

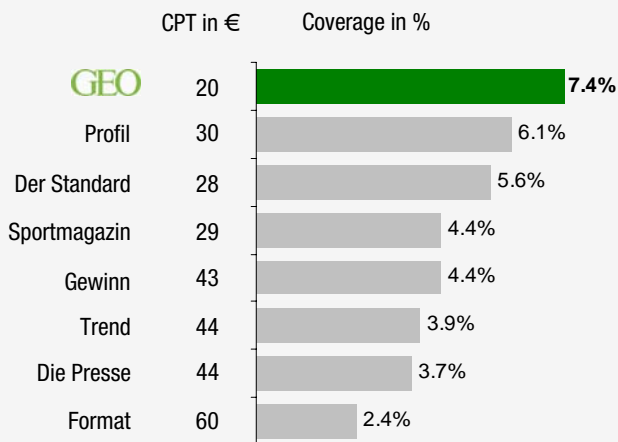
GEO
ÖSTERREICH



Austria's number one title in the quality media segment

- **Monthly supplement to Germany's leading quality monthly magazine.** Located in the front part of the magazine, the supplement is produced specifically for the Austrian market.
- **The magazine about the world we live in.** GEO has the breadth and ability to make journeys of discovery into the human circulatory system as stimulating as it does an expedition to the headwaters of the Amazon.
- **Unmatched editorial expertise.** GEO was born out of – and still remains – a vigorous and unique mixture of the power and magic of the photograph coupled with the lasting impact of meticulously researched articles.
- **The quality leader in Austria.** GEO ÖSTERREICH reaches more Austrians than any other quality publication – and has the lowest cost per 1,000 readers as well.

The leader in reaching upscale Austrians.



Source: MA 2009 ; magazines 1/1 p. 4c, newspapers ½ p. 4c, frequency 1

Cover price	€ 7.20
Frequency	monthly
Circulation	
Avg. printed circulation in Austria	42,000 copies
2010 ad rates	€ 10,200
Full page mono, multi	
Coverage	7.4% = 521,000
Discounts	start at 5% for 3 pages
Agency commission	15%
Special advertising tax	5%
Trim size	213 x 270 mm (8-3/8" x 10-5/8")
Printing process	Offset, perfect bound