



An institution among German parent's magazines

- **Germany's most widely-read parent's magazine.** ELTERN is the highest coverage magazine for pregnant women, young mothers and parents of children aged up to four.
- **What parents need to know.** From pregnancy to children aged up to four, ELTERN informs and advises its readers in all aspects of family life.
- **Editorial topics of vital interest to parents.** ELTERN covers a wide range of topics, such as conception, sexuality, pregnancy, birth, finance, health and nutrition, job, skin-care and holiday.
- **The magazine for young mothers.** Nearly three fourths of the readers are women aged 30 to 39. Over half have a child aged up to four.
- **Trusted editorial credibility.** The ELTERN editorial team knows what its writing about: they are mothers and fathers themselves with first-hand experience that they are glad to share.
- **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: 26%, Women: 74%

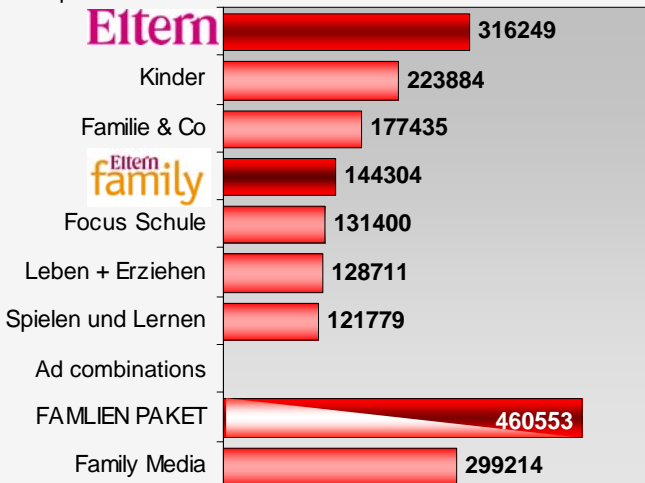
| | All Women 33.37 million % | ELTERN Women Readers 1.04 million % | Index: All Women = 100 |
|------------------------------|---------------------------------|--|---------------------------|
| Age | | | |
| 20 – 29 | 12 | 21 | 169 |
| 30 – 39 | 14 | 38 | 277 |
| 40 - 49 | 18 | 21 | 115 |
| Education | | | |
| Higher | 20 | 26 | 127 |
| Children in household | | | |
| Aged 1 – 3 | 4 | 23 | 648 |
| Aged 3 – 6 | 5 | 24 | 466 |
| Aged 6 – 10 | 7 | 20 | 304 |
| Phases of life | | | |
| Young families | 7 | 43 | 596 |
| Families with older children | 8 | 15 | 188 |

Source: AWA 2009

The ELTERN Group is the market leader.

Paid circulation

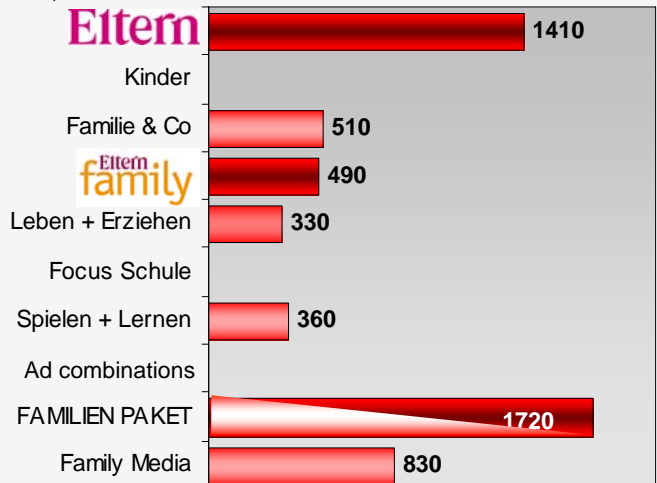
in copies



Source: IVW IV/2009

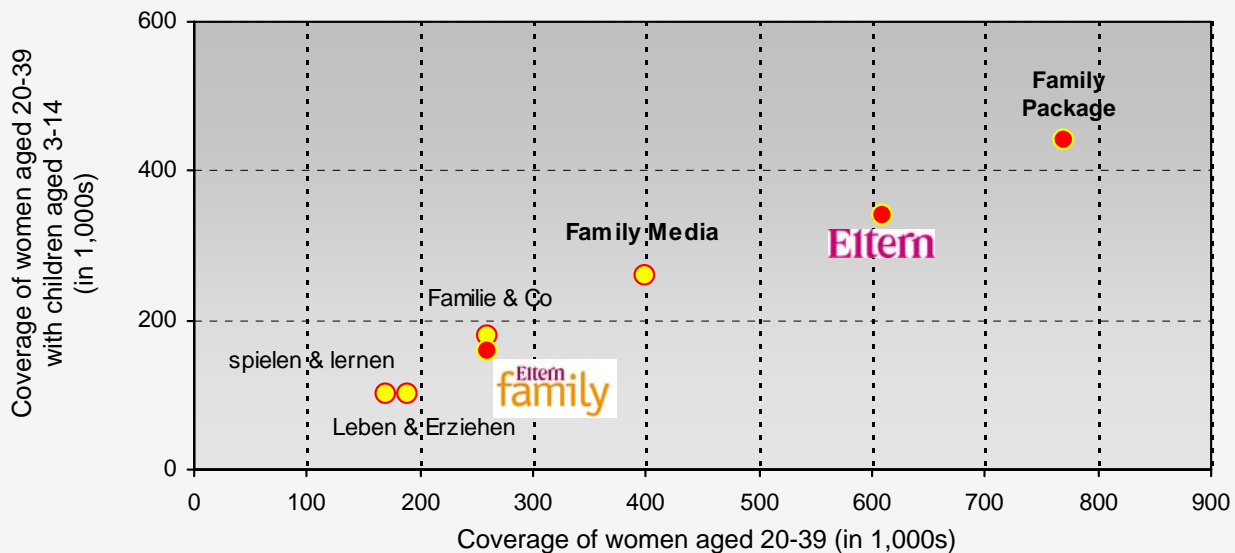
Total coverage: All adults

in 1,000s



Source: AWA 2009

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



Source: AWA 2009

Cover price € 2.90
Frequency Monthly
Launch year 1966

Circulation
 Paid 316,249 copies (IVW IV/2009)
 Subscriptions 115,591 copies (37%)

2010 ad rates*
 Full page multi-colour € 30,208*

Discounts Start at 5% for 3 pages, Family Package

www.eltern.de 46,172,096 Pls (IVW 12/09)

Coverage
 Women 3.1% / 1.04 million (AWA 2009)

Cost per 1,000 readers*
 Women € 21.48
 Full page

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