



Factsheet 2017 - Leben & erziehen

(The trusted magazine brand in Germany for pregnant women and women with children up to the age of 6 years)

Magazine Profile																			
Frequency	12 x per year																		
Since	1952																		
Size (average)	76 pp.																		
Version	stapled																		
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																		
Circulation 	<table> <tr> <td></td> <td>Leben & erziehen</td> </tr> <tr> <td>printrun</td> <td>163.358</td> </tr> <tr> <td>total sales</td> <td>115.973</td> </tr> <tr> <td>subscribers</td> <td>25.462</td> </tr> <tr> <td>newsstand sales</td> <td>17.234</td> </tr> </table> <p style="text-align: right;"><i>source: IVW Jahresdurchschnittsauflage 2015</i></p>		Leben & erziehen	printrun	163.358	total sales	115.973	subscribers	25.462	newsstand sales	17.234								
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Living circumstances	<p>66% living in cities with 100.000+ inhabitants 3,4 persons living in an average household</p> <p style="text-align: right;"><i>source: ma 2016 Pressemedien II</i></p>																		

Reader Profile

Parents expecting a baby or with children up to the age of six years.

Magazine Profile

Couples that expect a baby and parents of young children have a lot of questions: What does our baby need to develop healthy? How do we assist correctly? How do we want to raise the child?

Leben & erziehen accompanies competently the pregnancy and the first five exciting years with the newly born. The magazine offers advice in all questions young families have and gives reliable answers. Compactly and clearly arranged, not only about the child but also about how the birth of the child affects the life of the parents in young families.

The magazine is an ideal advertising medium because it is consequently targeted at the group of young parents and accompanies them from the very start. The main topics in Leben & erziehen are: Encouraging and fostering children from the very beginning, health, caring, nutrition, sleeping, upbringing and development. These are topics the magazine has a practical approach to, so that parents can easily implement advice in daily family life.

Responsible and up to date the magazine explains topics as a guidebook and therefore offers an ideal and authentic and credible advertising environment.

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

Rates	Format	Rates	
	1/1 page	€ 11.500	
	1/2 page	€ 8.200	
	1/3 page	€ 6.300	
	(Prices are based on 4c ads, excluding VAT)		
	Volume discount		
	Number of pages placed	discount	
	2	2%	
	3	3%	
	4	4%	
	Prices for special positionings		
	Cover 2	13.800 €	
	Cover 4	14.400 €	
Ad Specials	Reply cards or samples*	Rates excluding VAT	special postage fee**
	glued	35,00 € per 1000	5,10 € per 1000
	(special postage fee applicable for postcards only, others on request)		
	(only available with a full page advertising, min. 50.000 cards/samples)		
	Inserts (loose)*	Rates excluding VAT	special postage fee**
	Up to 20 g	90 € per 1000	20 € per 1000
	Up to 30 g	100 € per 1000	20 € per 1000
	Up to 40 g	105 € per 1000	30 € per 1000
	Up to 50 g	110 € per 1000	40 € per 1000
	(min. 50.000 inserts)		
	Inserts (attached)*	Rates excluding VAT	special postage fee**
	To 4 pages	85 € per 1000	15 € per 1000
	To 8 pages	90 € per 1000	15 € per 1000
To 16 pages	95 € per 1000	15 € per 1000	
To 24 pages	115 € per 1000	15 € per 1000	
(min. 50.000 inserts)			
* No discounts on ad specials. For detailed information, please contact Bayard Media Anzeigenverkauf/Ad sales (+49 821 / 45 54 81 - 37)			
** No agency commission deductible on special postage fee..			

<p>Editorial Calendar 2017</p>	<table border="1"> <thead> <tr> <th>Issue</th> <th>Publication Date</th> <th>booking deadline</th> </tr> </thead> <tbody> <tr><td>February (02/2017)</td><td>04.01.2017</td><td>06.12.2016</td></tr> <tr><td>March (03/2017)</td><td>08.02.2017</td><td>10.01.2017</td></tr> <tr><td>April (04/2017)</td><td>08.03.2017</td><td>07.02.2017</td></tr> <tr><td>May (05/2017)</td><td>05.04.2017</td><td>07.03.2017</td></tr> <tr><td>June (06/2017)</td><td>03.05.2017</td><td>04.04.2017</td></tr> <tr><td>July (07/2017)</td><td>07.06.2017</td><td>09.05.2017</td></tr> <tr><td>August (08/2017)</td><td>05.07.2017</td><td>06.06.2017</td></tr> <tr><td>September (09/2017)</td><td>02.08.2017</td><td>04.07.2017</td></tr> <tr><td>October (10/2017)</td><td>06.09.2017</td><td>05.08.2017</td></tr> <tr><td>November (11/2017)</td><td>11.10.2017</td><td>12.09.2017</td></tr> <tr><td>Dezember (12/2017)</td><td>08.11.2017</td><td>10.10.2017</td></tr> <tr><td>January (01/2018)</td><td>13.12.2017</td><td>14.11.2017</td></tr> </tbody> </table>	Issue	Publication Date	booking deadline	February (02/2017)	04.01.2017	06.12.2016	March (03/2017)	08.02.2017	10.01.2017	April (04/2017)	08.03.2017	07.02.2017	May (05/2017)	05.04.2017	07.03.2017	June (06/2017)	03.05.2017	04.04.2017	July (07/2017)	07.06.2017	09.05.2017	August (08/2017)	05.07.2017	06.06.2017	September (09/2017)	02.08.2017	04.07.2017	October (10/2017)	06.09.2017	05.08.2017	November (11/2017)	11.10.2017	12.09.2017	Dezember (12/2017)	08.11.2017	10.10.2017	January (01/2018)	13.12.2017	14.11.2017
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