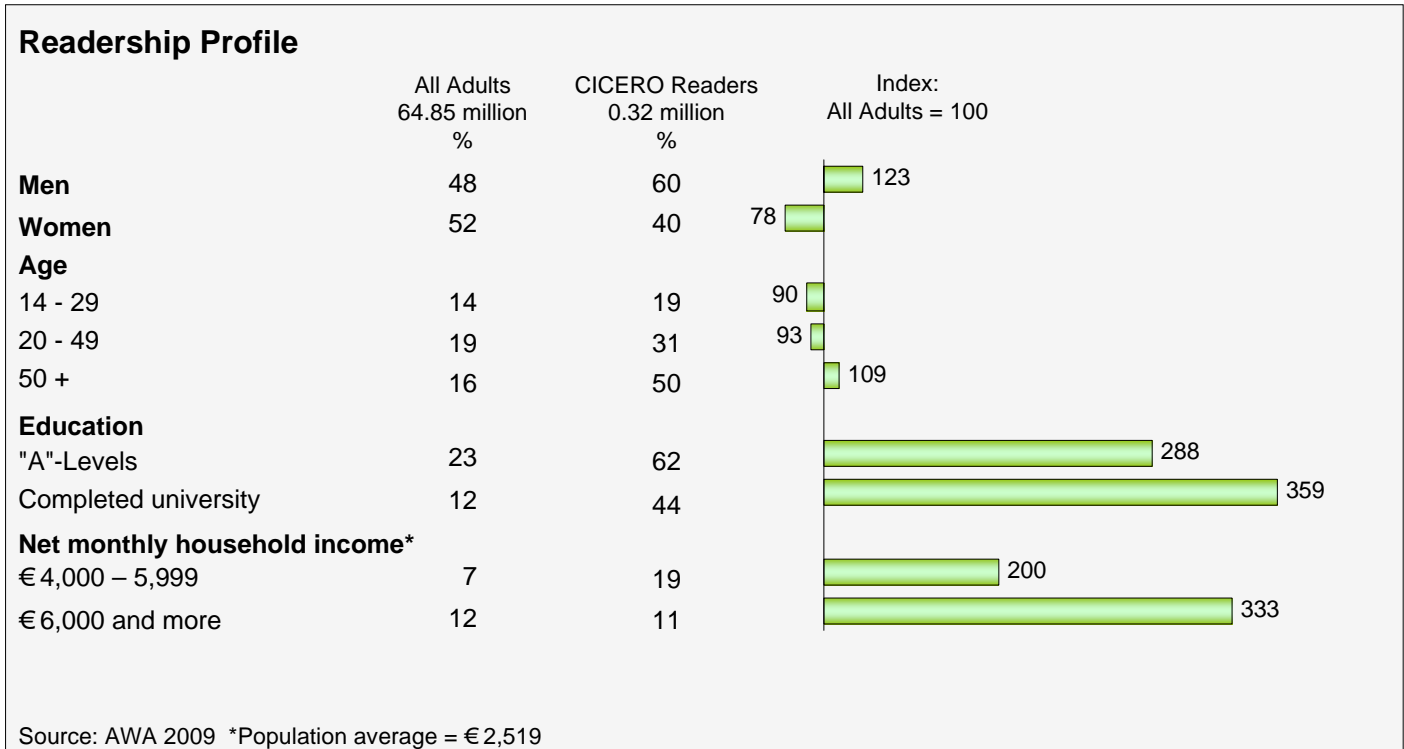




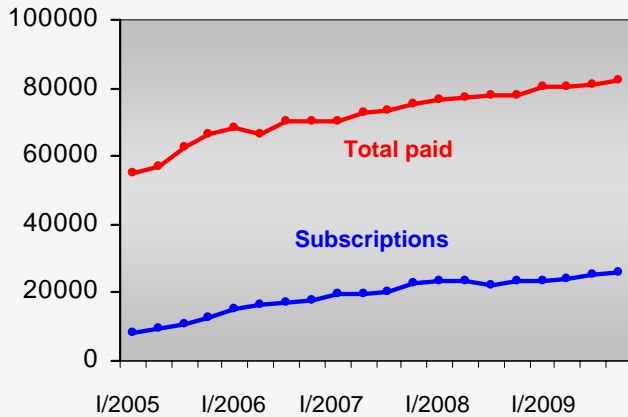
The magazine for political culture

- **CICERO is the sophisticated, opinion-forming magazine for politics, business and culture.** It is Germany's answer to "The New Yorker" and "The Atlantic Monthly" magazines.
- **CICERO reaches the German opinion-leader.** The premium readers are exceptionally upmarket, and are interested in politics, culture, business and the economy.
- **CICERO reaches the business elite.** It is one of the most successful newcomers in the LAE decision-maker readership analysis, and already reaches more executives than other established titles.
- **CICERO is a trendsetter in innovative advertising.** It offers such creative ad solutions as personalized cover flap ads and differing ad motifs to match the subscriber's gender.



Continuing circulation success

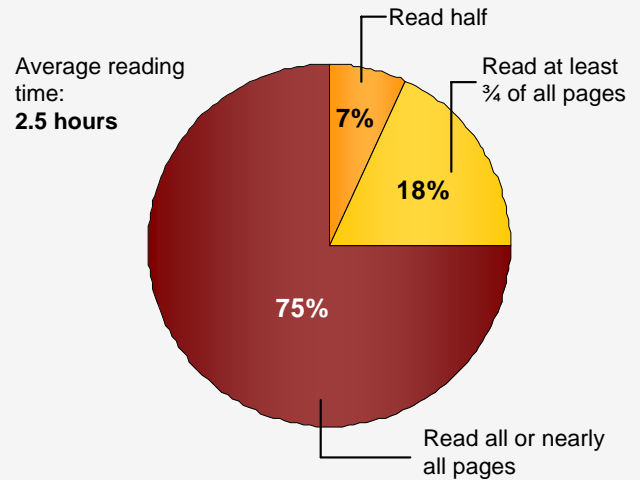
In sold copies



Source: IVW

Intensive reader interest

Number of pages read

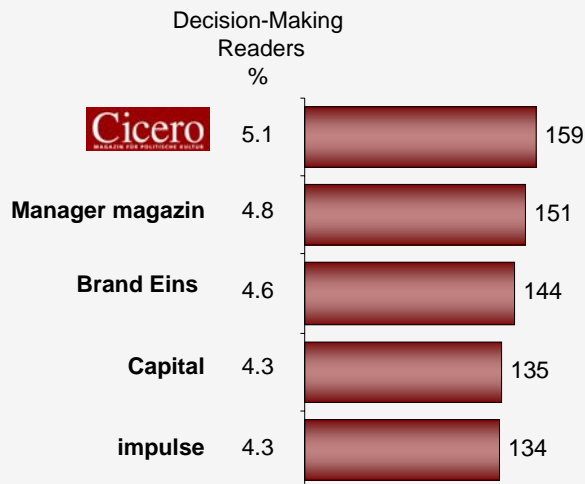


Source: CICERO Reader Survey 2009

Highest decision-maker income

Gross annual income €200,000 +

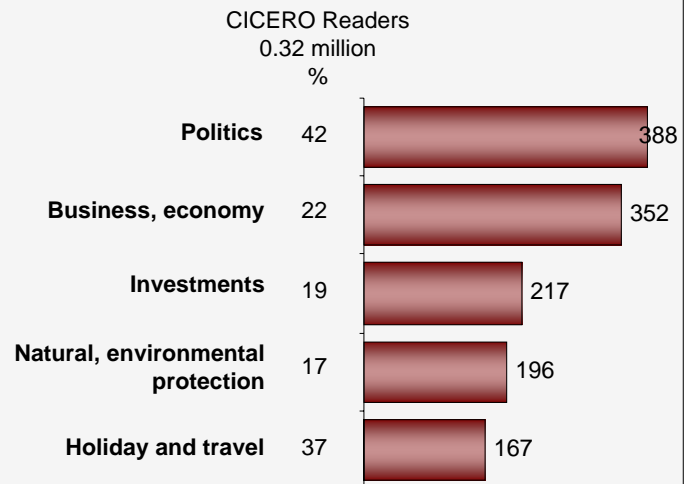
Index: All decision-makers = 100



Source: LAE 2009

High level of sophisticated interests

Index: All adults = 100



Source: AWA 2009

Cover price € 8.00
Frequency Monthly
Launch year 2004

Circulation
Paid 82,093 copies (IVW IV/2009)
Subscriptions 26,150 (32%)

2010 ad rates
Full page multi-colour € 13,900

Discounts Start at 4% for 3 pages

www.cicero.de 507,009 PIs (IVW 12/09)

Coverage
Adults 0.5% / 0.32 million (AWA 2009)

Cost per 1,000 readers
All adults € 43.44

Technical information
Trim size 210 mm x 287 mm (8-1/4" x 11-1/4")
Printing process Cover: sheet-fed offset
Inner pages: rotary offset
Binding method Perfect bound

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