





## Factsheet 2012 – Grün

Magazine Profile													
Frequency	10 x per year												
Since	2000												
Version	stapled												
Subscription	17,00 €												
Newsstand	1,70 €												
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></td> <td>Grün</td> </tr> <tr> <td>total distributed</td> <td>38.013 Exemplare</td> </tr> <tr> <td>total sales</td> <td>37.737 Exemplare</td> </tr> <tr> <td></td> <td>source: IVW Jahresdurchschnittsauflage 2010</td> </tr> </table>		Grün	total distributed	38.013 Exemplare	total sales	37.737 Exemplare		source: IVW Jahresdurchschnittsauflage 2010				
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<p>“Grün” offers thousands of ideas for home and garden. It is a creative magazine that combines interior with exterior. On top of gardening topics there are lots of useful tips for balcony and terrace, decorative ideas for home and garden, as well as ideas for living with flowers/plants.</p>													
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<p>Grün uses a hands-on approach of the topics and the content. It offers a variety of topics. Many tips and ideas are displayed to design ones surroundings in the garden, on the balcony, on a terrace and in the apartment.</p>													

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

<b>Rates</b>	<table> <tr> <td colspan="2"><b>Format</b></td> <td colspan="2"><b>Rate 2012</b></td> </tr> <tr> <td></td> <td>1/1 full page color</td> <td>€ 6.000,-</td> <td></td> </tr> <tr> <td></td> <td>1/2 full page color</td> <td>€ 3.800,-</td> <td></td> </tr> <tr> <td></td> <td>1/3 full page color</td> <td>€ 2.700,-</td> <td></td> </tr> <tr> <td></td> <td>1/4 full page color</td> <td>€ 2.300,-</td> <td></td> </tr> <tr> <td colspan="4">(Prices are based on 4c ads, excluding VAT)</td> </tr> <tr> <td colspan="2"><b>Volume discount</b></td> <td colspan="2"><b>Frequency discount</b></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"><b>Prices for special positions</b></td> </tr> <tr> <td></td> <td>Cover 2</td> <td>€ 6.900,-</td> <td></td> </tr> <tr> <td></td> <td>Cover 3</td> <td>€ 6.600,-</td> <td></td> </tr> <tr> <td></td> <td>Cover 4</td> <td>€ 7.200,-</td> <td></td> </tr> </table>	<b>Format</b>		<b>Rate 2012</b>			1/1 full page color	€ 6.000,-			1/2 full page color	€ 3.800,-			1/3 full page color	€ 2.700,-			1/4 full page color	€ 2.300,-		(Prices are based on 4c ads, excluding VAT)				<b>Volume discount</b>		<b>Frequency discount</b>		Number of pages placed	discount	Number of ads placed	discount	3	5%	3	3%	6	8%	6	5%	9	12%	12	8%	12	15%			<b>Prices for special positions</b>					Cover 2	€ 6.900,-			Cover 3	€ 6.600,-			Cover 4	€ 7.200,-	
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Print Specifications	<b>Non bleed ad size</b>
	Size width x height
	1/1 page 195 x 267 mm
	1/2 page vertical 95 x 267 mm
	1/2 page horizontal 195 x 131 mm
	1/3 page vertical 62 x 267 mm
	1/3 page horizontal 195 x 86 mm
	1/4 page vertical 95 x 131 mm (two columns)
	1/4 page horizontal 195 x 63 mm
	2/1 page 390 x 267 mm
	<b>Bleed ad size</b>
	Size width x height
	1/1 page 217 x 297 mm
	1/2 page vertical 107 x 297 mm
	1/2 page horizontal 217 x 148 mm
	1/3 page vertical 74 x 297 mm
	1/3 page horizontal 217 x 103 mm
	1/4 page vertical 107 x 148 mm (two columns)
	1/4 page horizontal 217 x 80 mm
	2/1 page 434 x 297 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: <a href="http://www.duon-portal.de/">http://www.duon-portal.de/</a>
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