



The magazine for the joy of gardening

● **FLORA GARTEN – The comprehensive garden magazine.**

FLORA GARTEN is the German garden magazine for all those who want to design, plant and care for their own garden. The editors look at every gardening topic and, according to the season, focus on particular topics in the garden, on the balcony, the terrace, or inside the home.

● **FLORA GARTEN inspires.**

The editors rely on many self-produced photo productions, setting the latest trends for a harmonious ambience of plants, furniture, and accessories.

● **FLORA GARTEN plans and designs.**

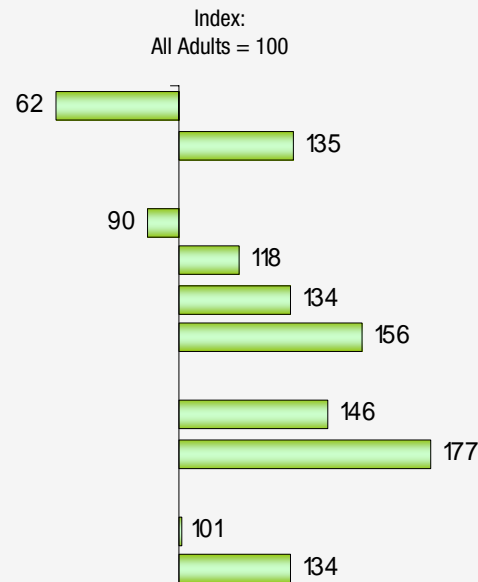
The focus of the magazine's editorial concept is on garden planning and making the most of plants and flowers. The editors provide attractive recommendations and solutions for all common plant and garden problems.

● **FLORA GARTEN gives practical advice.**

Carefully-researched, hands-on tips and an extensive service section make every important garden task understandable, even to the layman. Complete addresses on where to purchase and order accompany every topic.

**Readership Profile**

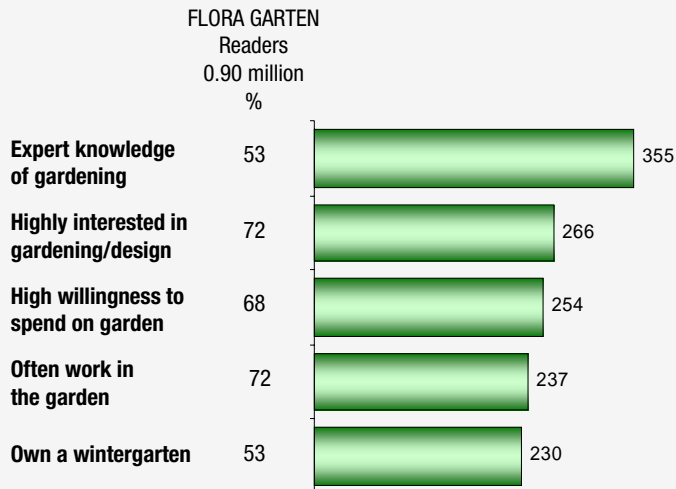
	All Adults 64.82 million %	FLORA GARTEN Readers 0.90 million %
<b>Men</b>	48	30
<b>Women</b>	52	70
<b>Age</b>		
30 - 39	16	14
40 - 49	19	22
50 - 59	14	20
60 - 69	14	24
<b>Activities + interests</b>		
Very active	31	45
Wide range of interests	16	27
<b>Net monthly household income*</b>		
€ 2,000 -3,499	38	38
€ 3,500 and more	17	23



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

## Active garden friends

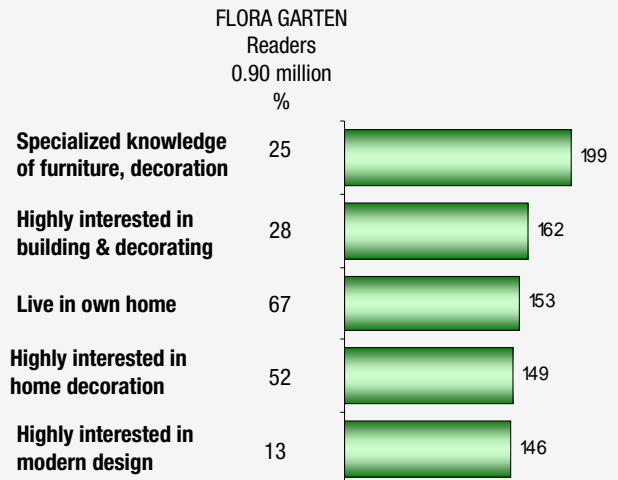
Interests and activities; Index: All adults = 100



Source: AWA 2007

## Wide range of interests

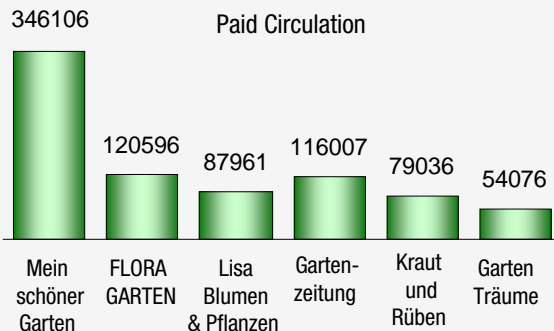
Index: All adults = 100



Source: AWA 2007

## Number two in the market

Garden magazines in Germany



Source: IVW IV/2007

## GARTEN ad combination

The Schöner Leben *GARTEN* ad combination is an effective, cost-efficient way to reach garden fans.



Frequency	monthly
Paid circulation	612,224 (IVW IV/2008)
Total coverage	7.4% / 4.78 mill. (AWA 2007)
Ad rate full page	€ 48,690*

For further information on the wide range of available ad combinations, please contact your G+J representative.

<b>Cover price</b>	€ 2.90
<b>Frequency</b>	Monthly
<b>Ad closing</b>	6 weeks prior to on sale date
<b>Launch year</b>	1985
<b>Circulation</b>	
Paid	120,596 copies (IVW IV/2007)
Subscriptions	65,368 copies (54%)
<b>2008 ad rates*</b>	
Full page mono, multi-colour	€ 11,092*
<b>Discounts</b>	Start at 5% for 3 pages
<b>Agency commission</b>	15%

<b>Coverage</b>	
Adults	1.4% / 0.90 million (AWA 2007)

<b>Cost per 1,000 readers*</b>	
All adults	€ 12.39

### 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](http://www.gujmedia.com)