

## Ad Rate Sheet No. 6 – Valid from 1 January 2010



### The world of knowledge

GEO WISSEN is a magazine offering the quality journalism of the GEO family. It is a single-topic title that covers specific topics of scientific interest. With an understanding of the facts and a feeling for the contemporary, often with the expert contributions of specialists in the field, GEO WISSEN illustrates demanding and complex topics through stimulating written and photographic reportage.

The editorial concept of GEO WISSEN is devoted to a wide and varied range of topics. In recent months, GEO WISSEN has included an in-depth report on healthy nutrition and described the latest findings of behavioural and educational research in Childhood and Youth. It has featured exciting information about the human body, movement and health, a groundbreaking new look into traffic and mobility, reports on allergies and treatment and mapped out in detail the changes we should expect to see in the twenty-first century.

<b>Frequency:</b>	2 issues a year
<b>Cover Price:</b>	€ 8.50
<b>Paid Circulation:</b>	appx. 130,000 copies
<b>Guaranteed Paid Circulation:</b>	100,000 copies
<b>Trim Size:</b>	213 mm width x 270 mm height (9-3/8" x 10-5/8")
<b>Printing Process:</b>	Offset
<b>Binding Method:</b>	Perfect bound
<b>Agency Commission:</b>	15%
<b>Publisher:</b>	Gruner + Jahr AG & Co KG Druck- und Verlagshaus Am Baumwall 11 20459 Hamburg Germany
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<b>Bank:</b>	Deutsche Bank AG Hamburg Account No. 032 93 67 Bank Code No. 200 700 00

**Mono/Multi-Colour Ads:** Full Page €10,100

<b>Discounts:</b>	<b>Volume</b>	
	2 pages	5%
	3 pages	10%
	4 pages	15%
	5 pages	20%
	6 pages	25%
	7 pages	30%

	<b>Series</b>	
	3 insertions	5%
	4 insertions	10%
	5 insertions	15%
	6 insertions	25%
	7 insertions	30%

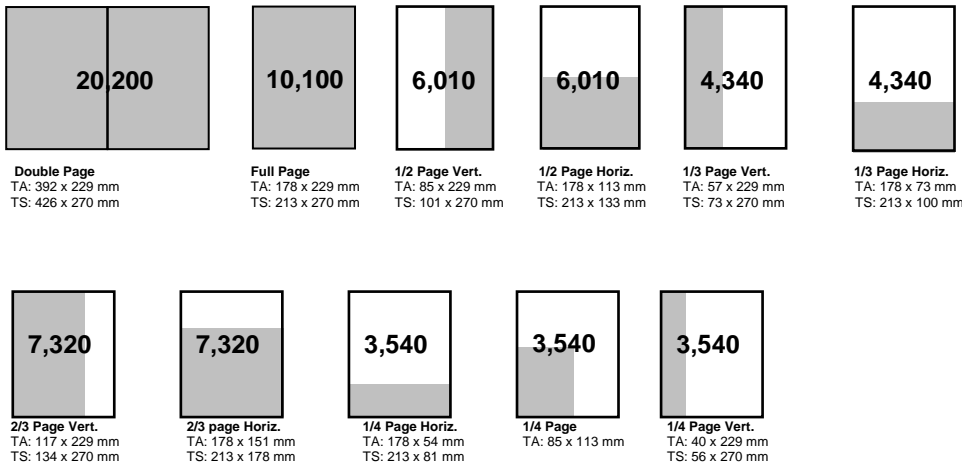
**Special Ad Formats:**  
 Further information on request  
 • Loose inserts  
 • Bound inserts  
 • Glued (tip-on) inserts

**Knowledge Package:**  
 (GEO Epoche, GEO Kompakt, GEO Wissen)  
 Further Information on request

**GEO Individual:**  
 Special advertising formats. Further information on request

## Ad Sizes and Rates:

### Inner Pages



For bleed allow 5 mm on all sides.  
 TA: Type Area  
 TS: Trim Size

All rates shown in euros. Subject to Value Added Tax where applicable.

## Closing Date Schedule 2010:

Issue No.	On Sale Date	Ad Closing & Copy
45/09	12 May 2010	22 Mar. 2010
46/09	10 Nov. 2010	22 Sep. 2010

This rate sheet contains selected information from German-language media information. In the event of discrepancies, inaccuracies or omissions in this sheet, the German original retains sole validity.