





Factsheet 2017 - plus Magazin + Frau im Leben

(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 (+ 2 special issues a year)																	
Since	plus Magazin: 2001 Frau im Leben: 1968																	
Size (average)	plus Magazin: 140 pp. (including 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 http://www.bayard-media.de																	
Circulation	 <table border="1"> <thead> <tr> <th></th> <th>Frau im Leben</th> <th>plus Magazin</th> </tr> </thead> <tbody> <tr> <td>printrun</td> <td>138.706</td> <td>110.850</td> </tr> <tr> <td>total sales</td> <td>97.170</td> <td>78.231</td> </tr> <tr> <td>subscribers</td> <td>54.342</td> <td>54.578</td> </tr> <tr> <td>newsstand sales</td> <td>22.593</td> <td>19.267</td> </tr> </tbody> </table> <p style="text-align: right;"><i>Source: IVW Jahresdurchschnittsauflage 2015</i></p>				Frau im Leben	plus Magazin	printrun	138.706	110.850	total sales	97.170	78.231	subscribers	54.342	54.578	newsstand sales	22.593	19.267
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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: 2 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 140.000 copies, distributed to the subscribers of Frau im Leben and plus Magazin. The magazine is also available on newsstands. Different rates apply on the special issues.

Topics of 2017 special issues:

Special issue HAPPY 01/2017 (published 18.01.2017): The power of nature, **booking deadline: 13.12.2016**

Special issue HAPPY 02/2017 (published 19.07.2017): Sports and fitness, **booking deadline: 13.06.2017**

Advertising rates and specifications (Rate card No. 13, valid from 01.01.2017)

Rates	Format	Rates 2017 Combination Frau im Leben plus (monthly)	Rates 2017 Special issue HAPPY
	1/1 full page color	€ 18.500,-	€ 16.000,-
	1/2 full page color	€ 13.300,-	n/a
	1/3 full page color	€ 10.200,-	n/a
	(Prices are based on 4c ads, excluding VAT)		
	Volume discount		
	Number of pages placed	discount	
	2 pages	2%	
	3 pages	3%	
	4 pages	4%	
	Prices special positions	Rates 2017 Combination Frau im Leben plus (monthly)	Rates 2017 Special issue HAPPY
	Cover 2	€ 22.200,-	€ 18.400,-
	Cover 4	€ 23.000,-	€ 19.200,-
Ad Specials	Reply cards or samples*	Rates excluding VAT	special postage fee**
	glued	35,00 € per 1000	5,10 € per 1000
	(special postage fee applicable for postcards only, others on request)		
	(only available with a full page advertising, min. 50.000 cards/samples)		
	Inserts (loose)*	Rates excluding VAT	special postage fee**
	Up to 20 g	90 € per 1000	20 € per 1000
	Up to 30 g	100 € per 1000	20 € per 1000
	Up to 40 g	105 € per 1000	30 € per 1000
	Up to 50 g	110 € per 1000	40 € per 1000
	(min. 50.000 inserts per magazine, 100.000 inserts in the combination of two magazines)		
	Inserts (attached)*	Rates excluding VAT	special postage fee**
	To 4 pages	85 € per 1000	15 € per 1000
	To 8 pages	90 € per 1000	15 € per 1000
	To 16 pages	95 € per 1000	15 € per 1000
	To 24 pages	115 € per 1000	15 € per 1000
	(min. 50.000 inserts per magazine, 100.000 inserts in the combination of two magazines)		
	* No discounts on ad specials. For detailed information, please contact Bayard Media Anzeigenverkauf/Ad sales (+49 821 / 45 54 81 - 37)		
	** No agency commission deductible on special postage fee.		
Editorial Calendar 2017	Issue	Publication Date	booking deadline
	February (02/2017)	11.01.2017	13.12.2016
	March (03/2017)	15.02.2017	17.01.2017
	April (04/2017)	15.03.2017	14.02.2017
	May (05/2017)	12.04.2017	14.03.2017
	June (06/2017)	10.05.2017	11.04.2017
	July (07/2017)	14.06.2017	16.05.2017
	August (08/2017)	12.07.2017	13.06.2017
	September (09/2017)	16.08.2017	18.07.2017
	October (10/2017)	13.09.2017	14.08.2017
	November (11/2017)	18.10.2017	19.09.2017
	Dezember (12/2017)	15.11.2017	17.10.2017
	January (01/2018)	20.12.2017	21.11.2017



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		
	* The text, photos, logos and agency references must remain at least 5 mm from the bleed.		
	Please send ad materials via: http://www.duon-portal.de		
	Support: +49 40 / 37 41 17 - 50		
	Further inquiries:		
	telephone +49 821 / 45 54 81-35/ -36		
	fax +49 821 / 45 54 81-11		
	anzeigendispo@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			