

Eltern family



The magazine for families with older children

- The magazine for young families.**
 ELTERN FAMILY is written for women, young mothers and parents of children aged between four and 14.
- Knowledgeable advice on family challenges.**
 ELTERN FAMILY provides competent tips and recommendations on problems concerning upbringing, school, family and partnership.
- A family is one of life's great adventures.**
 ELTERN FAMILY is a welcome guide through the ups and downs of a young family's daily life.
- The magazine for young mothers.**
 82% of the readers are women, and more than two thirds are aged 20-39, and have a child aged between 4 and 14.
- Parents writing for parents.**
 The ELTERN FAMILY editorial team are parents themselves, and let the reader know that whether they're frustrated or bursting with pride, other parents feel just the same.
- Attractive ad combination for reaching young women.**
 The Familien Paket ad combination in ELTERN and ELTERN FAMILY is unbeaten in reaching young women.

Readership Profile

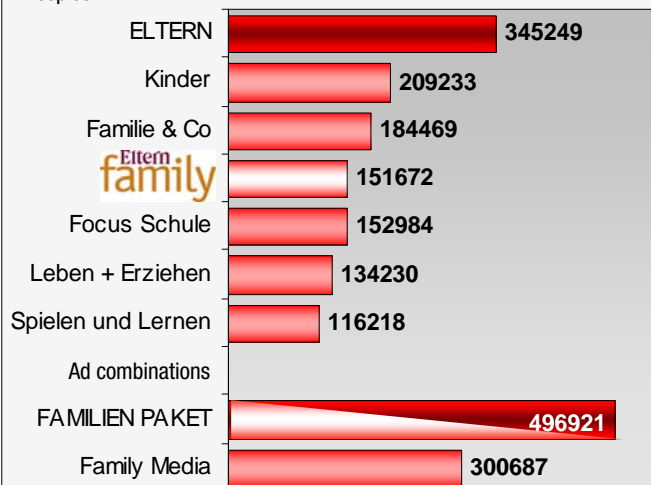
Men: 12%, Women: 88%

	All Women 33.43 million %	ELTERN FAMILY Women Readers 0.49 million %	Index: All Adults = 100
Age			
20 – 29	12	18	144
30 – 39	15	37	248
40 - 49	18	29	161
Education			
University	20	28	138
Children in household			
Aged 1 – 3	4	23	640
Aged 3 – 6	5	32	591
Aged 6 – 10	7	34	452
Net monthly household income*			
€ 2,000 - 3,499	36	50	138
€ 3,500 and more	16	17	107

Source: AWA 2007 *Population average = €2,395

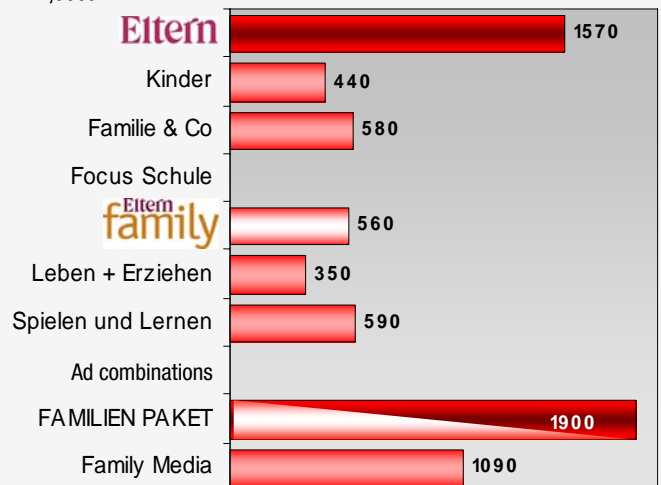
The ELTERN Group is the market leader.

Paid circulation
in copies



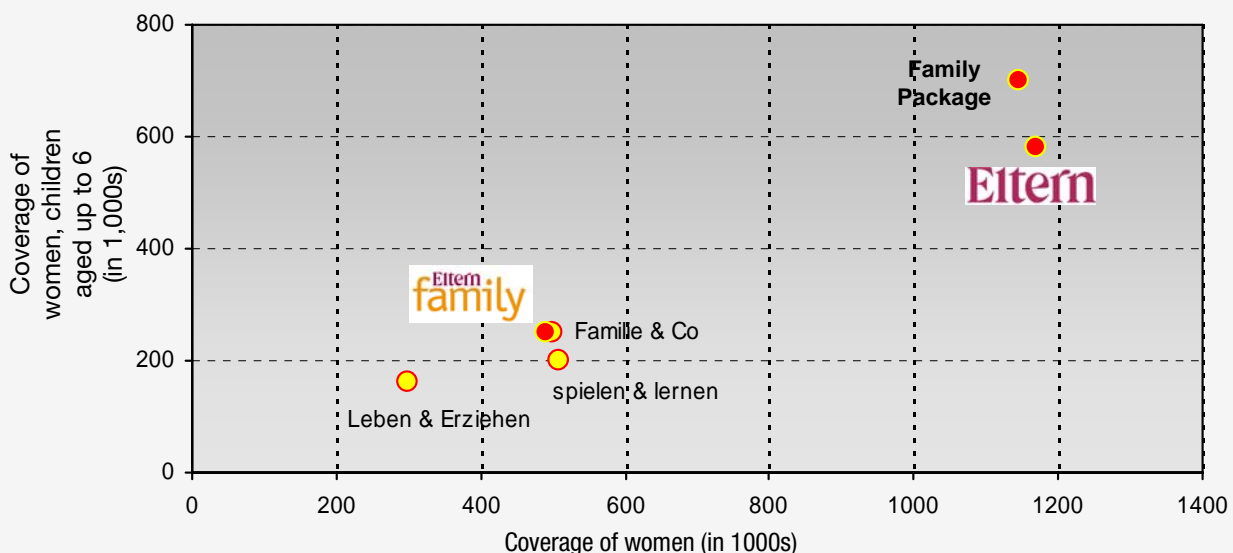
Source: IVW IV/2007

Total coverage: All adults
in 1,000s



Source: AWA 2007

ELTERN, ELTERN FAMILY and the FAMILY PACKAGE are indispensable in reaching active young families.



Source: AWA 2007

Cover price €2.30
Frequency Monthly
Ad closing 6 weeks prior to on sale date
Launch year 1996

Circulation
 Paid 151,672 copies (IVW IV/2007)
 Subscriptions 72,193 copies (48%)

2008 ad rates* €13,434*
 Full page mono/multi-colour
Discounts Start at 3% for 5 pages, Family Package

Agency Commission 15%

Coverage
 Women Monthly 1.5% / 0.49 million (AWA 2007)

Cost per 1,000 readers*
 Women Full page €27.48

Technical information
 Trim size 212 mm x 275 mm (8-3/8" x 10-7/8")
 Printing process Cover: offset
 Inner pages: rotogravure
 Binding method Saddle stitched

* Average annual rate. For complete current ad rates and data, please consult www.gujmedia.com