

**Eltern**  
ÖSTERREICH

Special issue:  
**Unser Baby**



**Reach 90,000 mothers or expecting mothers in Austria.**

- **UNSER BABY (Our Baby), the special Austrian issue from ELTERN, is the most important reading matter during a child's first year.** Pregnant ladies and young mothers are given their personal copy in a child welfare clinic, by their doctors, or in schools or ministries, ensuring optimum coverage and zero wasted coverage.
- **Expert distribution.** The copies of UNSER BABY are distributed via:
  - child welfare clinics (37,200)
  - general practitioners (25,900)
  - children's doctors (17,600)
  - schools, ministries (5,800)
  - voucher copies (3,500)
- **Highly-interested readership.** The target group is very interested in:
  - health (93%)
  - child development (89%)
  - nutrition (84%)
  - education (77%)
  - care (46 %)
- **High media effectiveness and efficiency.** UNSER BABY is a top medium for reaching Austrian women who have or are expecting a baby.

### High level of advertisement usage.

Advertisements in UNSER BABY encounter a readership that is quite interested in advertising:

- 66% of the readers find advertisements interesting
- 27% of the readers don't care one way or the other
- 7 % of the readers find advertisements bothersome

Source: reader survey 2008

<b>On sale date</b>	30 April 2010
<b>Ad closing</b>	31 Mar. 2010
<b>Circulation</b>	
Print run	90,000 copies
<b>2010 ad rates</b>	€10,900
Full page mono, multi	
Promotion ads also available	
<b>Discounts</b>	Start at 3% for 1 page
<b>Agency commission</b>	15%
Special advertising tax	5%
<b>Trim size</b>	212 x 275 mm (8-3/8" x 10-7/8")
<b>Printing process</b>	Offset