

To our
International Business Partners

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Hamburg, September 2009

Dear Business Partner,

On the following pages, we would like to inform you of the basic advertising rates for Gruner + Jahr magazines for the year 2010. Complete rate information, including all data, topics and deadlines, will be available shortly from your G+J representative or from www.gujmedia.com.

On this G+J media portal, in addition to rate information on our print products, you will also find media data on online and mobile advertising, consumer fairs and entertainment media, as well as on inspiring ideas in media solutions and our extensive media and market research services.

For 2010 we are once again making moderate rate adjustments which reflect current conditions in the media market. These adjustments are in the lower single-digits, and reflect the competitive performance of our media portfolio. These rates form the foundation for our promise of relevant, quality and efficient media, and our commitment to the successful implementation of your communications concepts in the coming year as well.

Your G+J representative and contacts in the media sales departments will be happy to discuss your media planning and communication needs.

We thank you for your valued trust and look forward to a positive collaboration in the future.

Yours sincerely,

Managing Director
G+J Media Sales



Stan Sugarman

Advertisement Rates 2010

Rates for full page 4c in euros (exclusive of VAT)

Title	Average 2010 rates* (not book-able) or year-long rate	Percent change 2010 versus 2009	No. of rate zones 2010	On sale date in ...											
				The rate zones are determined according to the on sale date of the issue in question											
				Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Art	13,650	2.6%	2	13,000	13,000	14,300	14,300	14,300	13,000	13,000	13,000	14,300	14,300	14,300	13,000
Art Kunstanzeigen**	5,300	1.9%													
Börse Online	12,267	2.2%	2	11,800	12,500	12,500	12,500	12,500	12,500	11,800	11,800	12,500	12,500	12,500	11,800
Börse Online Financial Ads	9,800	1.7%	2	9,400	10,000	10,000	10,000	10,000	10,000	9,400	9,400	10,000	10,000	10,000	9,400
Börse Online Special Issue**	7,300	2.8%													
Brigitte	50,308	1.5%	3	49,000	49,000	51,420	51,420	50,200	50,200	50,200	49,000	51,420	51,420	51,420	49,000
Brigitte Balance	11,400	0.0%													
Brigitte Woman	20,873	4.5%	3	20,370	20,370	21,300	21,300	20,830	20,830	20,830	20,370	21,300	21,300	21,300	20,370
Capital	28,333	4.2%	2	27,200	28,900	28,900	28,900	28,900	28,900	27,200	27,200	28,900	28,900	28,900	27,200
Capital Financial Ads	18,933	0.0%	2	18,200	19,300	19,300	19,300	19,300	19,300	18,200	18,200	19,300	19,300	19,300	18,200
Capital Special Issue**	10,000	0.0%													
Compass**	12,500	1.6%													
DB mobil**	17,300	2.4%													
Dogs	12,400	7.4%	2	11,900	11,900	12,900	12,900	12,900	12,900	11,900	11,900	11,900	11,900	12,900	12,900
Ebay-Magazin**	6,900	-48.5%													
Eltern	30,208	1.0%	3	28,900	29,900	29,900	29,900	29,900	29,900	29,900	29,900	31,800	31,800	31,800	28,900
Eltern Fragen & Antworten**															
- Babys 1. Jahr	14,900	0.0%													
- Schwangerschaft	14,900	0.0%													
Eltern Special Einkaufen fürs Baby**	16,500	0.0%													
Eltern Special Geburt**	16,500	0.0%													
Eltern Special Mein Baby**	16,500	0.0%													
Eltern Special Schwangerschaft**	16,500	0.0%													
Eltern family	14,688	4.2%	3	13,800	14,700	14,700	14,700	14,700	14,700	14,700	14,700	15,250	15,250	15,250	13,800
Familien Package 1)**	39,957	2.0%													
Emotion	14,500	0.0%	2	14,000	14,000	15,000	15,000	15,000	14,000	14,000	14,000	15,000	15,000	15,000	14,000
Emotion Women at work**	9,000	0.0%													
Essen & Trinken	20,983	2.6%	2	20,400	20,400	21,400	21,400	21,400	21,400	20,400	20,400	21,400	21,400	21,400	20,400
Essen & Trinken für jeden Tag	13,650	2.7%	2	13,300	13,300	13,900	13,900	13,900	13,900	13,300	13,300	13,900	13,900	13,900	13,300
Fit! DAK Magazin**	34,850	1.4%													
Flora Garten	11,667	2.3%	2	11,200	11,900	11,900	11,900	11,900	11,900	11,900	11,900	11,900	11,200	11,200	11,200
Gala	21,900	2.3%	3	21,500	21,900	22,300	22,300	21,900	21,500	21,500	21,500	21,900	22,300	22,300	21,900
Gala Men**	15,000	0.0%													
Gala Style**	15,000	0.0%													
GameShop**	7,980	0.0%													
G+J GenussPlus-Kombi 2)**	31,690	2.6%													
Geo	38,033	1.5%	2	36,400	39,200	39,200	39,200	39,200	36,400	36,400	36,400	39,200	39,200	39,200	36,400
Geo Epoche**	10,800	9.1%													
Geo Kompakt**	10,100	2.0%													
Geo Saison Extra**	8,000	2.6%													
Geo Saison**	16,200	3.2%													
Geo Special**	16,400	1.9%													
Geo Wissen**	10,100	2.0%													
Geo First Class Package 3)**	55,200	1.8%													
Geo Travel Package 4)**	29,340	2.5%													
Geo Wissenspackage 5)**	62,700	5.6%													
Geolino Extra**	8,400	2.4%													
Geolino**	15,800	1.9%													
Geolino Package 6)**	21,780	2.1%													
Häuser	12,650	3.1%	2	12,100	12,100	13,200	13,200	13,200	13,200	12,100	12,100	13,200	13,200	12,100	12,100
Healthy Living	14,450	4.0%	2	14,000	14,000	14,000	14,900	14,900	14,900	14,000	14,000	14,000	14,900	14,900	14,900
IKEA Family Live**	13,250	2.7%													
Impulse	17,233	2.0%	2	16,500	17,600	17,600	17,600	17,600	17,600	16,500	16,500	17,600	17,600	17,600	16,500
Impulse Gründerzeit**	5,500	-24.7%													
IN	14,000	16.7%	3	13,700	14,000	14,300	14,300	14,000	13,700	13,700	13,700	14,000	14,300	14,300	14,000
KidShop**	8,480	0.0%													
Leadership Kombi (Capital+Impulse)	43,288	0.0%	2	41,515	44,175	44,175	44,175	44,175	44,175	41,515	41,515	44,175	44,175	44,175	41,515
Living at Home	17,750	2.6%	2	17,100	17,100	18,400	18,400	18,400	17,100	17,100	17,100	18,400	18,400	18,400	17,100
Lufthansa Exclusive	20,200	2.4%	2	19,100	19,100	21,300	21,300	19,100	19,100	19,100	19,100	21,300	21,300	21,300	19,100
Lufthansa Magazin	29,700	2.3%	2	28,700	28,700	30,700	30,700	28,700	28,700	28,700	28,700	30,700	30,700	30,700	28,700

1) ELTERN + ELTERN family
 2) Essen & Trinken + Essen & Trinken für jeden Tag
 3) GEO + Geo Saison + Geo Special

4) Geo Saison + Geo Special
 5) Geo Epoche + Geo Kompakt + Geo Wissen
 6) Geolino + Geolino Extra

* only for titles with seasonal ad rates
 ** not an average rate, valid for all of 2010

Advertisement Rates 2010

Rates for full page 4c in euros (exclusive of VAT)

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Lufthansa Woman's World**	15,000	2.7%													
National Geographic Deutschland	20,400	2.5%	2	19,900	20,900	20,900	20,900	19,900	19,900	19,900	19,900	20,900	20,900	20,900	19,900
National Geographic World**	9,500	0.0%													
Neues Zuhause**	19,900	0.0%													
Neon	20,200	7.4%	2	19,000	19,000	20,800	20,800	20,800	20,800	19,000	20,800	20,800	20,800	20,800	19,000
Neon Fashion Issue and Outdoor Special***	10,900	5.8%					10,900		10,900				10,900		
P.M. Biografie**	8,450	1.2%													
P.M. Fragen & Antworten**	8,450	1.2%													
P.M. History**	8,450	1.2%													
P.M. Intelligenz-Trainer**	5,300	0.0%													
P.M. Kreativ-Trainer**	5,300	0.0%													
P.M. Logicals**	5,300	0.0%													
P.M. Logik-Trainer**	5,300	0.0%													
P.M. Magazin**	22,600	1.3%													
P.M. Perspektive**	8,450	1.2%													
P.M. Sudoku-Trainer**	5,300	0.0%													
Schöner Wohnen	29,250	2.5%	2	28,600	28,600	29,900	29,900	29,900	28,600	28,600	28,600	29,900	29,900	29,900	28,600
Schöner Leben-Kombi FOOD 7)**	47,145	2.6%													
Schöner Leben-Kombi GARTEN 8)**	52,800	2.5%													
Stern	56,175	2.4%	2	53,900	53,900	57,800	57,800	57,800	53,900	53,900	53,900	57,800	57,800	57,800	57,800
Stern Fotografie**	4,100	5.1%													
Stern Gesund Leben**	13,200	1.5%													
Stern TV Magazin**	23,000	9.5%													
Treffpunkt Kino**	29,380	0.0%													
Tush**	8,700	7.4%													
VideoTipp**	7,880	0.0%													
VIEW	14,858	5.4%	2	14,100	14,100	15,400	15,400	15,400	14,100	14,100	14,100	15,400	15,400	15,400	15,400
Volkswagen Magazin**	19,900	0.0%													
Wunderwelt Wissen**	9,250	8.8%													
ELTERN-Ratgeber**															
Eltern Ratgeber Klinikführer Geburt	22,250	0.0%													
Eltern Ratgeber Arzt & Schwangerschaft	24,400	0.0%													
Eltern Ratgeber Das gesunde Kind	18,625	0.0%													
Eltern Ratgeber Reisen mit Kindern	18,625	0.0%													
Eltern Ratgeber Erste Hilfe	18,625	0.0%													
Eltern Ratgeber Erste Schuljahre	19,550	0.0%													
Eltern Praxis Ratgeber Frauenarzt															
- Poster 4c	18,950	0.0%													
- Broschüre	9,400	5.6%													
Eltern Praxis Ratgeber Kinderarzt															
- Poster	17,850	0.0%													
- Broschüre	8,700	4.8%													
Fifty	18,625	0.0%													
Austria Supplements**															
Brigitte	9,400	0.0%													
Eltern	9,500	0.0%													
Geo	10,200	0.0%													
Schöner Wohnen	9,200	0.0%													
Eltern Special Arzt & Schwangerschaft	10,900	0.0%													
Eltern Special Unser Baby	10,900	0.0%													
Schöner Wohnen Special															
Bauen & Renovieren	10,900	0.0%													
Switzerland Supplements** in SFR															
Brigitte	9,600	0													
Geo	16,500	0													
Schöner Wohnen	10,200	0													
Schwangerschaft & Geburt	13,000	0													

7) Essen & Trinken + Essen & Trinken für jeden Tag + Living at Home
 8) Schöner Wohnen + Flora Garten + Living at Home

* only for titles with seasonal ad rates
 ** not an average rate, valid for all of 2010
 *** integrated reverse title page in issues 4/10 (Fashion) and 6/10 (Outdoor)

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