





Factsheet 2018 - plus Magazin + Frau im Leben

(the two trusted brands in Germany of one of Europe's leading publishing groups in the Best-Ager-market)

Magazine Profile			
Frequency	12 x per year (+ 4 special issues a year)		
Since	plus Magazin: 2001 Frau im Leben: 1968		
Size (average)	plus Magazin: 140 pp. (incl. 24 pp. section: "Geld & Recht") Frau im Leben: 132 pp. (incl. 16 pp. section: recepies, household advice, etc.)		
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 		Frau im Leben	plus Magazin
	printrun	129.681	98.626
	total sales	88.430	66.620
	subscribers	51.348	47.246
	newsstand sales	18.589	15.505
		<i>Source: IVW Jahresdurchschnittsauflage 2017</i>	
Reach figures 		Frau im Leben	
	Average reach total	637.000	
	broad audience	1.568.000	
		<i>source: ma 2018 Pressemedien I LpA, broad audience = Weitesten Leserkreis (WLK)</i>	
Reader profile (socio-demographic)			
Reader profile (socio-demographic)		Frau im Leben	plus Magazin
	female	93%	86%
	average age	62 years <i>ma 2018 Pressemedien I</i>	62 years <i>publisher's claim</i>
Reader Profile			
<p>Readers of "Frau im Leben" and "plus Magazin" are mature, active, involved in their community and feel that they are in the prime of their life.</p> <p>They have a wide spectrum of interests with a thirst for information regarding their phase of life.</p> <p>Serious topics such as health, sociological developments and finance play an important role, but furthermore, "Frau im Leben" and "plus Magazin" readers have an interest in everything that can enrich their lives because above all, they enjoy life!</p>			
Magazine Profile of monthly magazine			
<p>"Frau im Leben" and "plus Magazin" (until Dec. 2008: Lenz) are two monthly quality magazines for people in the second half of their life. Distinctive for this period of living are change and renewal:</p> <ul style="list-style-type: none"> - children are leaving their parents home - home is being re-decorated; for the second time in life (after family foundation) substantial investments are being made (car, furniture, etc.) - leisure time and holidays gain importance and are being planned differently - more money is available for consumption and leisure proposals - health, physical fitness and well-being gain importance. High readiness to invest in personal health. <p>At the same time the upcoming retirement (also financial concerns) are intensively prepared and structured.</p> <p>On this background "Frau im Leben" and "plus Magazin" are high-quality magazines that give advice in all questions that people in their second half of life are really interested in. The magazines help their readers to enjoy this phase of life as precious and substantial. These great advisory skills helped the magazines to reach an extraordinary percentage of subscribers. The large amount of time the readers spend on the lecture of "Frau im Leben" and "plus Magazin" expresses the high level of quality.</p>			

HAPPY - Special issue: 4 times a year

Targeting female readers aged 50+, our special issues focus on 84 pages, on a specific topic that is relevant for our readers. The print run of the special issues is 130.000 copies, distributed to the subscribers of Frau im Leben and plus Magazin. The magazine is also available on newsstands. Different advertising rates apply on the special issues.

Topics of 2018 special issues:

Special issue HAPPY 01/2017 (published 24.01.2018): "Home & living", **booking deadline: 12.12.2017**

Special issue HAPPY 02/2017 (published 18.04.2018): "Staying healthy while getting older", **booking deadline: 13.03.2018**

Special issue HAPPY 03/2017 (published 18.07.2018): "Living happily", **booking deadline: 12.06.2018**

Special issue HAPPY 04/2017 (published 21.10.2018): "Do it Yourself", **booking deadline: 18.09.2018**

Advertising rates and specifications (Rate card No. 14, valid from 01.01.2018)

Rates	Format	Rates 2018 Combination Frau im Leben plus (monthly)	Rates 2018 Special issue HAPPY
	1/1 full page color	€ 18.900	€ 16.000
	1/2 full page color	€ 13.600	€ 11.500
	1/3 full page color	€ 10.400	n/a
(Prices are based on 4c ads, excluding VAT)			
	Prices special positions	Rates 2018 Combination Frau im Leben plus (monthly)	Rates 2018 Special issue HAPPY
	Cover 2	€ 22.700	€ 18.400
	Cover 4	€ 23.600	€ 19.200
Ad Specials	Reply cards or samples* glued (special postage fee applicable for postcards only, others on request) (only available with a full page advertising, min. 50.000 cards/samples)	Rates excluding VAT 35,00 € per 1000	special postage fee** 6 € per 1000
	Inserts (loose)* Up to 20 g Up to 30 g Up to 40 g Up to 50 g (min. 50.000 inserts per magazine, 100.000 inserts in the combination of two magazines)	Rates excluding VAT 90 € per 1000 100 € per 1000 105 € per 1000 110 € per 1000	special postage fee** 24 € per 1000 24 € per 1000 36 € per 1000 48 € per 1000
	Inserts (attached)* To 4 pages To 8 pages To 16 pages To 24 pages (min. 50.000 inserts per magazine, 100.000 inserts in the combination of two magazines)	Rates excluding VAT 85 € per 1000 90 € per 1000 95 € per 1000 115 € per 1000	special postage fee** 20 € per 1000 20 € per 1000 20 € per 1000 20 € per 1000
* 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.			
Editorial Calendar 2018	Issue	Publication Date	booking deadline
	February (02/2018)	17.01.2018	12.12.2017
	March (03/2018)	14.02.2018	16.01.2018
	April (04/2018)	14.03.2018	13.02.2018
	May (05/2018)	11.04.2018	13.03.2018
	June (06/2018)	09.05.2018	10.04.2018
	July (07/2018)	13.06.2018	15.05.2018
	August (08/2018)	11.07.2018	12.06.2018
	September (09/2018)	08.08.2018	10.07.2018
	October (10/2018)	12.09.2018	14.08.2018
	November (11/2018)	17.10.2018	18.09.2018
	Dezember (12/2018)	14.11.2018	16.10.2018
	January (01/2019)	19.12.2018	20.11.2018



Print Specifications	Ad sizes for monthly issue (combination Frau im Leben plus)		
		Non bleed ad size	Bleed ad size
	Size	width x height	width x height
	1/1 page	175 x 217 mm	203 x 264 mm
	1/2 page vertical	82 x 217 mm	96 x 264 mm
	1/2 page horizontal	175 x 104 mm	203 x 127 mm
	1/3 page vertical	53 x 217 mm	63 x 264 mm
	1/3 page horizontal	175 x 67 mm	203 x 83 mm
	* 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.		
	Please send ad materials via: http://www.duon-portal.de		
	Support: +49 40 / 37 41 17 - 50		
	Further inquiries:		
	telephone +49 821 / 45 54 81-35/ -36		
	fax +49 821 / 45 54 81-11		
	anzeigendispo@bayard-media.de		
	Different formats on Special issue !!! (please inquire)		
Website			
www.frau-im-leben.com / www.plus-magazin.com / www.bayard-media.de			
Ad-Contact			
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