

GEO First Class Package



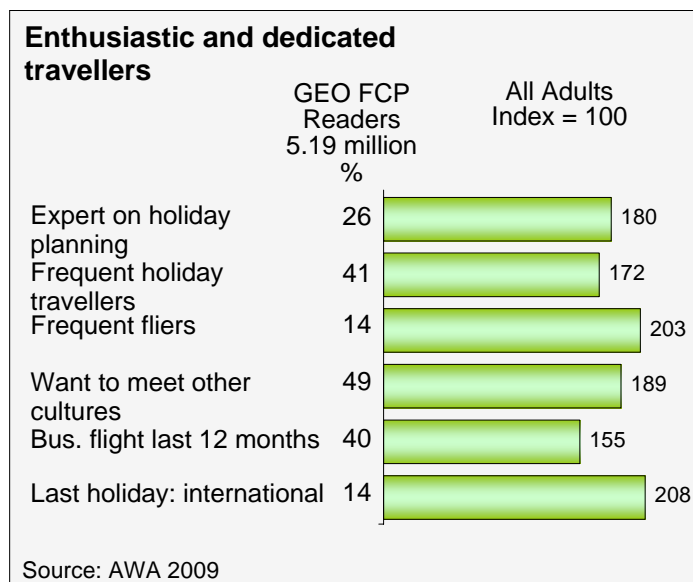
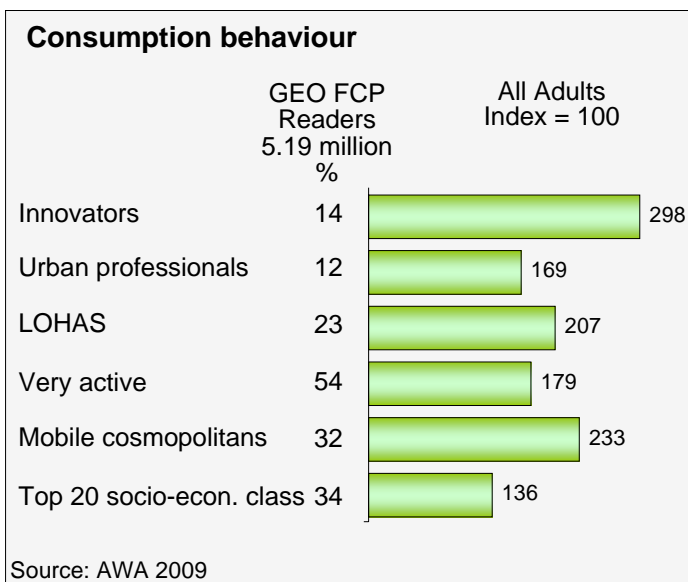
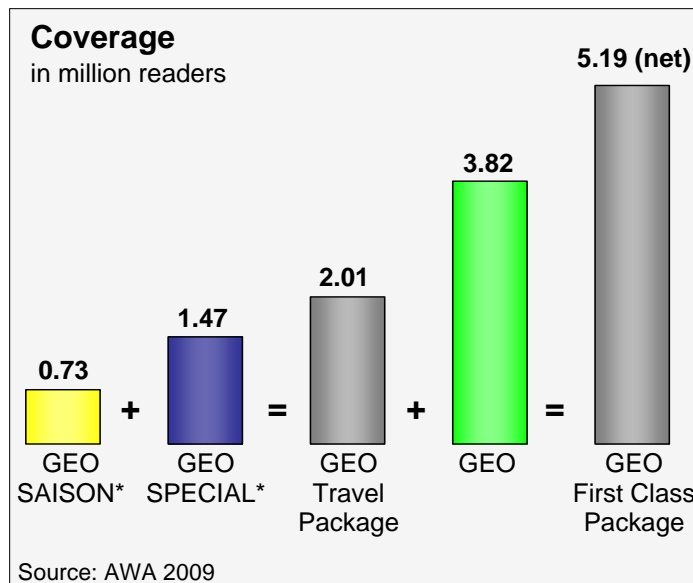
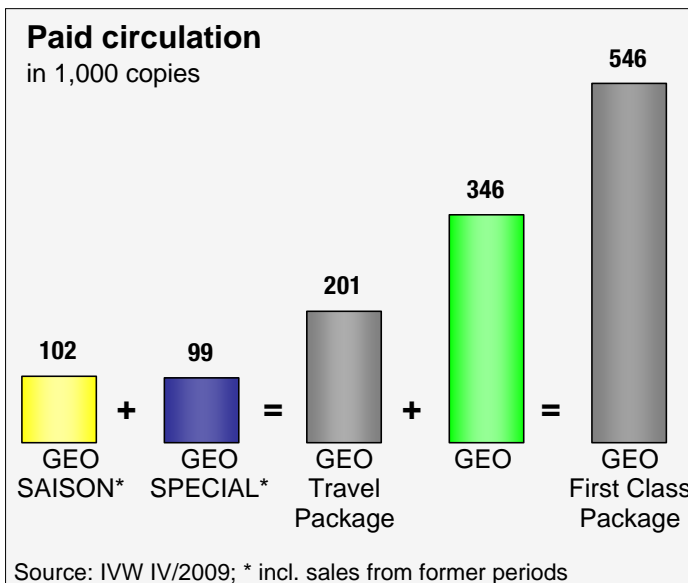
GEO First Class Package – a quality unto itself

- **Ad package in GEO, GEO SAISON and GEO SPECIAL.** Booking ads in the three major titles from the GEO magazine family effectively reaches the upscale German – at a 20% cost savings.
- **Exclusive readership.** The readers of GEO, GEO SAISON and GEO SPECIAL are upper-class, educated and brandname-conscious consumers.
- **High package coverage.** The GEO First Class Package reaches more adult readers than the German newsmagazine Focus, and almost as many as Der Spiegel.
- **Unmatched coverage of Germany's top consumers.** An ad placed in the three titles reaches fully one fifth of all Germans who are in the uppermost socio-economic levels.
- **Image transfer.** The three titles in the GEO First Class Package enjoy the highest respect and believability. Ads which appear in these magazines benefit from the resulting positive image transfer.
- **Flexibility.** The ad motifs and issues booked can be varied within the contractual period; merely the ad size and use of colour must be identical.

Readership Profile

	All Adults 64.85 million %	GEO FCP Readers 5.19 million %	Index: All Adults = 100
Men	48	51	106
Women	52	49	95
Age			
20 - 29	13	10	74
30 - 39	14	16	113
40 - 49	19	22	116
50 - 59	16	19	125
Education			
Intermediate	34	32	94
Higher, university	23	46	199
Net monthly household income*			
€ 2,500 – 2,999	13	14	108
€ 3,000 and more	30	44	146

Source: AWA 2009; *Population average € 2,519



2010 package ad rates		Discounts	Start at 3% for 2 pages. Discounts earned with individual titles added to package for discount purposes
Full page multi-colour	€ 55,200	Technical information	
Circulation (package)		Trim size	213 mm x 270 mm (8-3/8" x 10-5/8")
Paid	546,602 copies (IVW IV/2009)	Printing process	Cover: sheet-fed offset Inner pages: rotogravure
Subscriptions	312,308 copies (57%)	Binding method	Perfect bound
Coverage (gross)		Copy material	One set for all three titles
Adults	8.0% / 5.19 million (AWA 2009)		
Cost per 1,000 readers			
Adults	€ 10.63		
www.geo.de	9,763,053 PIs (IVW 12/09)		

For complete current ad rates and data, please consult www.gujmedia.com