



EUROWOMAN[®]

Media kit
2026



The magazine Expertise

Eurowoman is the leading and most popular fashion and culture magazine in Denmark.

We expound the newest international trends and dive into art, design, literature and culture from all over the world, while remaining deeply rooted in Scandinavian and Danish culture.

We stand out from other fashion magazines with our well-written and sharp articles that focus on every aspect of modern life.

We strive to create a personal and curated universe because our qualityconscious readers love us for our unique, aesthetical style, surprising covers and formats and inspiring articles.

We have almost 30 years of experience and expertise and intend to continue to inspire and tell the best stories in fashion, art, culture, and design to our readers – in the magazine and on SoMe, despite a rapidly changing media landscape.

In the future, we will continue to focus on inspiring fashion articles, the best in beauty, strong feature articles, good style, the most beautiful interiors, diversity and great personalities and we are planning lots of surprises in the new year to give our great content an even wider appeal.



2026

The fashion industry is very much changing and improving. A development we as a fashion magazine will naturally be following up close as well as focusing on art and culture.

On Eurowoman's Instagram, we give the magazine's content new digital life through video interviews and backstage videos. We highlight the best quotes that create debate and interaction between us and our followers. We keep our followers updated on news within fashion, art, culture, interior design, and lifestyle and make guides exclusively for Eurowoman's SoMe platforms: Instagram, Pinterest and TikTok. We also do Q&A's with people who make a difference within a current agenda. All presented in an aesthetic and visually inspiring universe.

When it comes to providing surprising covers and themes reflecting the world and the life we are living right now we are leading in the market.



Target

The readers of Eurowoman are primarily women aged 20–49. They are highly educated, have high incomes and do not mind spending money on themselves. The Eurowoman aesthetics appeals to them and they love fashion, beauty, interior design, art and culture and want to be well-informed within their areas of interest – preferably before anyone else. They are looking for ideas that will make them wiser and interviews that encourage reflection. They enjoy being cultural and frequently go out to eat, visit museums and go to the theatre.

Our readers are mainly concentrated in the Capital Region of Copenhagen and the largest cities in Denmark.

GENDER:

Women 71 %

Men 29 %

AGE:

59 % of our readers are between
20 and 49 years.

18 % are younger and 23 % are older



Readership

Readership: 96.000

Digital visits (alt.dk): 1.650.000

Pageviews: (alt.dk): 7.250.000

Facebook likes: 61.200

Instagram followers: 118.500



Editor in chief
ANNE LOSE



Fashion director
ANNA KATINKA VON DER FEHR



SoMe and Beauty Editor
CATHRINE LETH DAMGAARD

The team

Eurowoman has a strong team covering a wide range of experience and expertise and includes creatives aged 24–51.

We only collaborate with the absolute best photographers, journalists, and stylists.

Anne Lose is the editor-in-chief at Eurowoman and has a broad experience as a leader within the publishing industry. Educated in detail she started within the publishing industry in 2005 and had positions as beauty and fashion director before. She is also the editor-in-chief at RUM – a world known design magazine and authority and combines her passions for culture, history, design and fashion everyday



Instagram, TikTok & website

@eurowomandk and ALT.dk

In a rapidly changing society and media landscape, Eurowoman's Instagram and TikTok curates the best and most noteworthy in fashion, lifestyle, art, culture, interior, work life and beauty to our quality-conscious followers. In 2026, we will boost all the good content from the magazine and give it even more life with new video formats and current content exclusively created for Eurowoman's Instagram and TikTok. It will all be presented in an aesthetical and visually inspiring universe. On Instagram and TikTok, we will engage in a dialogue with our followers and tailor our content to their needs and their reality.

We invite our followers to get a look behind our photo shoots and introduce them to the people who are featured in the magazine via small video interviews and behind-the-scenes material.

We give our followers a space where dreams can unfold, where we inspire, inform and enlighten.

Since we engage in a close dialogue with our followers, we, in collaboration with our customers, are able to create the best content and advertising packages that match our target audience.

ALT.DK

ALT.dk is the largest lifestyle site in Denmark. Here, the user gets the absolute best articles and content from several of Egmont's popular magazines and weeklies.

ALT.dk is the strongest in the country with-in lifestyle, health, children and family life, fashion and beauty, interior design and recipes for everyday life and holidays.

Advertising options

ALT.DK:
Banners
Native articles incl. facebook
Galleries incl. facebook

INSTAGRAM:
In-feed post
Stories
Galleries
IG-TV
Reels

TIKTOK:
Videos



Creative collaborations and advertorials

Eurowoman is also a publisher and agency, we design campaigns, image books, content and magazine concepts.

We execute commercial and creative direction with a Eurowoman approach and welcome new collaborations.

We bring together insight, experience and first-hand support to empower our clients to make measurable improvements in their performance and to achieve their goals.

We offer our media expertise to a global list of clients who seek progressive campaigns, content creation and bespoke publications. Our clients include OMEGA, CAIA, RABENS SALONER, CIFF, ILLY, ZALANDO, ROYAL COPENHAGEN and the auction house BRUUN RASMUSSEN.

We frequently have fashion, jewellery, beauty, travel, and interior specials.

Every Christmas we do a shopping/gifting magazine together with Euroman which includes design, interior, beauty, fashion and luxury.



Editorial calendar

EUROWOMAN 2026

FEBRUARY NO. 337
NEW SEASON
SPRING FASHION
Release date: January 29
Deadline: December 15, 2025

MARCH NO. 338
JEWELRY
NEW TRENDS
Release date: February 26
Deadline: January 27

APRIL NO. 339
ART
BEAUTY SPECIAL
Release date: March 26
Deadline: February 23

MAY NO. 340
DESIGN
INTERIOR SPECIAL
Release date: April 30
Deadline: March 23

JUNE NO. 341
SUMMER FASHION
SUNSCREENS AND
FRAGRANCES
Release date: May 28
Deadline: April 27

JULY NO. 342
HOLIDAY
HOLIDAY SPECIAL
Release date: June 25
Deadline: May 26

AUGUST NO. 343
NEW SEASON AND ART
DANISH FASHION
Release date: July 30
Deadline: June 26

SEPTEMBER NO. 344
FALL FASHION
TEXTILE SPECIAL
Release date: August 27
Deadline: July 27

OCTOBER NO. 345
JEWELRY
Two-pack with RUM
Release date: September 24
Deadline: August 24

NOVEMBER NO. 346
TRAVEL
CULTURE SPECIAL
Release date: October 29
Deadline: September 30

DECEMBER NO. 347
PARTY
MAKEUP, SCENTS,
ACCESSORIES, CHRISTMAS GIFTS
Release date: November 26
Deadline: October 28
Supplement: Christmas Magazine
(co-op with Euroman)
Deadline: October 21

JANUARY NO. 348
NEW YEAR
WELLNESS
Release date: December 21
Deadline: November 23



ADVERTISING CONTACT

Egmont's ad department
adsales@egmont.com
gry.thonbo@egmont.com

ART WORK REQUIREMENTS

Double page ad: 450 x 298 mm (+ 5 mm bleed)

Single page ad: 225 x 298 mm (+ 5 mm bleed)

Please provide artwork in CMYK at 300 PPI as a PDF document.

Colour profile: ISO coated v2 300

Please do not send inDesign documents or packaged folders.

All fonts should be embedded or outlined

UPLOAD TO
simplead.egmont.dk

CHECKLIST TO AVOID DELAY

Crop marks should always be outside of the bleed area and not over the image.

If there are two files (for example left and right page of a spread, or first and second spread) clearly mark the position of each in the file name.

PRICE AND FORMATS

PRINT

Fullpage DKK 56.300

Backcover DKK 67.600

Doublepage DKK 90.100

Advertorial fullpage DKK 67.600

Advertorial doublepage DKK 108.100

Gatefold (4 pages) DKK 126.500

INSTAGRAM

In feed post / Reel DKK 13.200

Dark post DKK 7.200

Story DKK 6.600

(prices are excl. paid boost)



PHOTOGRAPHS BY: Jonas Bie, Tine Bek, Petra Kleis, Frida-My, Sascha Oda, Mikkel Tjellesen,
Maria Pepelanova, Johanne Visser og Anna Ravn Lei & Emma Spannow

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