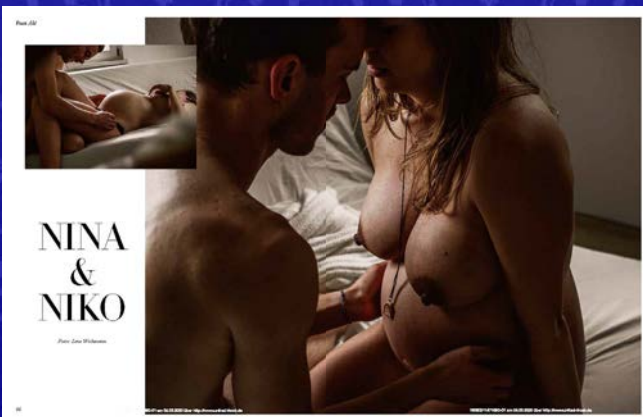
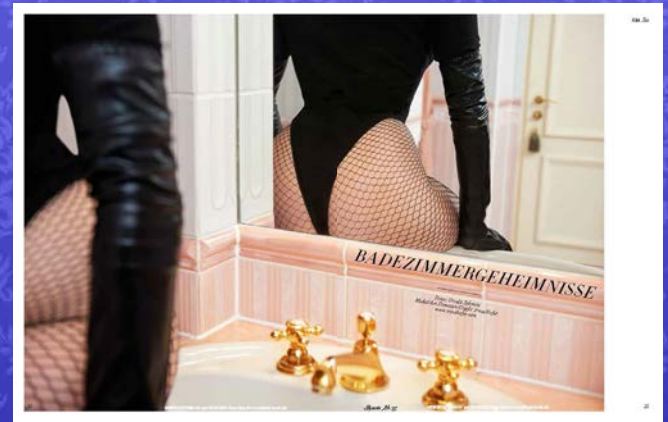
- ♥ magazine stores at train stations and airports
- ♥ book stores
- ♥ Amazon
- ♥ stylish erotic boutiques
- ♥ approximately 8.000 subscribers

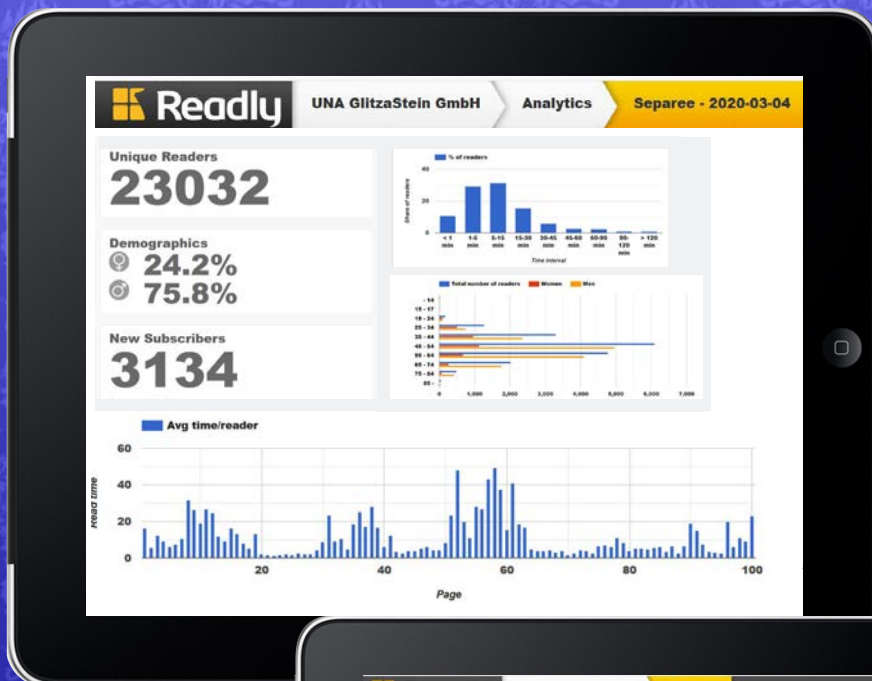
WHERE TO BUY SÉPARÉE DIGITAL

- ♥ digital edition, also available for subscription
- ♥ Readly, 400.000 readers and approx. 50 million page views
- ♥ read.it, magazine flatrate in Germany, Austria, Switzerland

PUBLICATION DATE / CIRCULATION

- ♥ Publication dates 2021: March 3 / June 2 / Sep. 1 / Dec. 1
- ♥ S  par  e has a circulation of 40,000 copies.
- ♥ Retail price: Euro 8.90





Readly UNA GlitzaStein GmbH Analytics

Publication	Issue	Days in Ready	Unique readers	Total Page Views	Read Time / Unique	New Sub.	Avg. Age	Women	Men	Clicks
Séparée	2020-09-02	22	15,767	1,556,720	00:12:29	919	51.5	23.7	76.6	2,032
Séparée	2020-06-03	113	16,400	1,924,419	00:17:13	1,562	50.6	27.2	72.8	3,363
Séparée	2020-03-04	204	22,937	2,703,271	00:14:51	3,134	51.0	24.2	75.8	3,360
Séparée	2019-12-04	295	24,396	2,866,357	00:14:53	2,112	50.9	21.2	78.8	4,453
Séparée	2019-09-04	386	21,551	2,552,462	00:13:37	1,547	50.1	26.0	75.0	2,368
Séparée	2019-06-05	477	19,045	2,433,474	00:16:54	1,455	49.7	27.6	72.4	2,603
Séparée	2019-03-06	568	18,058	2,424,140	00:14:30	1,378	49.6	25.3	74.7	3,468
Séparée	2018-12-05	659	17,529	2,129,074	00:16:16	1,795	49.5	23.6	76.4	3,365
Séparée	2018-09-05	750	16,276	2,289,048	00:13:07	1,096	49.4	24.1	75.9	4,229
Séparée	2018-06-06	841	14,314	1,838,190	00:15:32	797	49.9	25.2	74.8	1,744
Séparée	2018-03-07	932	13,627	1,669,604	00:16:06	854	49.4	25.2	74.8	570
Séparée	2017-11-29	1,030	15,294	1,962,383	00:21:30	2,490	48.9	25.2	74.8	1,712
Séparée	2017-08-30	1,121	26,594	3,231,724	00:14:36	3,490	48.8	19.2	80.8	3,622
Séparée	2017-05-31	1,212	20,247	2,416,893	00:15:19	1,731	48.6	25.7	74.3	1,170
Séparée	2017-03-01	1,303	17,469	2,019,127	00:13:19	916	48.7	25.8	74.2	1,267

READLY

All editions of Séparée are available worldwide at Readly, the ultimate magazine subscription platform with more than 4,000 magazines from around the world. Since its launch at Readly, Séparée has enjoyed more than 50 million page views. It ranks among the 10 most popular magazines for women. Readers spend an average of over 15 minutes reading Séparée.

READ.IT

The app offers a magazine flatrate for Germany, Austria and Switzerland. Users have access to all published editions of Séparée. It is among the top 10 most widely read women's magazines.

WWW.SHOP.SEPAREE.COM

A complete collection of all Séparée editions is available at our online store where readers can also order subscriptions.

Séparée
digital editions reach
millions of readers around
the globe. It ranks among
the 10 most widely
read women's
magazines.



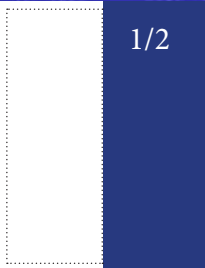
Special
formats,
placements and
inserts
upon request.



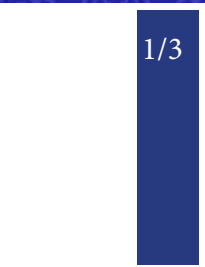
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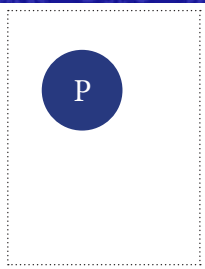
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FORMAT / PRICES

- ♥ Opening spread (420x270mm) 8,000.00 Euro
- ♥ Double page (420x270mm) 7,000.00 Euro
- ♥ 1/1 cover page (210x270mm) 4,500.00 Euro
- ♥ 1/1 page inside 4,000.00 Euro

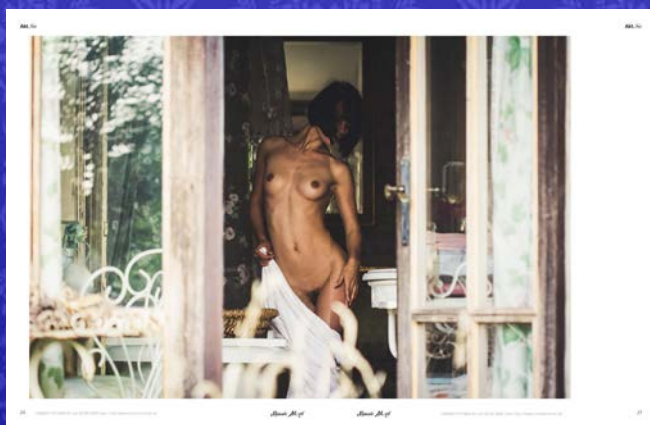
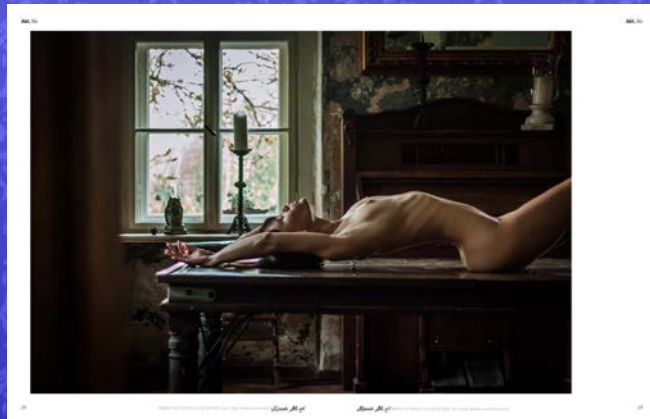
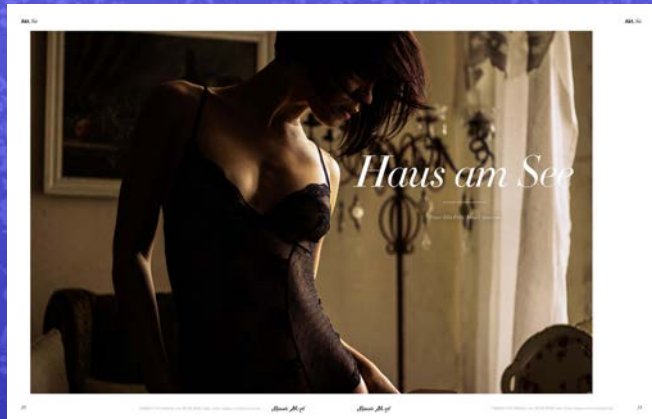
- ♥ 1/2 page
(horizontal 210x135mm) 2,000.00 Euro

- ♥ 1/2 page
(vertical 105x270mm) 2,000.00 Euro

- ♥ 1/3 page (70x270mm) 1,400.00 Euro

- ♥ product placements 350.00 Euro

Deadline 4 weeks prior to publication.
Agency commission rate offered on all prices. All
prices plus VAT. Costs incurred for the production of
printing data will be charged separately.





TECHNICAL INFORMATION

Format: 210 mm wide / 270 mm high plus 3 mm trim on all four sides

Type space: 177 mm wide / 234 mm high

Printing method: offset

Copy: 60 halftones with proof, proof in the sequence black, cyan, magenta, yellow (4c)

Binding: adhesive binding.

All format dimensions plus 5 mm trim, no ad texts and images within less than 10 mm of trim.

Data: PDF (high resolution, PDF X-1a and PDF X-3) or TIFF files (300 dpi) with integrated type (font) and 3 mm trim. Costs incurred for producing printing data will be charged separately.

Color profile: ISOcoated_v2 300% eci.

Digital proofs: Color reproducible proofs must be produced according to DIN ISO 12647-2 and use the ISO profile ISOcoated_v2 300% eci. Each proof must contain the CMYK media wedge and the status bar with the applied profile, date of output and calibration.



ONLINE ADVERTISING

Banner 300x250 Pixel

Monthly rate: 500.00 Euro

Banner 300x100 Pixel

Monthly rate: 150.00 Euro

Agency commission rate offered on all prices.
All prices plus VAT.

We also offer links to affiliate programs.

The screenshot shows the Sèparée website with a green header and a navigation bar. The main content area features several articles with images and titles. The sidebar on the right includes a section for 'UNSERE PARTNER' with two options: '300x250' and '300x100'.

Sèparée
schönheit und sinnlichkeit

MAGAZIN BILDER GESCHICHTEN BLOG E-PAPER SHOP

Zervix, erwache

Brandneu & Brandheiß

DAS BESTE AUS ZWEI WELTEN
10. September 2020
Körperdesign: Die 'Wimper' aus dem 'Hohlraum' der 'Schleimhaut' von Zervix hat unsere Präzision genossen & begeistert.
Von Sandra Brand
Artikel lesen

ES WERDE LICHT!
10. September 2020
Hinterlich war gestern. Mit dem leuchtenden von Zervix hat die Frau nun endlich einen Platz auf nicht so sehr unter dem 'Nachtlicht' gefunden.
Von Sandra Brand
Artikel lesen

DAI APFBAD FÜR DIE YONI
10. September 2020
Eine 'Verzierung' aus hellem Holz hat, bei Bedarf, aber ohne das sie auch die 'Verzierung' erreichen kann, bei der in 'Verzierung' gerät.
Von Sandra Brand
Artikel lesen

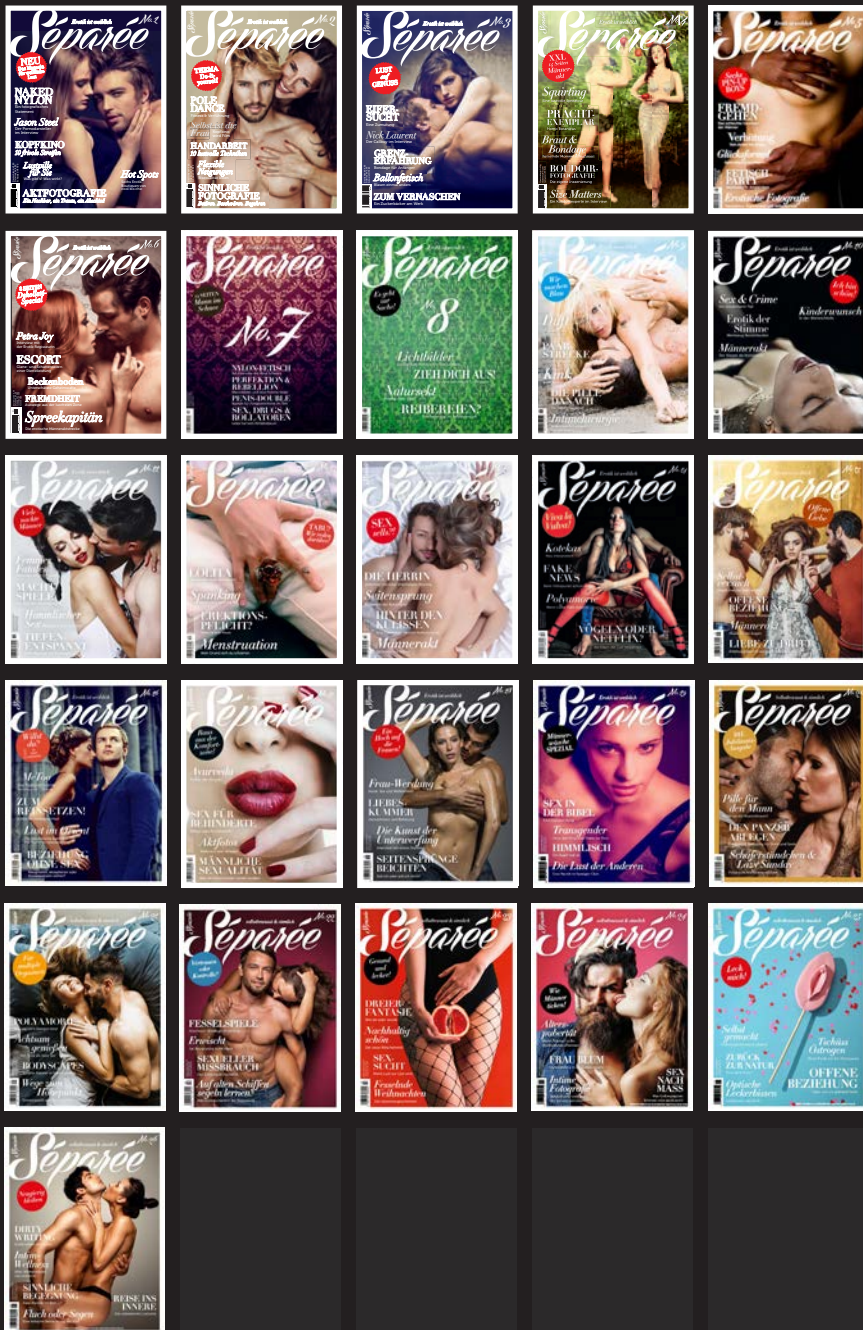
SASCHA & ALDO
10. September 2020
Die 'ästhetische' Beziehung zwischen 'Männern' und 'Frauen' ist ein 'Mysterium'.
Von Sandra Brand
Artikel lesen

WENN MUTTI FRÜH ZUR ARBEIT GEHT
10. September 2020
Ein 'Mysterium' mit 'Männern' ist die 'Verzierung' der 'Verzierung' von 'Männern' und 'Frauen' und 'Männern' der 'Verzierung' von 'Männern' und 'Frauen' ist ein 'Mysterium'.
Von Sandra Brand
Artikel lesen

UNSERE PARTNER

300x250

300x100



DEADLINE FOR ADVERTISEMENTS

Spring edition Séparée No. 28:

Ad Deadline: Feb. 3 / Publication day: March 3

Summer edition Séparée No. 29:

Ad Deadline: May 5 / Publication day: June 2

Autumn edition Séparée No. 30:

Ad Deadline: Aug. 4 / Publication day: Sep. 1

Winter edition Séparée No. 31:

Ad Deadline: Nov. 3 / Publication day: Dec. 1

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