

Factsheet 2012 - welcome to the family

(the semiannual customer magazine of babywalz the leader in the baby-market in Germany)

Magazine Profile			
Frequency	2 x per year		
Since	2006		
Size (average)	68 pp.		
Version	stapled		
Publisher	babywalz / Versandhaus Walz GmbH editorial content and ad sales by: Bayard Media GmbH & Co. KG Böheimstraße 8 86153 Augsburg (Germany) Telephone +49 821 / 45 54 81 - 31 Telefax +49 821 / 45 54 81 - 11 http://www.bayard-media.de		
Distribution	225.000 copies of the customer magazine „welcome to the family“ are enclosed with the delivery of each first mail order (via internet or catalogue) of a customer during an issuing period. 125.000 copies are handed over to customers that shop in one of the 60 outlets all over Germany.		
Circulation	350.000 copies (guaranteed per issue)		
Reach figures	Age	percentage	index
	until 19	2%	21
	20 - 29	32%	229
	30 - 39	43%	305
	40 - 49	10%	50
	50 - 59	9%	54
	60 - 69	3%	24
	<i>Source: structure of the total population of babywalz customers based on VA 2011</i>		
Reader profile (socio-demographic)			
Age	average: 35,5 years <i>Source: structure of the total population of babywalz customers based on VA 2011</i>		
Net income per household	average: 2.900,00 Euro <i>Source: structure of the total population of babywalz customers based on VA 2011</i>		
Reader Profile			
Customers of babywalz.			
Magazine Profile			
<p>Suddenly life is totally new and different: You are pregnant or just gave birth to a baby. The magazine “welcome to the family” for the customers of babywalz features extensively and entertaining everything, what parents now want to know, starting with pregnancy to the first years of life of the child.</p> <p>Pregnant women find important information, so that they can enjoy the time with their baby tummy. For mothers and fathers there's plenty of advice concerning breastfeeding, baby care, nutrition, health, mobility with a baby, playing and fostering, as well as setting up a baby's room. Products that are very convenient for families are being presented.</p> <p>The magazine's content is being provided by the competent editorial team of the partent-baby-magazin “Leben & erziehen”. The graphic design orients itself to the corporate design of babywalz.</p> <p>When they place their first order at babywalz approx. 90% of the mail-order-customers are in the phase of founding a family, i.e. between pregnancy and the first birthday of the child.</p>			

Advertising rates and specifications (Rate card No. 7, valid from 1. January 2012)

Rates	<table> <tr> <td>Format</td> <td>Rate 2012</td> </tr> <tr> <td>1/1 page color</td> <td>€ 22.300</td> </tr> <tr> <td>1/2 page color</td> <td>€ 14.000</td> </tr> </table> <p>(Prices are based on 4c ads, excluding VAT)</p> <table> <tr> <td>Volume discount</td> <td></td> <td>Frequency discount</td> <td></td> </tr> <tr> <td>Number of pages placed</td> <td>discount</td> <td>Number of ads placed</td> <td>discount</td> </tr> <tr> <td>2</td> <td>3%</td> <td>3</td> <td>2%</td> </tr> <tr> <td>4</td> <td>5%</td> <td>6</td> <td>5%</td> </tr> <tr> <td>6</td> <td>10%</td> <td></td> <td></td> </tr> <tr> <td>8</td> <td>15 %</td> <td></td> <td></td> </tr> </table> <p>Prices for special positions</p> <table> <tr> <td>Cover 2</td> <td>25.600 €</td> </tr> <tr> <td>Cover 3</td> <td>24.500 €</td> </tr> <tr> <td>Cover 4</td> <td>26.800 €</td> </tr> </table>	Format	Rate 2012	1/1 page color	€ 22.300	1/2 page color	€ 14.000	Volume discount		Frequency discount		Number of pages placed	discount	Number of ads placed	discount	2	3%	3	2%	4	5%	6	5%	6	10%			8	15 %			Cover 2	25.600 €	Cover 3	24.500 €	Cover 4	26.800 €
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Website	
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Ad-Contact	
For more information please contact: Bayard Media GmbH & Co. KG Böheimstr. 8 86153 Augsburg (Germany) Telefon: +49 821 / 45 54 81-31 Fax +49 821/ 45 54 81-11 E-Mail: anzeigen@bayard-media.de	