

essen&trinken  
**Für jeden Tag**



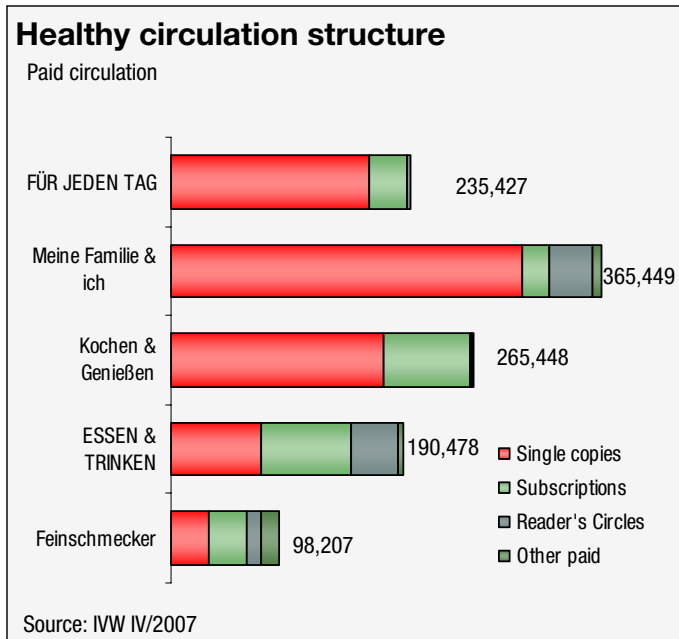
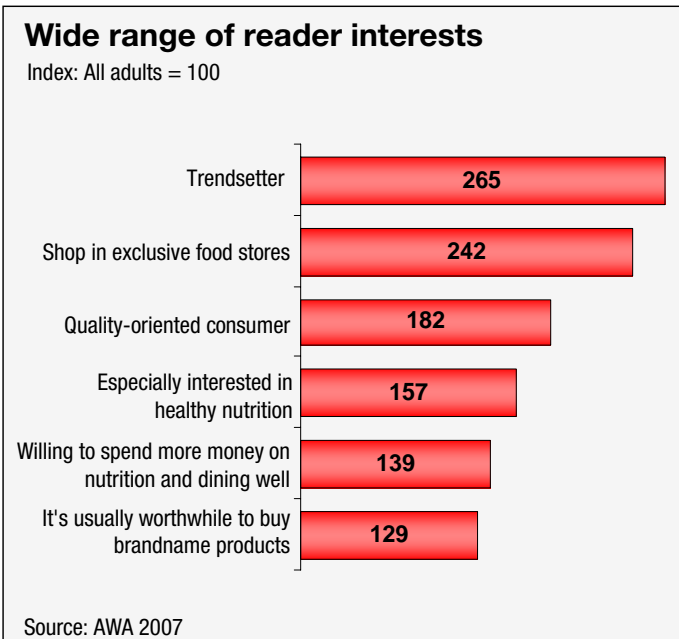
**Fast, simple, delicious – and pocket-sized!**

- The food magazine in pocket size.**  
ESSEN & TRINKEN FÜR JEDEN TAG (Wining & Dining for Every Day) is Germany's first culinary magazine in pocket size – a handy 128 x 190 mm.
- Quick and easy cooking for the young woman of today.**  
ESSEN & TRINKEN FÜR JEDEN TAG features fast and uncomplicated – and surprisingly creative – recipes for every day of the week.
- Unmatched culinary editorial competence.**  
ESSEN & TRINKEN FÜR JEDEN TAG is produced by ESSEN & TRINKEN – for over 30 years, the top epicurean magazine in Germany.
- Welcome advisor for modern women.**  
ESSEN & TRINKEN FÜR JEDEN TAG is aimed at the 8.4 million women aged 25 to 49 who are highly interested in cooking, recipes and entertaining.
- Multi-media service and enjoyment.**  
The food platform [www.essen-und-trinken.de](http://www.essen-und-trinken.de) offers a winning mixture of editorial- and user-generated contents, practical tools and recipe videos.
- Perfect editorial environment.**  
ESSEN & TRINKEN FÜR JEDEN TAG's handy trim size makes it ideal to take along shopping – and to use as a brand name shopping list for all articles of daily consumption.

**Readership Profile**

	All Women 33.43 million %	Essen & Trinken für jeden Tag Female Readers 0.52 million %	Index: All Women = 100
<b>Age</b>			
20 – 29	12	15	120
30 – 39	15	20	135
40 – 49	18	22	120
50 – 59	14	18	123
<b>Education</b>			
Intermediate	34	34	99
“A”-Levels, university	20	32	158
<b>Phase of life</b>			
Young couple w/o child	7	11	149
Young family with child	8	10	131
Family with older child	8	12	151
<b>Net monthly household income</b>			
€ 3,000 and more	26	34	135

Source: AWA 2007



<b>Cover price</b>	€ 2.50
<b>Frequency</b>	Monthly
<b>Ad closing</b>	4 weeks prior to on sale date
<b>Launch year</b>	2003
<b>Circulation</b>	
Paid	206,940 copies (IVW IV/2007)
Subscriptions	32,099 (16%)
<b>2008* ad rates</b>	
Full page mono, multi-colour	€ 13,683
<b>Discounts</b>	Start at 5% for 3 pages
<b>Agency commission</b>	15%

<b>Coverage</b>	
Adults	1.0% / 0.67 million
Women	1.5% / 0.52 million (AWA 2007)
<b>Cost per 1,000 readers*</b>	
Adults	€ 20.47
Women	€ 26.44
<b>Technical information</b>	
Trim size	128 mm x 190 mm (5-1/16" x 7-1/2")
Printing process	Offset
Binding method	Perfect bound

\*Average annual rate. For complete current ad rates and data, please consult [www.gujmedia.com](http://www.gujmedia.com)