

Factsheet 2019 – Leben & erziehen Spezial

Magazine Profile	
Frequency	2 x per year
Since	2013
Format	200 x 250 mm
Version	stapled
Distribution	as a gift enclosed in the parcels to active buying online shoppers/customers of our distribution partners (one of the leading online shops for pregnancy and baby supply in Germany).
Circulation	Leben & erziehen Spezial: 200.000
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

Core Target Group (socio-demographic)

Mothers with children up to 6 years and pregnant women.	In Germany there are 3,5 mio. mothers with children up to 5 years About 396.000 pregnant women that will have their first baby. <i>Source: ma 2018/II + Statistisches Bundesamt, figures refer to 2014</i>
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Magazine Profile

“Leben & erziehen Spezial” was launched in 2013 and expands the „Leben & erziehen“ family of magazines. On top of the monthly magazine „Leben & erziehen“ and the topical special editions (e.g. “Schwangerschaft & Geburt”, “Babys richtig fördern”, “Gesundheit mein Kind”, etc.). These families have purchasing power as the magazine is only handed out to active buying clients of our online shop partner.

Our online shop partner offers a vast variety in baby nutrition, baby care, diapers, as well as toys, furniture for children’s room, clothes, maternity fashion, babyphones and child car seats, covering the needs of mothers with children up to 6 years. Most of the articles are of strong brand manufacturers.

The copies of “Leben & erziehen Spezial” are distributed as a gift for the customers and added to the parcel in which the ordered goods are being delivered to the customer.

200.000 copies of “Leben & erziehen Spezial” are published in March (spring/summer collections) and the same number in September (autumn/winter collections) right on time for seasonal business of the advertisers.

More than 700 editorial features with a total of more than 1.500 pages are published in Leben & erziehen Spezial, the monthly newsstand edition Leben & erziehen and its special editions. With these 700 editorial features we provide a credible editorial context for positioning of our client’s advertising – planable for all issues in 2019. We provide a list of editorial features for our client’s industry on request. Also if you miss a specific topic, we might provide this in any upcoming issue.

Advertising rates and specifications (Rate card No. 24, valid from 01.01.2019)

Rates	Format	
	1/1 full page color	€ 18.500
	1/2 full page color	€ 13.300
	Prices for special positions	
	Cover 2	€ 22.200
Cover 4	€ 23.100	
(All prices are based on 4c ads, excluding VAT)		

Ad Specials	<table border="1"> <thead> <tr> <th data-bbox="603 293 890 322">Inserts (loose)</th> <th data-bbox="898 293 1098 322">Total printrun</th> <th data-bbox="1106 293 1313 322">Part of printrun</th> </tr> </thead> <tbody> <tr> <td data-bbox="603 327 890 356">up to 20 g</td> <td data-bbox="898 327 1098 356">120,00€</td> <td data-bbox="1106 327 1313 356">145,00€</td> </tr> <tr> <td data-bbox="603 360 890 389">up to 30 g</td> <td data-bbox="898 360 1098 389">126,00€</td> <td data-bbox="1106 360 1313 389">152,00€</td> </tr> <tr> <td data-bbox="603 394 890 423">up to 40 g</td> <td data-bbox="898 394 1098 423">132,00€</td> <td data-bbox="1106 394 1313 423">159,00€</td> </tr> <tr> <td data-bbox="603 427 890 456">up to 50 g</td> <td data-bbox="898 427 1098 456">138,00€</td> <td data-bbox="1106 427 1313 456">166,00€</td> </tr> </tbody> </table> <p data-bbox="603 461 766 490">(min. 100.000)</p>			Inserts (loose)	Total printrun	Part of printrun	up to 20 g	120,00€	145,00€	up to 30 g	126,00€	152,00€	up to 40 g	132,00€	159,00€	up to 50 g	138,00€	166,00€
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<p>For more information please contact: Bayard Media GmbH & Co. KG Böheimstr. 8 86153 Augsburg (Germany) Telefon: +49 821 / 45 54 81 37 Fax +49 821/ 45 54 81 11 E-Mail: media@bayard-media.de</p>																		