

Factsheet 2018 – 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 active buying online shoppers/customers of our distribution partners (one of the leading online shops 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

Core 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>
---	--

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 buying clients of our online shop partner.

Our online shop 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.

More than 600 editorial features with a total of more than 1.200 pages are published in Leben & erziehen Spezial, the monthly newsstand edition Leben & erziehen and its special editions. With these 600 editorial features we provide a credible editorial context for positioning of our client’s advertising – planable for all issues in 2018. We provide a list of editorial features for our client’s industry on request. Also if you miss a specific topic, we might provide this in any upcoming issue.

Advertising rates and specifications (Rate card No. 23, valid from 01.01.2018)

Rates	Format	
	1/1 full page color	€ 29.200
	1/2 full page color	€ 21.000
	Prices for special positions	
	Cover 2	€ 35.000
Cover 4	€ 36.500	
(All prices are based on 4c ads, excluding VAT)		



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. 250.000 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 2018	<table border="1"> <thead> <tr> <th data-bbox="595 528 730 584">Issue</th> <th data-bbox="738 528 874 584">Publication date</th> <th data-bbox="882 528 1066 584">Advertising deadline</th> </tr> </thead> <tbody> <tr> <td data-bbox="595 595 730 618">01/2018</td> <td data-bbox="738 595 874 618">26.03.2018</td> <td data-bbox="882 595 1066 618">26.02.2018</td> </tr> <tr> <td data-bbox="595 618 730 640">02/2018</td> <td data-bbox="738 618 874 640">24.09.2018</td> <td data-bbox="882 618 1066 640">27.08.2018</td> </tr> </tbody> </table>	Issue	Publication date	Advertising deadline	01/2018	26.03.2018	26.02.2018	02/2018	24.09.2018	27.08.2018						
Issue	Publication date	Advertising deadline														
01/2018	26.03.2018	26.02.2018														
02/2018	24.09.2018	27.08.2018														
Print Specifications	<table border="1"> <thead> <tr> <th data-bbox="595 651 874 674">Size</th> <th data-bbox="882 651 1145 674">Non bleed ad size</th> <th data-bbox="1153 651 1525 674">Bleed ad size</th> </tr> <tr> <th data-bbox="595 685 874 707"></th> <th data-bbox="882 685 1145 707">width x height</th> <th data-bbox="1153 685 1525 707">width x height</th> </tr> </thead> <tbody> <tr> <td data-bbox="595 707 874 730">1/1 page</td> <td data-bbox="882 707 1145 730">177 x 222 mm</td> <td data-bbox="1153 707 1525 730">200 x 250</td> </tr> <tr> <td data-bbox="595 730 874 752">1/2 page vertical</td> <td data-bbox="882 730 1145 752">84 x 222 mm</td> <td data-bbox="1153 730 1525 752">98 x 250</td> </tr> <tr> <td data-bbox="595 752 874 775">1/2 page horizontal</td> <td data-bbox="882 752 1145 775">177 x 109 mm</td> <td data-bbox="1153 752 1525 775">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	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
Size	Non bleed ad size	Bleed ad size														
	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														
Websit																
www.bayard-media.de																
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>																