

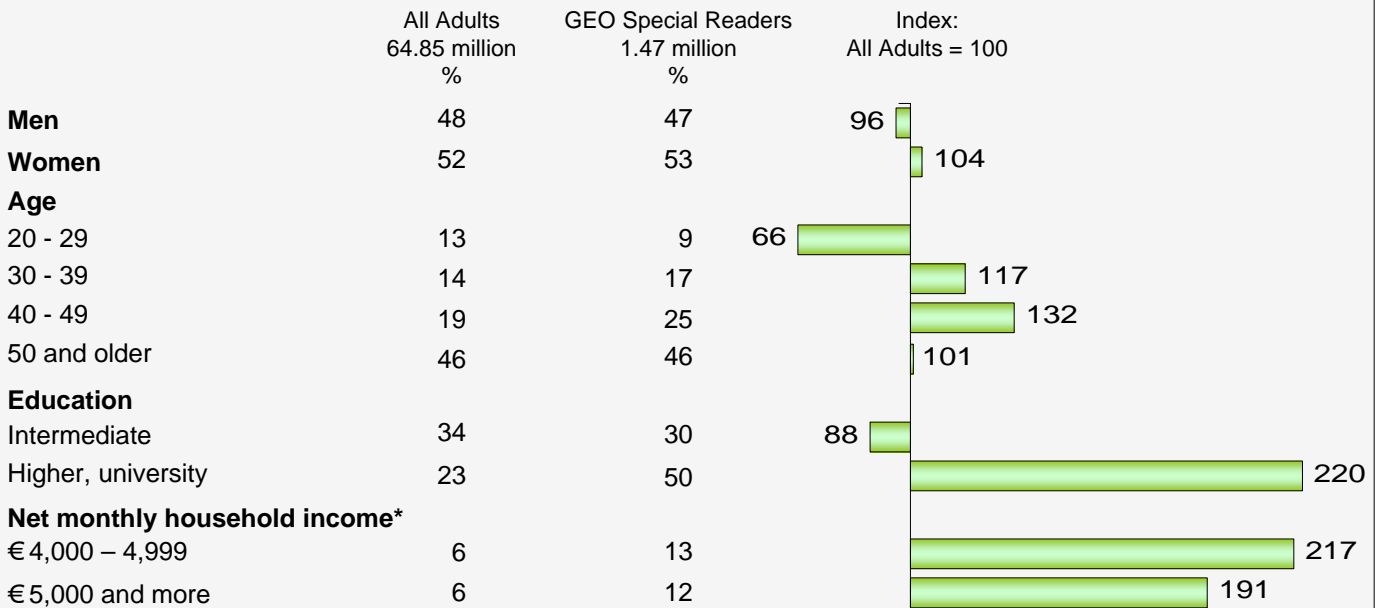
GEO Special



The number one German destination magazine

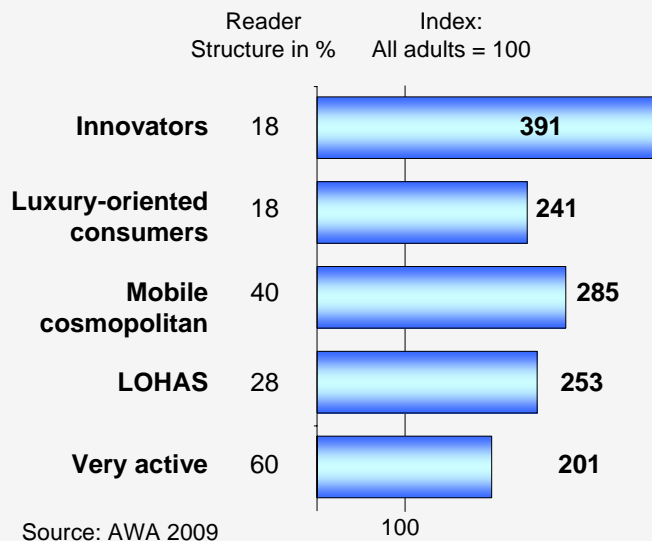
- **GEO SPECIAL is the leading quality German destination magazine.** Every issue focuses on a country, a city, a region, or a special travel topic.
- **A concrete help in travel planning.** It is intensely used for initial travel planning – its countless tips and recommendations make it a useful, valuable travel guide.
- **Ideal editorial environment.** Every issue is read for more than two hours, and around 70% of the issues are saved for later re-reading and reference.
- **Unmatched editorial quality.** Every issue is painstakingly prepared and researched on site, using the insider insight of famous local journalists and world-class photographers.
- **GEO SPECIAL readers love to travel.** They are cosmopolitan frequent travellers – nearly three fourths go on international holiday trips every year.
- **GEO SPECIAL readers are the crème de la crème.** GEO SPECIAL is a highly cost effective for reaching the top 10% of the German population.

Readership Profile

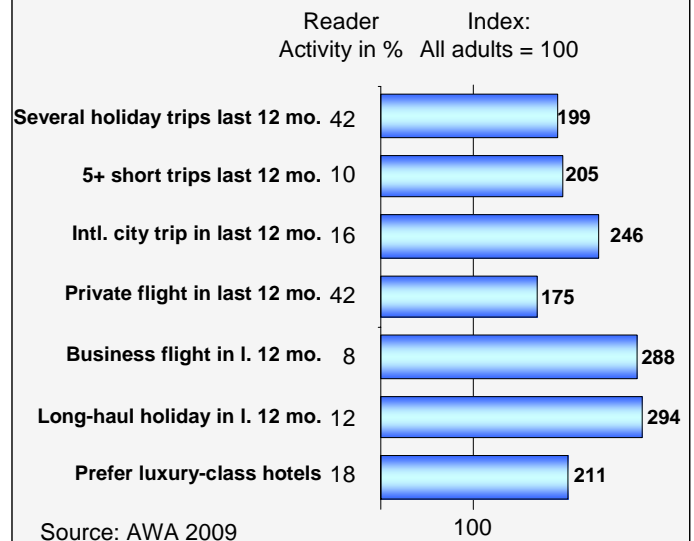


Source: AWA 2009 *Population average = € 2,519

Readers in top socio-economic classes

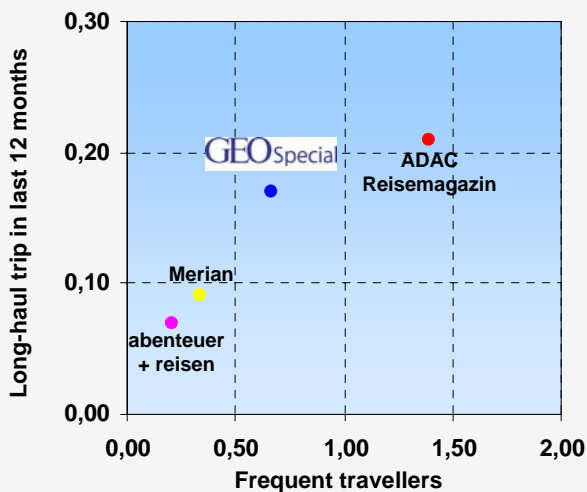


Enthusiastic and frequent travellers



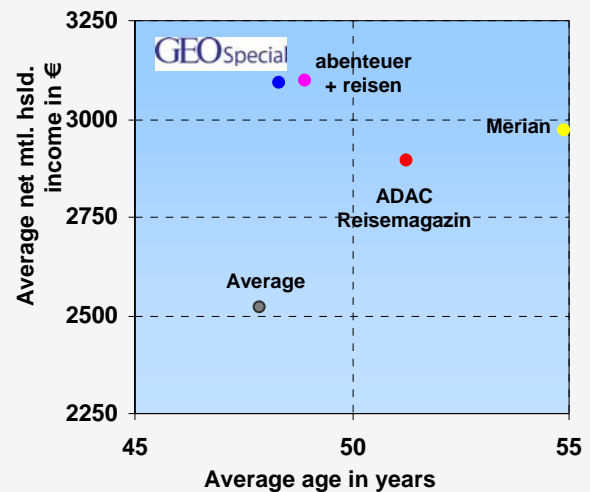
Ideal combination of coverage and quality

Total coverage in million



The readers: younger and better off

Readership average



Cover price € 8.00
Frequency Six times a year
Launch year 1981

Circulation
 Paid 99,076 copies (IVW IV/2009)
 Subscriptions 23,146 copies (23%)

2010 ad rates
 Full page multi-colour € 16,400

Discounts
 Start at 2% for 2 pages
 First class package: 20%;
 Travel package: 10%

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

Coverage
 Adults 2.3% / 1.47 million (AWA 2009)
 Frequent 4.3% / 0.67 million

Cost per 1,000 readers
 Adults € 11.15
 Frequent travellers € 24.41

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 Perfect bound

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