

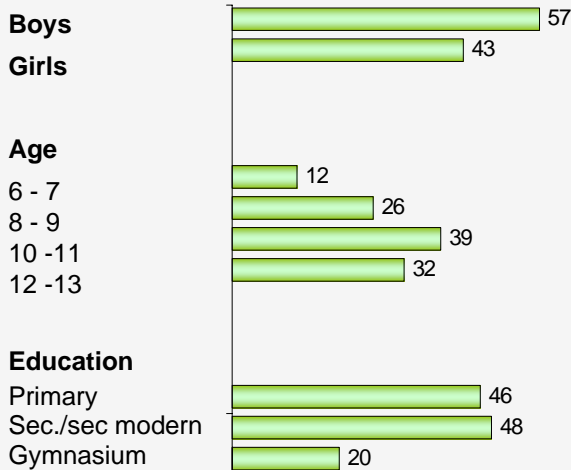


The innovative children's magazine from GEO

- **GEO editorial quality for children.** GEOLINO is a top-quality publication, produced in cooperation with UNICEF.
- **General interest magazine for kids.** GEOLINO is written for boys and girls who want to read, become astonished, and to simply learn more.
- **Learning without boredom.** The lively editorial concept challenges the young reader to broaden his horizons without the magazine becoming "textbookish."
- **Loyal and committed readers.** GEOLINO has a paid circulation over 240,000 copies – for years it has been the largest-selling children's magazine in Germany.
- **Young and active readers.** GEOLINO readers are boys and girls aged eight to 14 from better-educated households.
- **High level of brand loyalty.** The readers of GEOLINO are young consumers who place a high importance on brand-names in a wide range of product areas.

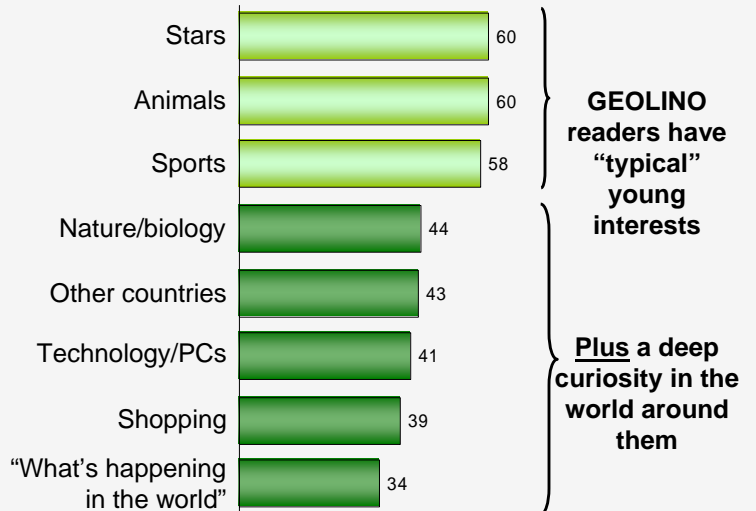
Reader Profile

GEOLINO readers: structure in %



Reader Interests

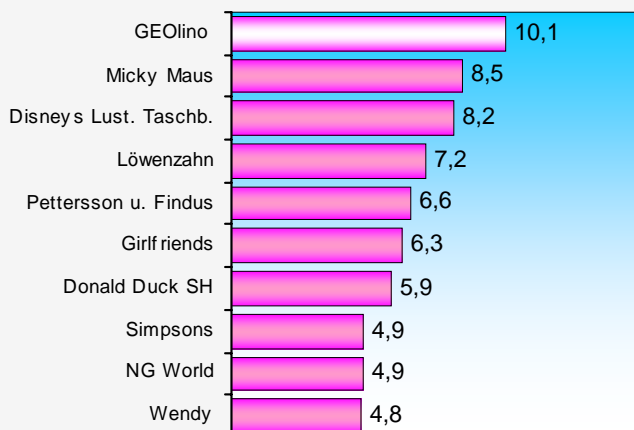
GEOLINO readers who are "very interested" in %



Sources: KVA 2009 (readers aged 6-13); ICON Kids & Youth Bus (children aged 6-16)

Highest coverage of upscale kids

Coverage of children in high income households in %



Source: KVA 2009; net monthly household income € 4,000+

Decision-makers of tomorrow

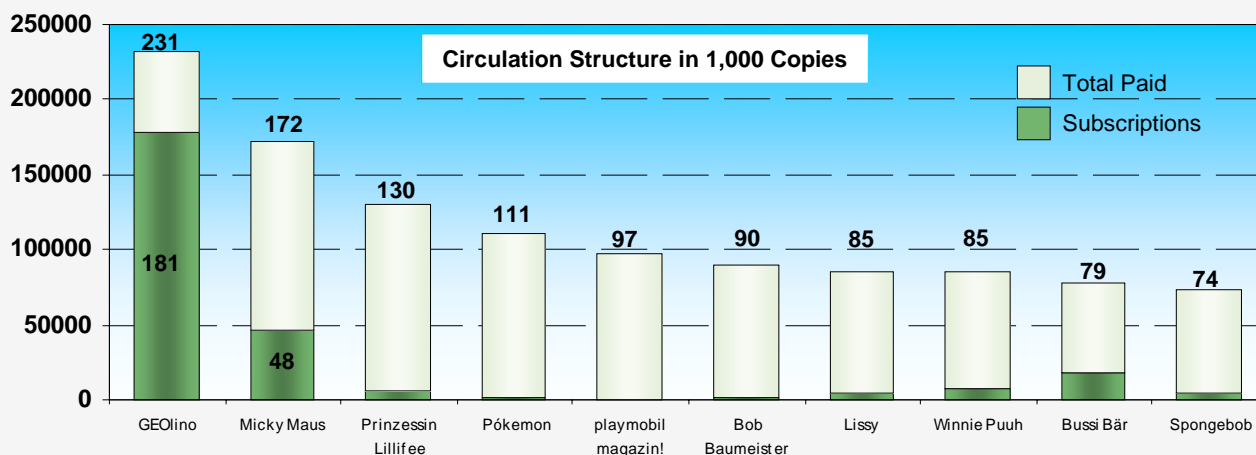
Statement "totally applies" in %



Source: Icon Kids & Youth; GEOLINO: Have already read it

Leading position in the market

Highest number of subscriptions is proof of the high reader interest and loyalty.



Source: IVW IV/2009; top 10 largest-selling children's magazines

Cover price € 3.40
Frequency Monthly
Launch year 1996

Circulation
 Paid 231,360 copies (IVW IV/2009)
 Subscriptions 177,609 copies (77%)

2010 ad rates
 Full page multi-colour € 15,800

Discounts Start at 3% for 2 pages;
 Kid's Package

www.geo.de 9,763,053 (IVW 12/09)

Coverage

Aged 6-13 (KVA 2009) 370,000
 Aged 14+ (AWA 2009) 760,000

Technical information

Trim size 213 mm x 270 mm
 (8-3/8" x 10-5/8")
Printing process Cover: offset
 Inner pages: rotogravure
Binding method Saddle stitched

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