





Frau
im Leben



Factsheet 2019 - Frau im Leben + plus Magazin

(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 (+ 4 special issues a year)		
Since	plus Magazin: 2001 Frau im Leben: 1968		
Size (average)	plus Magazin: 140 pp. (incl. 24 pp. section: "Geld & Recht") Frau im Leben: 132 pp, (incl. 16 pp. section: recepies, household advice, etc.)		
Version	stapled		
Publisher	Bayard Media GmbH & Co. KG Böheimstraße 8 86153 Augsburg (Germany) Telephone +49 821 / 45 54 81 37 Telefax +49 821 / 45 54 81 11 www.bayard-media.de		
Circulation 		Frau im Leben	plus Magazin
	printrun	129.681	98.626
	total sales	88.430	66.620
	subscribers	51.348	47.246
	newsstand sales	18.589	15.505
		<i>Source: IVW Jahresdurchschnittsauflage 2017</i>	
Reach figures 		Frau im Leben	
	Average reach total	633.000	
	broad audience	1.531.000	
		<i>source: ma 2018 Pressemedien II LpA, broad audience = Weitesten Leserkreis (WLK)</i>	
Reader profile (socio-demographic)			
Reader profile (socio-demographic)		Frau im Leben	plus Magazin
	female	96%	86%
	average age	61 years <i>ma 2018</i> <i>Pressemedien II</i>	62 years <i>publisher's</i> <i>claim</i>
Reader Profile			
<p>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.</p> <p>They have a wide spectrum of interests with a thirst for information regarding their phase of life.</p> <p>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!</p>			
Magazine Profile of monthly magazine			
<p>"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:</p> <ul style="list-style-type: none"> - 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. <p>At the same time the upcoming retirement (also financial concerns) are intensively prepared and structured.</p> <p>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.</p>			

HAPPY - Special issue: 4 times a year

Targeting female readers aged 50+, our special issues focus on 84 pages, on a specific topic that is relevant for our readers. The print run of the special issues is 120.000 copies, distributed to the subscribers of Frau im Leben and plus Magazin. The magazine is also available on newsstands. Different advertising rates apply on the special issues.

Topics of 2019 special issues:

Special issue HAPPY 01/2019 (published 23.01.2019): "Health edition", **booking deadline: 11.12.2018**

Special issue HAPPY 02/2019 (published 17.04.2019): "Travel edition", **booking deadline: 12.03.2019**

Special issue HAPPY 03/2019 (published 17.07.2019): "Food/Cooking edition", **booking deadline: 11.06.2019**

Special issue HAPPY 04/2019 (published 23.10.2019): "Relaxation edition", **booking deadline: 17.09.2019**

Advertising rates and specifications (Rate card No. 15, valid from 01.01.2019)

Rates	Format	Rates 2019 Combination Frau im Leben plus (monthly)	Rates 2019 Special issue HAPPY	
	1/1 full page color	€ 19.000	€ 16.500	
1/2 full page color	€ 13.700	€ 11.900		
1/3 full page color	€ 10.500	n/a		
(Prices are based on 4c ads, excluding VAT)				
	Prices special positions	Rates 2019 Combination Frau im Leben plus (monthly)	Rates 2019 Special issue HAPPY	
	Cover 2	€ 22.800	€ 19.000	
	Cover 4	€ 23.800	€ 19.800	
Ad Specials	Inserts (loose)			
	up to 20 g	Total print run	Part of print run	
	up to 30 g	120,00€	145,00€	
	up to 40 g	126,00€	152,00€	
	up to 50 g	132,00€	159,00€	
		138,00€	166,00€	
		170,00€	180,00€	
	Inserts (bound-in)			
	up to 4 pages	Total print run	Part of print run	
	up to 8 pages	110,00€	150,00€	
	up to 12 pages	125,00€	165,00€	
	up to 16 pages	140,00€	180,00€	
		155,00€	195,00€	
	Reply cards/Tip-On/Samples			
	Postcard up to 10g	Total print run	Part of print run	
	Booklet up to 20g	65,00€	115,00€	
	Samples up to 10g	115,00€	135,00€	
		120,00€	140,00€	
	(min. 40.000 inserts per magazine, 80.000 inserts in the combination of two magazines)			
	Editorial Calendar 2019	Issue	Publication Date	booking deadline
February (02/2019)		16.01.2019	11.12.2018	
March (03/2019)		13.02.2019	15.01.2019	
April (04/2019)		13.03.2019	12.02.2019	
May (05/2019)		10.04.2019	12.03.2019	
June (06/2019)		15.05.2019	16.04.2019	
July (07/2019)		12.06.2019	14.05.2019	
August (08/2019)		10.07.2019	11.06.2019	
September (09/2019)		14.08.2019	16.07.2019	
October (10/2019)		11.09.2019	13.08.2019	
November (11/2019)		16.10.2019	17.09.2019	
Dezember (12/2019)		13.11.2019	15.10.2019	
January (01/2020)	18.12.2019	19.11.2019		



Print Specifications	Ad sizes for monthly issue (combination Frau im Leben plus)		
		Non bleed ad size	Bleed ad size
	Size	width x height	width x height
	1/1 page	175 x 217 mm	203 x 264 mm
	1/2 page vertical	82 x 217 mm	96 x 264 mm
	1/2 page horizontal	175 x 104 mm	203 x 127 mm
	1/3 page vertical	53 x 217 mm	63 x 264 mm
	1/3 page horizontal	175 x 67 mm	203 x 83 mm
	Bleed: 5 mm top and bottom; 5 mm left and right. Text, photos, logos and agency references must remain at least 5 mm from the bleed.		
	Please send ad materials via: www.duon-portal.de Support: +49 40 / 37 41 17 50		
	Further inquiries: telephone +49 821 / 45 54 81 35 fax +49 821 / 45 54 81-11 mediaservice@bayard-media.de		
	Different formats on Special issue !!! (please inquire)		
Website			
www.frau-im-leben.com / www.plus-magazin.com / www.bayard-media.de			
Ad-Contact			
For more information please contact: Bayard Media GmbH & Co. KG Böheimstr. 8 86153 Augsburg (Germany) Telefon: +49 821 / 45 54 81 37 E-Mail: media@bayard-media.de			