

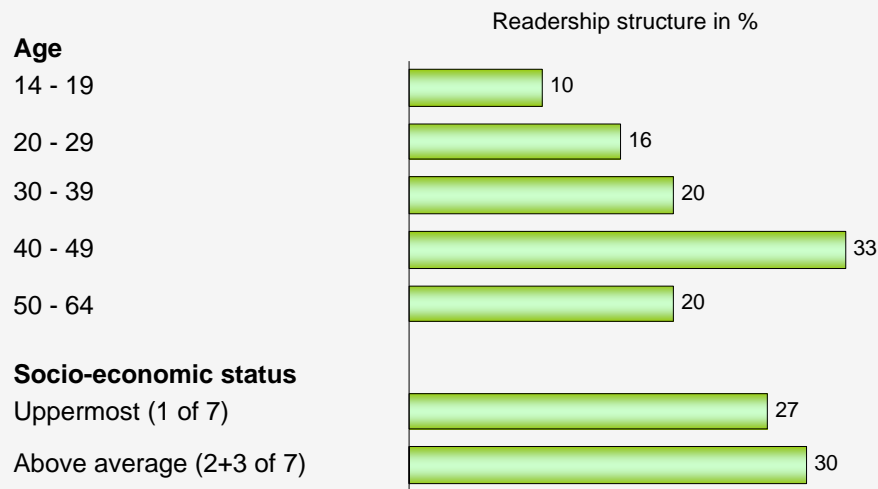
Brigitte
Balance



The best for
body and soul

- **For the woman of today, life is a balancing act.** Between job and leisure, love and independence, going out and staying home, kindergarten and overtime, good intentions and even better excuses.
- **Because life is good.** BRIGITTE BALANCE is made for women who are constantly searching but who have already achieved so much.
- **Juggling life's many challenges.** In every issue, BRIGITTE BALANCE presents a balanced life with fitness and wellness, health, feelings, beauty, job and travel.
- **Written for women interested in a balanced body and soul.** 80% of the BRIGITTE BALANCE readers are aged between 20 and 49; over 50% have a higher education.
- **BALANCE is the newest addition to the BRIGITTE brand family.** Other line extensions include BRIGITTE WOMAN for the woman over 40 and www.bym.de for girls and young women.
- **Attractive pass-along discount.** All advertisers in BRIGITTE can apply the discounts they've earned to BRIGITTE BALANCE.

Readership Profile



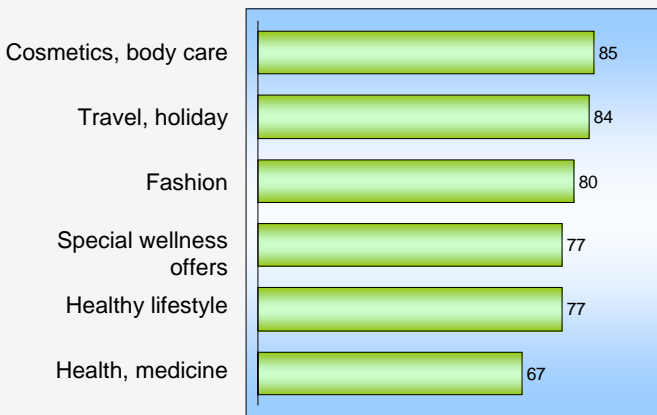
Source: KA 2008 (all readers)

Exciting and reader service-oriented concept



The readers have many interests:

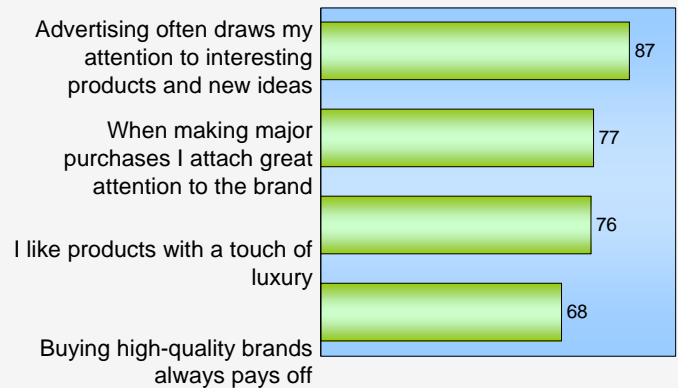
I am very interested / interested
(Responses in %)



Source: KA 2008 (all readers)

Attitude towards consumption/brands:

(Responses in %)



Source: KA 2008 (all readers)

Cover price € 3.50
Frequency Bimonthly
Launch year 2004

Circulation
Print run 200,000 copies

2010 ad rates
Full page multi-colour € 11,400

www.brigitte.de 82,848,511 PIs (IVW 12/09)

Discounts Start at 4% for 2 pages;
Pass-Along discount from BRIGITTE

Agency commission 15%

Technical information
Trim size 220 mm x 264 mm
(8-11/16" x 10-3/8")

Printing process Offset

Binding method Perfect bound

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