



Factsheet 2019 - Leben & erziehen

(The trusted magazine brand in Germany for families with children up to the age of 6 years and pregnant women)

Magazine Profile																					
Frequency	12 x per year																				
Since	1952																				
Size (average)	76 pp.																				
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 	<table> <tr> <td></td> <td>Leben & erziehen</td> </tr> <tr> <td>printrun</td> <td>151.631</td> </tr> <tr> <td>total sales</td> <td>109.480</td> </tr> <tr> <td>subscribers</td> <td>24.010</td> </tr> <tr> <td>newsstand sales</td> <td>9.127</td> </tr> </table> <p style="text-align: right;"><i>source: IVW Jahresdurchschnittsauflage 2017</i></p>		Leben & erziehen	printrun	151.631	total sales	109.480	subscribers	24.010	newsstand sales	9.127										
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Living circumstances	<p>70% living in cities with 100.000+ inhabitants 3,2 persons living in an average household</p> <p style="text-align: right;"><i>source: ma 2018 Pressemedien II</i></p>																				

Reader Profile

Core target group: Parents with children up to the age of six years or expecting a baby.

Magazine Profile

Couples that expect a baby and parents of young children have a lot of questions: What does our baby need to develop healthy? How do we assist correctly? How do we want to raise the child?

Leben & erziehen accompanies competently the pregnancy and the first exciting years with the newly born. The magazine offers advice in all questions young families have and gives reliable answers. Compactly and clearly arranged, not only about the child but also about how the birth of the child affects the life of the parents in young families.

The magazine is an ideal advertising medium because it is consequently targeted at the group of young parents and accompanies them from the very start. The main topics in Leben & erziehen are: Encouraging and fostering children from the very beginning, health, caring, nutrition, sleeping, upbringing and development. These are topics the magazine has a practical approach to, so that parents can easily implement advice in daily family life.

Responsible and up to date the magazine explains topics as a guidebook and therefore offers an ideal and authentic and credible advertising environment.

This is also reflected in more than editorial features with a total of more than 1.500 pages in Leben & erziehen, its special editions and Leben & erziehen Spezial. 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	Rates
1/1 page	€ 12.000
1/2 page	€ 8.600
1/3 page	€ 6.600

(Prices are based on 4c ads, excluding VAT)

Prices for special positionings

Cover 2	€ 14.400
Cover 4	€ 18.000

Ad Specials

Inserts (loose)	Total printrun	Part of printrun	Subscriptions
up to 20 g	120,00€	145,00€	150,00€
up to 30 g	126,00€	152,00€	160,00€
up to 40 g	132,00€	159,00€	170,00€
up to 50 g	138,00€	166,00€	180,00€

Inserts (bound-in)	Total printrun	Part of printrun
up to 4 pages	110,00€	150,00€
up to 8 pages	125,00€	165,00€
up to 12 pages	140,00€	180,00€
up to 16 pages	155,00€	195,00€

Reply cards/Tip-On/Samples	Total printrun	Part of printrun
Postcard up to 10g	65,00€	115,00€
Booklet up to 20g	115,00€	135,00€
Samples up to 10g	120,00€	140,00€

(min. 25.000 inserts per magazine)

<p>Editorial Calendar 2019</p>	<table border="1"> <thead> <tr> <th>Issue</th> <th>Publication Date</th> <th>booking deadline</th> </tr> </thead> <tbody> <tr><td>February (02/2019)</td><td>09.01.2019</td><td>11.12.2018</td></tr> <tr><td>March (03/2019)</td><td>06.02.2019</td><td>08.01.2019</td></tr> <tr><td>April (04/2019)</td><td>06.03.2019</td><td>05.02.2019</td></tr> <tr><td>May (05/2019)</td><td>03.04.2019</td><td>06.03.2019</td></tr> <tr><td>June (06/2019)</td><td>08.05.2019</td><td>09.04.2019</td></tr> <tr><td>July (07/2019)</td><td>05.06.2019</td><td>07.05.2019</td></tr> <tr><td>August (08/2019)</td><td>03.07.2019</td><td>04.06.2019</td></tr> <tr><td>September (09/2019)</td><td>07.08.2019</td><td>09.07.2019</td></tr> <tr><td>October (10/2019)</td><td>04.09.2019</td><td>06.08.2019</td></tr> <tr><td>November (11/2019)</td><td>09.10.2019</td><td>10.09.2019</td></tr> <tr><td>Dezember (12/2019)</td><td>06.11.2019</td><td>08.10.2019</td></tr> <tr><td>January (01/2020)</td><td>11.12.2019</td><td>12.11.2019</td></tr> </tbody> </table>	Issue	Publication Date	booking deadline	February (02/2019)	09.01.2019	11.12.2018	March (03/2019)	06.02.2019	08.01.2019	April (04/2019)	06.03.2019	05.02.2019	May (05/2019)	03.04.2019	06.03.2019	June (06/2019)	08.05.2019	09.04.2019	July (07/2019)	05.06.2019	07.05.2019	August (08/2019)	03.07.2019	04.06.2019	September (09/2019)	07.08.2019	09.07.2019	October (10/2019)	04.09.2019	06.08.2019	November (11/2019)	09.10.2019	10.09.2019	Dezember (12/2019)	06.11.2019	08.10.2019	January (01/2020)	11.12.2019	12.11.2019
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