




## Factsheet 2012 - 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		
Since	plus Magazin: 2001 (until Dec. 2008: Lenz) Frau im Leben: 1968		
Size (average)	plus Magazin: 132 pp. (including 24 pp. section "Geld & Recht") Frau im Leben: 108 pp., additional: 16 pp. tip-on supplement		
Version	stapled		
Subscription	plus Magazin: € 39,60 Frau im Leben: € 32,40		
Newsstand	plus Magazin: € 3,30 Frau im Leben: € 2,70		
Publisher	Bayard Media GmbH & Co. KG Böheimstraße 8 86153 Augsburg (Germany) Telephone +49 821 / 45 54 81 - 31 Telefax +49 821 / 45 54 81 - 11 <a href="http://www.bayard-media.de">http://www.bayard-media.de</a>		
Circulation		plus Magazin	Frau im Leben
	total distributed	142.025	131.745
	subscribers	61.424	76.630
	newsstand sales	18.116	28.023
	special sales	34.763	13.009
	reader circle	25.787	13.333
	source: IVW Jahreshdurchschnittsaufgabe 2010		
Reach figures	Average reach total	610.000	
	Average reach 14 - 39	120.000	
	Average reach 40 - 64	280.000	
	Average reach 65 - 79	170.000	
	Average reach 80 years+	30.000	
Source: combination FiLplus AWA 2011			
Reader profile (socio-demographic)			
Gender	male	8,4%	
	female	91,6%	
Source: combination FiLplus AWA 2011			
Age	14 - 39	20,2%	
	40 - 64	46,6%	
	65 - 79	28,6%	
	80 years+	4,6%	
Source: combination FiLplus AWA 2011			
Social level	Upper class	1,6%	
	Upper middle	27,0%	
	Middle	62,1%	
	Lower	9,3%	
Source: combination FiLplus AWA 2011			
Nielsen district	Nielsen I	4,9 %	
	Nielsen II	19,6 %	
	Nielsen IIIa	14,3 %	
	Nielsen IIIb	20,6 %	
	Nielsen IV	24,4 %	
	Nielsen V	2,6 %	
	Nielsen VI	7,9 %	
	Nielsen VII	5,6 %	
Source: combination FiLplus AWA 2011			



Reading intensity		plus Magazin	Frau im Leben
	almost everything	69,9 %	72,9 %
	more than half	26,1 %	23,0 %
	less than half	2,4 %	1,4 %
	little pages	0,8 %	0,4 %

*Source: FiLplus reader survey May 2010*

## Reader Profile

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. They have a wide spectrum of interests with a thirst for information regarding their phase of life. 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!

## Magazine Profile

"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:

- 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.

At the same time the upcoming retirement (also financial concerns) are intensively prepared and structured. 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.

"Frau im Leben" and "plus Magazin" are built on five informative columns:

### health & fitness

To stay healthy, feel good and do something for the personal fitness is very important to people aged 50 plus. The magazines provide all necessary information and give advice not only about wellness but also suggestions for sports and how to handle or avoid widespread diseases. Information about homespun remedies, OTC and the latest scientific research. The many experts of reputation that are being published emphasize the advisory skills of the magazine.

### beauty & fashion

Body and hair care as well as cosmetics and fashion are of huge interest for ladies in this period of age. "Frau im Leben" and "plus Magazin" present the current trends and give high-quality advice. A lot of products are being presented and make curious about grooming, fashion and cosmetics. Shopping tips show how important and enjoyable beauty and fashion are for people of every age.

### food, beverages, other pleasures

Having reached a certain age you enjoy delicate food in everyday's life as well as surprising in hospitality. "Frau im Leben" and "plus Magazin" deliver monthly information on wine, delicacies, convenience food, restaurant recommendations and much more to enjoy life. The latest products are being presented and make readers curious to try something new.

### home & garden

After the children have left the parents home, "Frau im Leben" and "plus Magazin" show how to decorate due to the current trends and how to brighten up ones home with small changes or bigger acquisitions. This also is true for the garden and the terrace. The magazines show how to make more out of your home and garden

### travelling & culture

No matter if cruise ship holiday or hiking, cultural experience or package holiday with an increasing age travelling is becoming more important. "Frau im Leben" and "plus Magazin" show interesting destinations and provide lots of tips for the readers. These are being combined with product tips that make travelling more agreeable. Most travelling topics are linked to cultural aspects, like concerts, exhibitions and of course literature.

**only in “plus Magazin”: Geld & Recht**

The monthly supplement supplies important information about insurances, investments, pensions, taxes and retirement arrangements. With high-quality information and lots of advice this part of “plus Magazin” is highly appreciated by its readers. Additional the reader finds consumer topics such as shopping advice and product tests (cars, household appliances, consumer electronics, etc.).

**only in “Frau im Leben”: monthly extra booklet**

This monthly booklet focuses with detailed information on a current topic of the season. Often recipes are presented.

**Advertising rates and specifications (Rate card No. 8, valid from 1. January 2012)**

<p>Rates</p>	<table> <tr> <td><b>Format</b></td> <td><b>Rate 2012</b></td> </tr> <tr> <td>1/1 full page color</td> <td>€ 12.500,-</td> </tr> <tr> <td>1/2 full page color</td> <td>€ 7.900,-</td> </tr> <tr> <td>1/3 full page color</td> <td>€ 5.700,-</td> </tr> <tr> <td>1/4 full page color</td> <td>€ 4.700,-</td> </tr> </table> <p>(Prices are based on 4c ads, excluding VAT)</p> <table> <tr> <td><b>Volume discount</b></td> <td><b>Frequency discount</b></td> </tr> <tr> <td>Number of discount</td> <td>Number of discount</td> </tr> <tr> <td><b>pages</b> placed</td> <td><b>ads</b> placed</td> </tr> <tr> <td>3 5%</td> <td>3 3%</td> </tr> <tr> <td>6 8%</td> <td>6 5%</td> </tr> <tr> <td>9 12%</td> <td>12 8%</td> </tr> <tr> <td>12 15%</td> <td></td> </tr> </table> <p><b>Prices for special positions</b></p> <table> <tr> <td>Cover 2</td> <td>€ 14.400,-</td> </tr> <tr> <td>Cover 3</td> <td>€ 13.800,-</td> </tr> <tr> <td>Cover 4</td> <td>€ 15.000,-</td> </tr> </table>	<b>Format</b>	<b>Rate 2012</b>	1/1 full page color	€ 12.500,-	1/2 full page color	€ 7.900,-	1/3 full page color	€ 5.700,-	1/4 full page color	€ 4.700,-	<b>Volume discount</b>	<b>Frequency discount</b>	Number of discount	Number of discount	<b>pages</b> placed	<b>ads</b> placed	3 5%	3 3%	6 8%	6 5%	9 12%	12 8%	12 15%		Cover 2	€ 14.400,-	Cover 3	€ 13.800,-	Cover 4	€ 15.000,-																		
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	March (03/2012)	15.02.2012	09.01.2012
	April (04/2012)	21.03.2012	13.02.2012
	May (05/2012)	18.04.2012	08.03.2012
	June (06/2012)	16.05.2012	04.04.2012
	July (07/2012)	20.06.2012	09.05.2012
	August (08/2012)	18.07.2012	11.06.2012
	September (09/2012)	15.08.2012	06.07.2012
	October (10/2012)	19.09.2012	10.08.2012
	November (11/2012)	17.10.2012	07.09.2012
	Dezember (12/2012)	21.11.2012	12.10.2012
	January (01/2013)	19.12.2012	12.11.2012
	Februar (02/2013)	16.01.2013	03.12.2012
	May (03/2013)	20.02.2013	14.01.2013

Print Specifications	<b>Non bleed ad size</b>		
	Size	width x height	
	1/1 page	175 x 217 mm	
	1/2 page vertical	82 x 217 mm	
	1/2 page horizontal	175 x 104 mm	
	1/3 page vertical	53 x 217 mm	
	1/3 page horizontal	175 x 67 mm	
	1/4 page vertical	39 x 217 mm	
	1/4 page horizontal	175 x 50 mm	
	2/1 page	370 x 217 mm	
	<b>Bleed ad size</b>		
	Size	width x height	
	1/1 page	203 x 264 mm	
	1/2 page vertical	96 x 264 mm	
	1/2 page horizontal	203 x 127 mm	
	1/3 page vertical	63 x 264 mm	
	1/3 page horizontal	203 x 83 mm	
	1/4 page vertical	46 x 264 mm	
	1/4 page horizontal	203 x 61 mm	
	2/1 page	406 x 264 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: 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		
	You can also use: <a href="http://www.duon-portal.de/">http://www.duon-portal.de/</a>		

## Website

[www.f-i-l.de](http://www.f-i-l.de) / [www.plus-mag.de](http://www.plus-mag.de) / [www.bayard-media.de](http://www.bayard-media.de)

## Ad-Contact

For more information please contact:  
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