

Eltern

ÖSTERREICH



Reach 90,000 expecting mothers in Austria.

Special issue:

Arzt & Schwangerschaft

- **ARZT & SCHWANGERSCHAFT (Doctor and Pregnancy), the special Austrian issue from ELTERN, is the competent pre-natal advisor.** Pregnant ladies are given their personal copy by their gynaecologist or family doctor, in clinics, by midwives or in schools and ministries, ensuring optimum coverage and zero wasted coverage.
- **Issue usage.** ARZT & SCHWANGERSCHAFT is thoroughly read:
 - 25% of the readers read the issue for up to 1 hour
 - 28% of the readers read the issue for 1 – 2 hours
 - 21 % of the readers read the issue for 2 – 3 hours
 - 19 % of the readers read the issue for over 3 hours
- **Expert distribution.** The copies of ARZT & SCHWANGERSCHAFT are distributed via:
 - gynaecologist (38,300 copies)
 - general practitioners (25,900)
 - clinics/midwives (16,500)
 - schools, ministries (5,800)
 - voucher copies (3,500)
- **High media effectiveness and efficiency.** ARZT UND SCHWANGERSCHAFT is a top medium for reaching Austrian women who are expecting a baby.

Respected source of information.

As a source of information during pregnancy, the following sources are considered to be important (ranked 1 to 7)

- Doctor – 1
- ARZT UND SCHWANGERSCHAFT – 2
- Books – 3
- Other specialized magazines – 4
- ELTERN – 5
- Mother – 6
- Friends/acquaintances – 7

Source: reader survey 2008

On sale date	5 Mar. 2010
Ad closing	5 Feb. 2010
Circulation	
Print run	90,000 copies
2010 ad rates	€10,900
Full page mono, multi	
Promotion ads also available	
Discounts	Start at 3% for 1 page
Agency commission	15%
Special advertising tax	5%
Trim size	212 x 275 mm (8-3/8" x 10-7/8")
Printing process	Offset