



# *Séparée*

## Advertising opportunities 2025

*Séparée* is the only high-quality glossy magazine that addresses love, lust and sexuality in a truly modern and open-minded way. *Séparée* 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 sparse 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

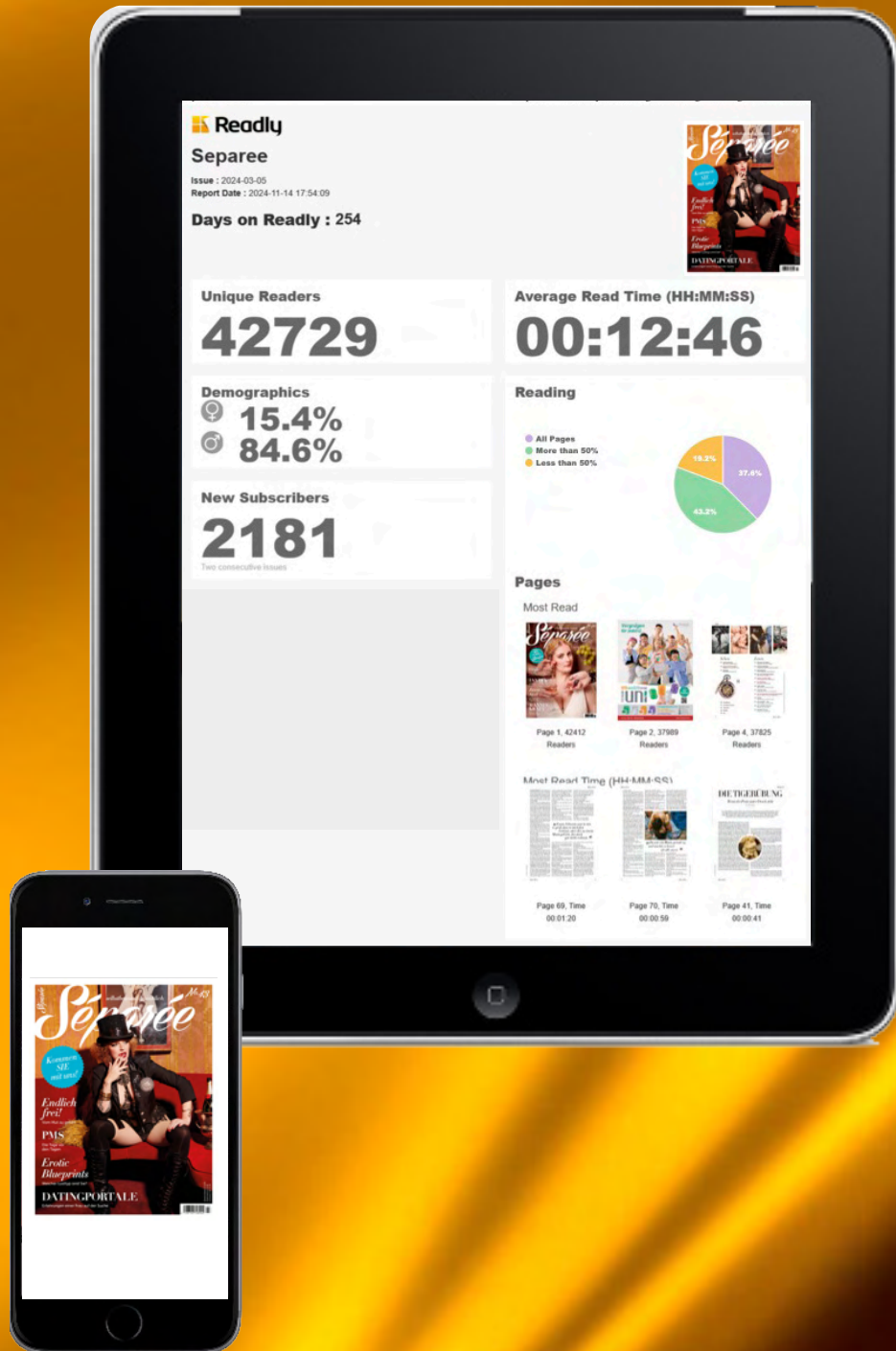
## WHERE TO BUY SÉPARÉE DIGITAL

- ♥ Readly, 50.000 readers and approx. 5 million page views per issue
- ♥ digital edition, also available for subscription
- ♥ read.it, magazine flatrate in Germany, Austria, Switzerland
- ♥ digital kiosk: United Kiosk, iKiosk, Presseplus

## PUBLICATION DATE / CIRCULATION

- ♥ Publication dates 2025:  
March 4 / June 3 / Sep. 2 / Dec. 2
- ♥ Séparée has a circulation of 30,000 copies.
- ♥ Retail price: Euro 8.90





## READLY

All editions of *Séparée* are available worldwide at Readly, the ultimate magazine subscription platform with more than 5,000 magazines from around the world. Since its launch at Readly, *Séparée* has enjoyed more than 170 million page views. It ranks among the 10 most popular magazines for women. With each new issue *Séparée* gains more than 3000 new subscribers.

## 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.

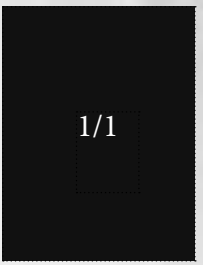
## DIGITAL KIOSKS

A complete collection of all *Séparée* editions is available at digital kiosks like United Kiosk, Presseplus and iKiosk.

The women's  
magazine *men*  
*also like.*

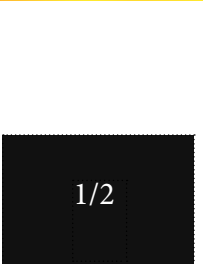


Special  
formats,  
placements and  
inserts  
upon request.

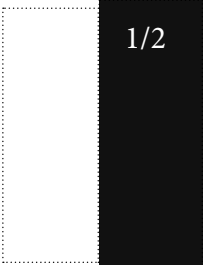


**FORMAT / PRICES**

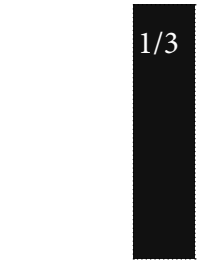
- ♥ Opening spread (420x270mm) 7,500.00 Euro
- ♥ Double page (420x270mm) 6,500.00 Euro
- ♥ 1/1 cover page (210x270mm) 4,000.00 Euro
- ♥ 1/1 page inside 3,500.00 Euro



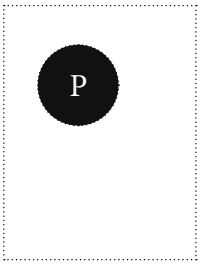
- ♥ 1/2 page  
(horizontal 210x135mm) 2,000.00 Euro



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



- ♥ 1/3 page (70x270mm) 1,400.00 Euro



- ♥ product placements 400.00 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: 250.00 Euro

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

We also offer links to affiliate programs.

**Sèparée** Magazin für erotische Frauen

Blog Galerie Geschichten Themen Shop

### Tantramassage - Sex für die Seele

Was ist Tantra eigentlich und was passiert bei so einer Massage?

Hier klicken

#### Auslese

Lustvolles und Wissenswertes für eine erfüllte Sexualität

**Irha koharu von Tenga im Test**  
Ein schickes Toy-Set und Bequem, ideal für Anfängerinnen.

MEHR LESEN >

**Mindful Masturbation**  
Orgasmen, die den ganzen Körper erfassen, sich in Wellen manifestieren und lange auf gleichmäßig hohen Niveau andauern, gibt es wirklich. Sie machen anhaltend glücklich und - im besten Falle - selbst werden.

MEHR LESEN >

**Pup Play - der Weipel im Mann**  
Puppy-Beißer, der Handwaschbecken im Englischen, kann abgelenkt ist der Begriff Pup Play, das Spiel mit einer Existenz als bester Freund des Menschen.

MEHR LESEN >

**PREP - no risk, more fun**  
Seit seiner Pubertät hoch die Augen vor AIDS die Acker fest im Griff. Seit seiner Entdeckung der Prä-Exposition- Prophylaxe, kurz PREP, kann er seine Sexualität endlich über die Fesseln von Furcht und Verzicht lösen.

MEHR LESEN >

**Frauen, die fliegen**  
Wer trägt als göttliches Vorbild für eine erfüllte weibliche Sexualität? Die Suche nach der heiligen Sexualität marianischer Göttinnen führt bis nach Ägypten und Mesopotamien.

**Erika Lust: Ich wusste früh, was gute Pornofilme sind**  
Seit 20 Jahren produziert die Schwedin Erika Lust Erotikfilme. Im Name ist dabei Programm: Es geht um Spaß beim Sex, um den auf ihrer Plattform „Lust Cinema“ mit über sieben Millionen Video-Views auf.

Bestes Independent Magazin 2022

WINNER 2022

aktuelle Ausgabe

Sèparée No. 42

300x250

300x100





