

Omikron

The Leading Lifestyle Magazine



Magazine ID

First published: 1996 Frequency: Monthly

Target Group: Women aged 25-44 (Primary group),
Women aged 18-24 (Secondary group) AB C1 & C2 s/o group

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“ New ideas, new faces, new spaces, new fashion, new you, all new at Omikron! The leading lifestyle magazine first published in Cyprus in May 1996, never rests on its laurels. True to its slogan “if you are not surprised yourself you can never astound anyone”, is renewed and transformed once again, responding to the times. Its spare and at the same time modern design, revealing interviews, exclusive true stories, demanding and impressive photos, always well-written articles, comprehensive coverage of fashion trends and good living, complex-free approach to relationships and psychological issues, continue to make it the absolute lifestyle magazine that every modern woman would want to include in her world. ”

Omikron circulates with Phileleftheros' Sunday issue – the leading newspaper in both readership and circulation figures- at a special price and is later available at the newsstands.

 Omikron Magazine Cyprus  @OmikronCyprus

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Omikron magazine's readership is made up mostly of Cypriot women (72%), aged 25-44 (39%), of the highest socioeconomic group and aims to be the most comprehensive guide on style and lifestyle matters.

AGE GROUP

18-24	4,830
25-34	9,518
35-44	10,944
45-54	7,366
55-64	6,885

GENDER

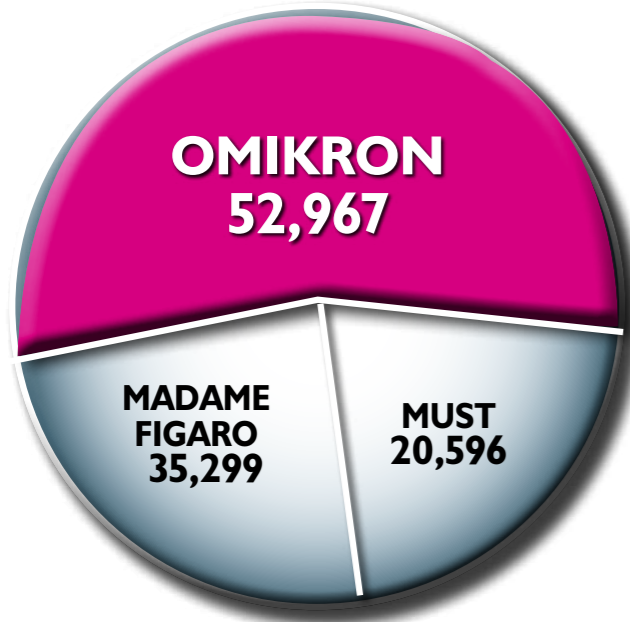
WOMEN	38,146
MEN	14,821

AREA

URBAN	30,477
RURAL	22,491

SOCIOECONOMIC STATUS

AB	7,918	C2	25,912
CI	9,449		



READERSHIP MARKET SHARE

Omikron magazine ranks first in readers' preferences among all women's lifestyle magazines with 52,967 readers according to the results of the September 2017 survey conducted by RAI CONSULTANTS. Madame Figaro and Must follow with 35,299 and 20,596 readers respectively.

