





Factsheet 2012 – COUNTRY living / Country-Träume wohnen

Magazine Profile			
Frequency	COUNTRY living: 6 x per year Country-Träume wohnen: 3 x per year		
Since	COUNTRY living: 2006 Country-Träume wohnen: 2006		
Version	COUNTRY living: stapled Country-Träume wohnen: perfect binding		
Newsstand	COUNTRY living: 3,95 € Country-Träume wohnen: 6,00 €		
Publisher	LIVING & MORE Verlag GmbH Böheimstraße 8 86153 Augsburg (Germany) Telephone +49 821 / 45 54 81 - 31 Telefax +49 821 / 45 54 81 - 11 E-Mail anzeigen@bayard-media.de		
Circulation 		COUNTRY living	Country-Träume wohnen
	total distributed	23.566 copies	30.447 copies
	total sales	23.551 copies	30.417 copies
	newsstand sales	23.549 copies	30.417 copies
			source: IVW 03/2011
Readership 	Readers:	949.000 readers source: Typologie der Wünsche 2011 III based on „Lese regelmäßig/gelegentlich COUNTRY living/Country-Träume wohnen“	
Reader profile (socio-demographic)			
Gender 	male	84%	
	female	16%	
		source: Typologie der Wünsche 2011 III based on „Lese regelmäßig/gelegentlich COUNTRY living/Country-Träume wohnen“	
residential property / living space 	rented accomodation:	45%	
	property ownership:	55%	
	living space up to 70 sqm:	24%	
	living space 71-110 sqm:	32%	
	living space bigger than 110 sqm:	44%	
		source: Typologie der Wünsche 2011 III based on „Lese regelmäßig/gelegentlich COUNTRY living/Country-Träume wohnen“	
Reader Profile			
“COUNTRY living” and “Country-Träume wohnen” are magazines for people that fancy a countryside lifestyle, with topics such as: living and decorating, gardening and cooking, life and nature.			
Magazine Profile			
COUNTRY living and Country-Träume wohnen form a high-quality special edition series of the magazine brand LIVING & MORE. The magazines focus on residential and interior design ideas for people who live in the countryside or want to bring some of this lifestyle to their homes. The featured pictures present a style of living with a tasteful combination for the old and the new. Living in the countryside is unthinkable without a garden, being close to the nature, the intensive experience of the seasons, rural traditions and not least the typical country-style kitchen with its seasonal specialties. Therefore, the magazines are extensively dedicated to these subjects. All this is being presented in a modern magazine layout that invites readers to page through the editions, read and dream. Helping instructions enable the readers to realize creative ideas, tasty recipes encourage to try out. “Country-Träume wohnen” with its extended size and high quality look and feel in pictures, layout, printing and the paper used take the concept to the top.			



Advertising rates and specifications (Rate card No. 2, valid from January 1st 2012)

<p>Rates</p>	<p>Format</p> <p>1/1 full page color € 7.900,- 1/2 full page color € 5.000,- 1/3 full page color € 3.600,- 1/4 full page color € 3.000,-</p> <p>(Prices are based on 4c ads, excluding VAT)</p> <p>Volume discount</p> <table border="0"> <tr> <td>Number of pages placed</td> <td>discount</td> <td>Frequency discount</td> <td>Number of ads placed</td> <td>discount</td> </tr> <tr> <td>3</td> <td>5%</td> <td></td> <td>3</td> <td>3%</td> </tr> <tr> <td>6</td> <td>8%</td> <td></td> <td>6</td> <td>5%</td> </tr> <tr> <td>9</td> <td>12%</td> <td></td> <td>12</td> <td>8%</td> </tr> <tr> <td>12</td> <td>15%</td> <td></td> <td></td> <td></td> </tr> </table> <p>Prices for special positions</p> <p>Cover 2 € 9.100,- Cover 3 € 8.700,- Cover 4 € 9.500,-</p>	Number of pages placed	discount	Frequency discount	Number of ads placed	discount	3	5%		3	3%	6	8%		6	5%	9	12%		12	8%	12	15%											
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	<p>Please send ad materials: Bayard Media GmbH & Co. KG Druckunterlagen Anzeigenabteilung Böheimstr. 8 86153 Augsburg (Germany) Telefon +49 821/ 45 54 81-35/ -36 Fax +49 821/ 45 54 81-11 anzeigendispo@bayard-media.de</p>																		
	<p>for technical specifications: http://www.duon-portal.de/</p>																		
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