

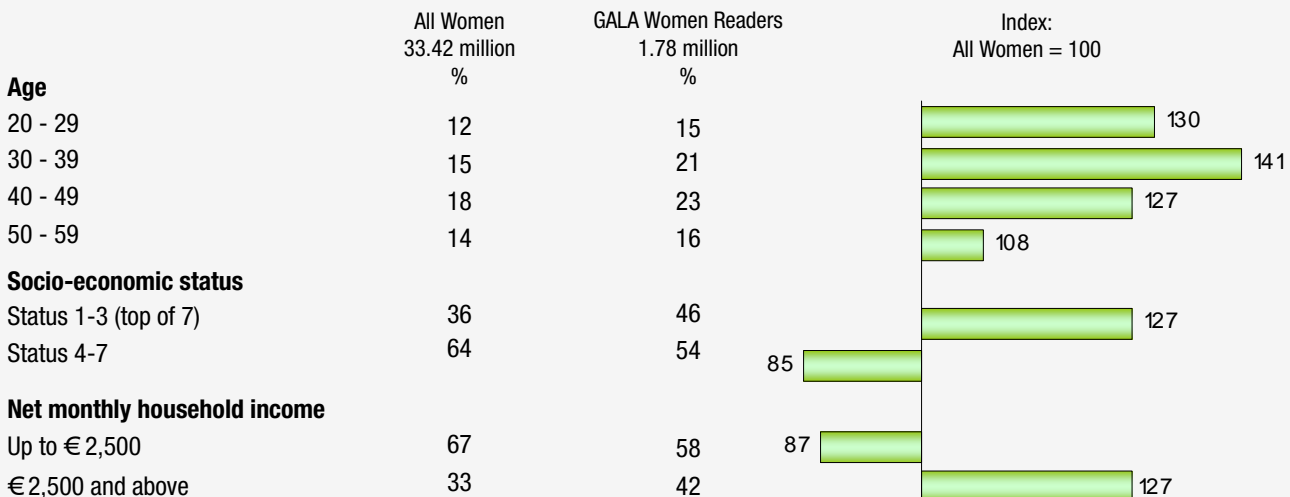


The premium people magazine.

- GALA is Germany's premium people magazine.**  
 Every week, GALA reports – seriously, competently and reliably – on prominent personalities from all over the world.
- GALA stands for luxury.**  
 The readers are cosmopolitan and better-off; they don't merely like to read about luxury – they live it as well.
- GALA means class.**  
 It stands for elegance, glamour and optical opulence. The large issue format, top-quality paper and brilliant photos present the stars in a suitably exclusive environment.
- GALA has an ideal environment .**  
 Famous personalities and famous brandnames – for fashion, beauty, watches and jewellery, wellness and lifestyle – are perfectly combined in GALA.
- GALA reaches a premium target group.**  
 GALA reaches nearly two million women. 48% are enjoyment-oriented shoppers, 53% place a high emphasis on quality.
- GALA is international.**  
 This quality people magazine is also successfully published in France, Poland and Russia.

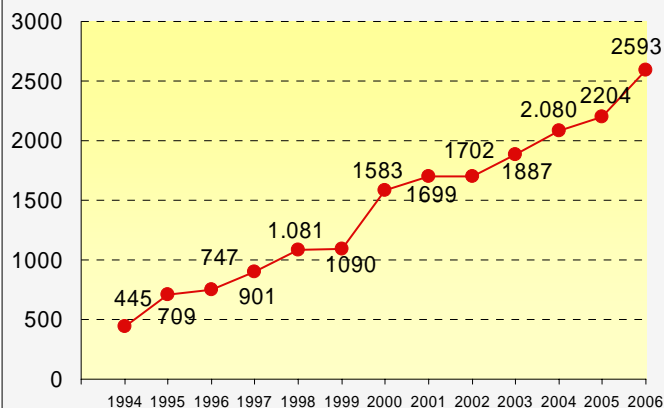
### Readership Profile

Men: 12%, Women: 88%



## Proof of success: solid increases in ads.

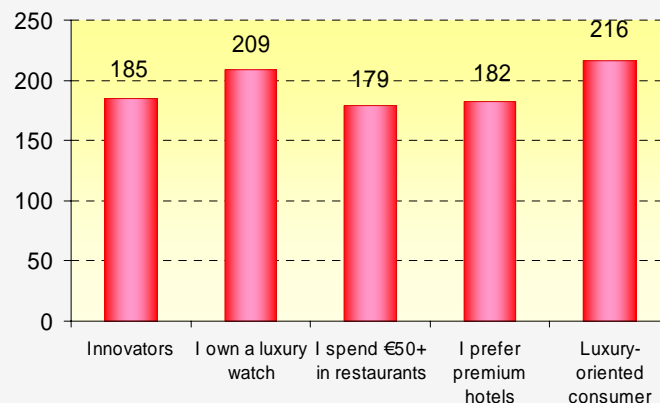
Ad pages



Source: ZAS

## The readers: luxury-oriented consumers.

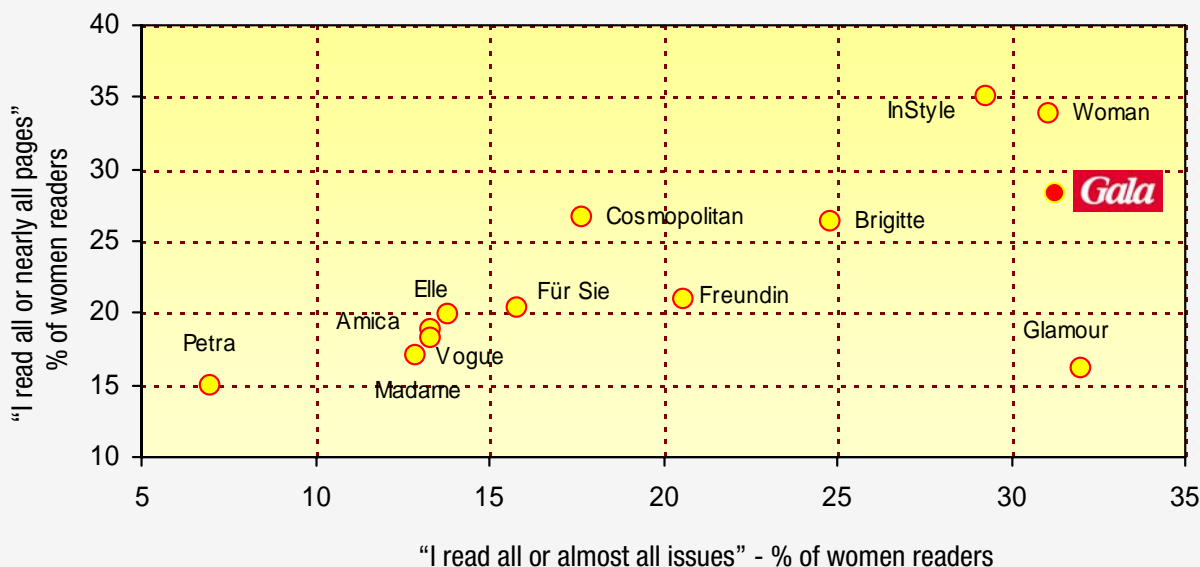
Index: All women = 100



Source: AWA 2007, women

## GALA readers are loyal and thorough in their reading habits.

Share of women readers in %



Source: AWA 2007, All Women

**Cover price** € 2.40  
**Frequency** Weekly  
**Ad closing** 3 weeks prior to on sale date  
**Launch year** 1994

**Circulation**  
 Paid 364,015 copies (IVW IVI/2007)  
 Subscriptions 50,444 copies (13%)

**2008 ad rates\***  
 Full page mono, multi-colour € 20,400

**Discounts** Start at 5% for 3 pages  
**Agency commission** 15%

**Coverage**  
 Women 5.3 % / 1.78 mill. (MA 2008/I)

**Cost per 1,000 readers\***  
 Women € 11.49  
 Full page

**Technical information**  
 Trim size 229 mm x 315 mm (9-3/8" x 12-7/8")  
 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)