





Factsheet 2012 – Gärtnern leicht gemacht

Magazine Profile													
Frequency	11 x per year												
Since	2000												
Version	stapled												
Subscription	34,80 €												
Newsstand	2,90 €												
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 	<table> <tr> <td>total sales</td> <td>Gärtnern leicht gemacht</td> </tr> <tr> <td>subscribers</td> <td>69.041 Exemplare</td> </tr> <tr> <td></td> <td>21.829 Exemplare</td> </tr> <tr> <td></td> <td>source: IVW Jahresdurchschnittsauflage 2010</td> </tr> </table>	total sales	Gärtnern leicht gemacht	subscribers	69.041 Exemplare		21.829 Exemplare		source: IVW Jahresdurchschnittsauflage 2010				
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Gärtnern leicht gemacht is a magazine concept that targets everyone whose hobby is gardening – from beginners to more experienced – it offers a lot of useful information.													
Magazine Profile													
Gärtnern leicht gemacht stands out due to a hands-on approach of the topics and the content. Using photos, drawings and precise texts with images, all about gardening is taught step by step.													

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

<p>Rates</p>	<table> <tr> <td colspan="2">Format</td> <td colspan="2">Rate 2012</td> </tr> <tr> <td colspan="2">1/1 full page color</td> <td colspan="2">€ 7.500,-</td> </tr> <tr> <td colspan="2">1/2 full page color</td> <td colspan="2">€ 4.800,-</td> </tr> <tr> <td colspan="2">1/3 full page color</td> <td colspan="2">€ 3.400,-</td> </tr> <tr> <td colspan="2">1/4 full page color</td> <td colspan="2">€ 2.800,-</td> </tr> <tr> <td colspan="4">(Prices are based on 4c ads, excluding VAT)</td> </tr> <tr> <td colspan="2">Volume discount</td> <td colspan="2">Frequency discount</td> </tr> <tr> <td>Number of pages placed</td> <td>discount</td> <td>Number of ads placed</td> <td>discount</td> </tr> <tr> <td>3</td> <td>5%</td> <td>3</td> <td>3%</td> </tr> <tr> <td>6</td> <td>8%</td> <td>6</td> <td>5%</td> </tr> <tr> <td>9</td> <td>12%</td> <td>12</td> <td>8%</td> </tr> <tr> <td>12</td> <td>15%</td> <td></td> <td></td> </tr> <tr> <td colspan="4">Prices for special positions</td> </tr> <tr> <td colspan="2">Cover 2</td> <td colspan="2">€ 8.600,-</td> </tr> <tr> <td colspan="2">Cover 3</td> <td colspan="2">€ 8.300,-</td> </tr> <tr> <td colspan="2">Cover 4</td> <td colspan="2">€ 9.000,-</td> </tr> </table>	Format		Rate 2012		1/1 full page color		€ 7.500,-		1/2 full page color		€ 4.800,-		1/3 full page color		€ 3.400,-		1/4 full page color		€ 2.800,-		(Prices are based on 4c ads, excluding VAT)				Volume discount		Frequency discount		Number of pages placed	discount	Number of ads placed	discount	3	5%	3	3%	6	8%	6	5%	9	12%	12	8%	12	15%			Prices for special positions				Cover 2		€ 8.600,-		Cover 3		€ 8.300,-		Cover 4		€ 9.000,-	
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Print Specifications	Non bleed ad size
	Size width x height
	1/1 page 190 x 240 mm
	1/2 page vertical 90 x 244 mm
	1/2 page horizontal 190 x 121 mm
	1/3 page vertical 60 x 244 mm
	1/3 page horizontal 190 x 80 mm
	1/4 page vertical 93 x 121 mm (two columns)
	1/4 page horizontal 190 x 58 mm
	2/1 page 380 x 244 mm
	Bleed ad size
	Size width x height
	1/1 page 217 x 280 mm
	1/2 page vertical 106 x 280 mm
	1/2 page horizontal 217 x 135 mm
	1/3 page vertical 69 x 280 mm
	1/3 page horizontal 217 x 85 mm
	1/4 page vertical 106 x 141 mm (two columns)
	1/4 page horizontal 217 x 78 mm
	2/1 page 434 x 280 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
	for technical specifications: http://www.duon-portal.de/
Website	
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