

Factsheet 2017 – Leben & erziehen Spezial

Magazine Profile	
Frequency	2 x per year
Since	2013
Format	200 x 250 mm
Version	stapled
Distribution	as a gift enclosed in the parcels to customers of our distribution partners (leading mail order company for pregnancy and baby supply in Germany).
Circulation	Leben & erziehen Spezial: 400.000
Publisher	Bayard Media GmbH & Co. KG Böheimstraße 8 86153 Augsburg (Germany) Telephone +49 821 / 45 54 81 - 37 Telefax +49 821 / 45 54 81 - 11 http://www.bayard-media.de

Target Group (socio-demographic)

Mothers with children up to 6 years and pregnant women.	In Germany there are 3,7 mio. mothers with children up to 5 years About 358.000 pregnant women that will have their first baby (out of about 715.000 pregnant women in total). <i>Source: Statistisches Bundesamt, figures refer to 2014</i>
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Magazine Profile

“Leben & erziehen Spezial” was launched in 2013 and expands the „Leben & erziehen“ family of magazines. On top of the monthly magazine „Leben & erziehen“ and the topical special editions (e.g. “Schwangerschaft & Geburt”, “Babys richtig fördern”, “Gesundheit mein Kind”, etc.). These families have purchasing power as the magazine is only handed out to active clients of our mail order partner.

Our mail order partner offers a vast variety in baby nutrition, baby care, diapers, as well as toys, furniture for children’s room, clothes, maternity fashion, babyphones and child car seats, covering the needs of mothers with children up to 6 years. Most of the articles are of strong brand manufacturers.

The copies of “Leben & erziehen Spezial” are distributed as a gift for the customers and added to the parcel in which the ordered goods are being delivered to the customer.

400.000 copies of “Leben & erziehen Spezial” are published in March (spring/summer collections) and the same number in September (autumn/winter collections) right on time for seasonal business of the advertisers.

Advertising rates and specifications (Rate card No. 22, valid from 01.01.2017)

Rates	Format	
	1/1 full page color	€ 28.000
	1/2 full page color	€ 20.200
	Prices for special positions	
	Cover 2	not available
	Cover 4	€ 35.000
	(All prices are based on 4c ads, excluding VAT)	
	Volume discount	
	Number of pages placed	discount
	2	2%
3	3%	
4	4%	

Ad Specials	<p>Inserts (loose)*</p> <p>Up to 20 g 90 € per 1000 Up to 30 g 100 € per 1000 Up to 40 g 105 € per 1000 Up to 50 g 110 € per 1000 (min. 200.000 inserts, max.: 400.000)</p> <p>* No discounts on ad specials. For more detailed information, please contact Bayard Media Anzeigenverkauf/Ad sales (+49 821 / 45 54 81 - 37)</p>															
Editorial Calendar 2016	<table border="1"> <thead> <tr> <th data-bbox="595 528 730 584">Issue</th> <th data-bbox="738 528 922 584">Publication date</th> <th data-bbox="930 528 1524 584">Advertising deadline</th> </tr> </thead> <tbody> <tr> <td data-bbox="595 595 730 629">01/2017</td> <td data-bbox="738 595 922 629">13.03.2017</td> <td data-bbox="930 595 1524 629">07.02.2017</td> </tr> <tr> <td data-bbox="595 640 730 674">02/2017</td> <td data-bbox="738 640 922 674">11.09.2017</td> <td data-bbox="930 640 1524 674">05.08.2017</td> </tr> </tbody> </table>	Issue	Publication date	Advertising deadline	01/2017	13.03.2017	07.02.2017	02/2017	11.09.2017	05.08.2017						
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Print Specifications	<table border="1"> <thead> <tr> <th data-bbox="595 651 874 685">Size</th> <th data-bbox="882 651 1161 685">Non bleed ad size</th> <th data-bbox="1169 651 1524 685">Bleed ad size</th> </tr> <tr> <th data-bbox="595 685 874 719">width x height</th> <th data-bbox="882 685 1161 719">width x height</th> <th data-bbox="1169 685 1524 719">width x height</th> </tr> </thead> <tbody> <tr> <td data-bbox="595 730 874 763">1/1 page</td> <td data-bbox="882 730 1161 763">177 x 222 mm</td> <td data-bbox="1169 730 1524 763">200 x 250</td> </tr> <tr> <td data-bbox="595 775 874 808">1/2 page vertical</td> <td data-bbox="882 775 1161 808">84 x 222 mm</td> <td data-bbox="1169 775 1524 808">98 x 250</td> </tr> <tr> <td data-bbox="595 819 874 853">1/2 page horizontal</td> <td data-bbox="882 819 1161 853">177 x 109 mm</td> <td data-bbox="1169 819 1524 853">200 x 123</td> </tr> </tbody> </table> <p>* Bleed: 5 mm top and bottom; 5 mm left and right * The text, photos, logos and agency references must remain at least 5 mm from the bleed.</p> <p>Please send ad materials via: http://www.duon-portal.de Support: +49 40 / 37 41 17 - 50</p> <p>Further inquiries: telephone +49 821 / 45 54 81-35/ -36 fax +49 821 / 45 54 81-11 anzeigendispo@bayard-media.de</p>	Size	Non bleed ad size	Bleed ad size	width x height	width x height	width x height	1/1 page	177 x 222 mm	200 x 250	1/2 page vertical	84 x 222 mm	98 x 250	1/2 page horizontal	177 x 109 mm	200 x 123
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Ad-Contact																
<p>For more information please contact: Bayard Media GmbH & Co. KG Böheimstr. 8 86153 Augsburg (Germany) Telefon: +49 821 / 45 54 81-37 Fax +49 821/ 45 54 81-11 E-Mail: media@bayard-media.de</p>																