JOLIE

The magazine for Millennials

JOLIE is uncomplicated, confident, and bold. JOLIE is a multimedia companion for its readers and guides their journey through print, online, social media and live events! Millennials are open-minded and curious, have diverse interests, but at the same time critically reflect and challenge their surroundings. JOLIE illuminates different areas of life – be it current fashion trends, the latest beauty innovations or tips and tricks for all phases of life. JOLIE covers everything that moves its young audience.

- Fashion - Fashion to fall in love with, cool fashion productions with looks to recreate and outfits for every trend, shape & size!
- Beauty - comprehensive beauty advice, new beauty stars, make-up highlights and hairstyle trends
- Lifestyle - interviews and insights with celebrities, trend reports & a comprehensive service section about diverse topics (for e.g. finance & jobs)
- "feelgood" - the new section with compact and professional insights into today's ‘healthstyle’

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Publication frequency	monthly / Friday
Copy price	2,20 €
Format	168 x 223
Rate for 1/1 advertisement (2020)	25.000 €
Paid circulation (IVW III/2020)	78.359 copies
Single-copy sales and subscriptions	43,8 %
Target audience	Women aged 25 to 49 years
Total readership (MA 20- II)	0.67 mil., women 0,65 mil. = 97%
Cost per thousand copies (paid circulation only)	319,04 €
Cost per thousand (total contacts)	37,31 €
Website	www.jolie.de

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sociodemography

Attribute	%	million	%	target group index: total = 100
Total	100	0,67	100	
Gender				
Male	49	0,02	3	7
Female	51	0,65	97	191
Heads of household	58	0,44	66	114
	base: women = 100			
Age ø	50.1	33.4		
up to 19 years	6	0,09	14	219
20-29	13	0,23	36	278
30-39	14	0,16	25	179
40-49	14	0,07	11	75
50 +	19	0,07	10	55
18-39	29	0,42	64	220
Education				
Statutory education	37	0,17	26	70
Basic secondary education	32	0,22	34	103
A-level equivalent/degree	31	0,26	41	132
Employment				
Vocational training	10	0,15	23	231
In employment	53	0,41	63	118
Unmarried	22	0,30	46	211
Net monthly household income				
up to 1,000 euros	6	0,04	6	95
1,000-2,000 euros	22	0,11	17	76
2,000-3,000 euros	26	0,12	19	74
over 3,000 euros	47	0,38	59	126

Quelle: MA 2020-II

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