



Factsheet 2018 - 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>151.631</td> </tr> <tr> <td>total sales</td> <td>109.480</td> </tr> <tr> <td>subscribers</td> <td>24.010</td> </tr> <tr> <td>newsstand sales</td> <td>9.127</td> </tr> </table> <p style="text-align: right;"><i>source: IVW Jahresdurchschnittsauflage 2017</i></p>		Leben & erziehen	printrun	151.631	total sales	109.480	subscribers	24.010	newsstand sales	9.127								
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Household netto income	<table> <tr> <td>2.500 € and more</td> <td>54%</td> </tr> <tr> <td>average</td> <td>2.826 €</td> </tr> </table> <p>84% of the readership are decision makers for purchases of the household</p> <p style="text-align: right;"><i>source: ma 2018 Pressemedien I</i></p>	2.500 € and more	54%	average	2.826 €														
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Living circumstances	<p>72% living in cities with 100.000+ inhabitants 3,1 persons living in an average household</p> <p style="text-align: right;"><i>source: ma 2018 Pressemedien I</i></p>																		

Reader Profile

Core target group: 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 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.

This is also reflected in more than 600 editorial features with a total of more than 1.200 pages in Leben & erziehen, its special editions and Leben & erziehen Spezial. 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	Rates	
	1/1 page	€ 11.800	
	1/2 page	€ 8.500	
	1/3 page	€ 6.500	
	(Prices are based on 4c ads, excluding VAT)		
	Prices for special positionings		
	Cover 2	14.200 €	
	Cover 4	14.800 €	
Ad Specials	Reply cards or samples*	Rates excluding VAT	special postage fee**
	glued	35,00 € per 1000	6 € 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	24 € per 1000
	Up to 30 g	100 € per 1000	24 € per 1000
	Up to 40 g	105 € per 1000	36 € per 1000
	Up to 50 g	110 € per 1000	48 € per 1000
	(min. 50.000 inserts)		
	Inserts (attached)*	Rates excluding VAT	special postage fee**
	To 4 pages	85 € per 1000	20 € per 1000
	To 8 pages	90 € per 1000	20 € per 1000
To 16 pages	95 € per 1000	20 € per 1000	
To 24 pages	115 € per 1000	20 € 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 2018</p>	<table border="1"> <thead> <tr> <th>Issue</th> <th>Publication Date</th> <th>booking deadline</th> </tr> </thead> <tbody> <tr><td>February (02/2018)</td><td>10.01.2018</td><td>12.12.2017</td></tr> <tr><td>March (03/2018)</td><td>07.02.2018</td><td>09.01.2018</td></tr> <tr><td>April (04/2018)</td><td>07.03.2018</td><td>06.02.2018</td></tr> <tr><td>May (05/2018)</td><td>04.04.2018</td><td>06.03.2018</td></tr> <tr><td>June (06/2018)</td><td>02.05.2018</td><td>03.04.2018</td></tr> <tr><td>July (07/2018)</td><td>06.06.2018</td><td>08.05.2018</td></tr> <tr><td>August (08/2018)</td><td>04.07.2018</td><td>05.06.2018</td></tr> <tr><td>September (09/2018)</td><td>08.08.2018</td><td>10.07.2018</td></tr> <tr><td>October (10/2018)</td><td>05.09.2018</td><td>07.08.2018</td></tr> <tr><td>November (11/2018)</td><td>10.10.2018</td><td>11.09.2018</td></tr> <tr><td>Dezember (12/2018)</td><td>07.11.2018</td><td>09.10.2018</td></tr> <tr><td>January (01/2019)</td><td>12.12.2018</td><td>13.11.2018</td></tr> </tbody> </table>	Issue	Publication Date	booking deadline	February (02/2018)	10.01.2018	12.12.2017	March (03/2018)	07.02.2018	09.01.2018	April (04/2018)	07.03.2018	06.02.2018	May (05/2018)	04.04.2018	06.03.2018	June (06/2018)	02.05.2018	03.04.2018	July (07/2018)	06.06.2018	08.05.2018	August (08/2018)	04.07.2018	05.06.2018	September (09/2018)	08.08.2018	10.07.2018	October (10/2018)	05.09.2018	07.08.2018	November (11/2018)	10.10.2018	11.09.2018	Dezember (12/2018)	07.11.2018	09.10.2018	January (01/2019)	12.12.2018	13.11.2018
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