

Ad Rate Sheet No. 4 – Valid from 1 January 2008



The best way to enhance one's general knowledge

GEO kompakt is the new, single-topic magazine from GEO, and addresses all major sectors of general knowledge. The aim is to give the reader step-by-step basic knowledge and to help him establish, issue by issue, a personal reference library.

GEO kompakt provides the answers to all those questions that we would like an answer to. In easily understandable, short articles, the editors familiarise the reader with the many things that have long since become everyday standards.

GEO kompakt features the familiar strengths that have made GEO magazine one of the world's most respected top-quality publications.

Frequency:	Quarterly
Cover Price:	€ 8.00
Paid Circulation:	appx. 100,000 copies
Guaranteed Paid Circulation:	100,000 copies
Subscriptions:	23,000 copies
Trim Size:	213 mm width x 270 mm height (9-3/8" x 10-5/8")
Printing Process:	Offset
Binding Method:	Perfect bound
Agency Commission:	15%
Publisher:	Gruener + Jahr AG & Co KG Druck- und Verlagshaus Am Baumwall 11 20459 Hamburg Germany
Ad Sales:	Magazine Group STERN/GEO/ART Gruener +Jahr AG & Co KG 20444 Hamburg, Germany
International Ad Sales:	Stefanie Meierfrankenfeld Tel. (+49-40) 3703 2946 meierfrankenfeld.stefanie@guj.de Sibel Üner Tel. (+49-40) 3703 2949 uener.sibel@guj.de
Bank:	Deutsche Bank AG Hamburg Account No. 032 93 67 Bank Code No. 200 700 00

Mono/Multi-Colour Ads: Full Page €9,500

Discounts:

Volume

2 pages	5%
3 pages	10%
4 pages	15%
5 pages	20%
6 pages	25%
7 pages	30%

Special Ad Formats:

Further information on request

- Loose inserts
- Bound inserts
- Glued (tip-on) inserts

Series

3 insertions	5%
4 insertions	10%
5 insertions	15%
6 insertions	25%
7 insertions	30%

Knowledge Package:

(GEO Epoche, GEO Kompakt, GEO Wissen)

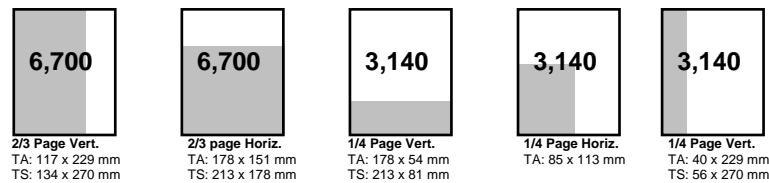
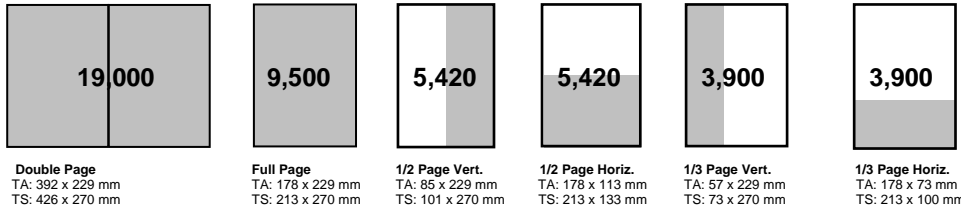
Further Information on request

GEO Individual:

Special ad formats. Further information on request

Ad Sizes and Rates:

Inner Pages



For bleed allow 5 mm on all sides.

TA: Type Area

TS: Trim Size

Closing Date Schedule 2008:

Issue No.	On Sale Date	Ad Closing
14/08	12 Mar. 2008	30 Jan. 2008
15/08	11 June 2008	25 Apr. 2008
16/08	10 Sep. 2008	30 July 2008
17/08	3 Dec. 2008	22 Oct. 2008

This rate sheet contains selected information from German-language media information. In the event of discrepancies, inaccuracies or omissions in this sheet, the German original retains sole validity.