

GEO SAISON



The number one travel magazine in Germany

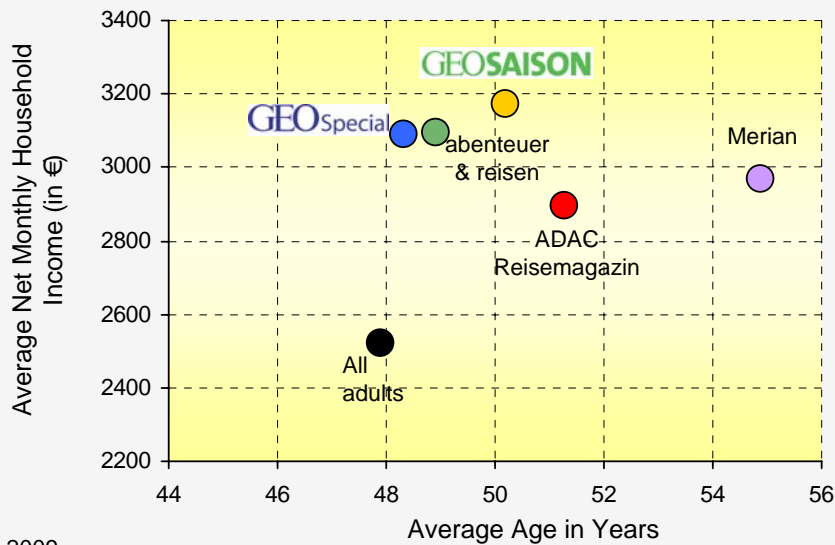
- **GEO SAISON is the market leader.** It has the highest circulation and highest coverage of all travel magazines in Germany.
- **GEO SAISON is the travel magazine from GEO.** It reports on travel destinations at home and around the world – with respected GEO journalistic quality.
- **GEO SAISON presents the fascination of travel.** It combines the joy of travelling with the pleasure of reading.
- **GEO SAISON readers are frequent travellers.** They take five or more annual holiday trips twice as often as the average German.
- **GEO SAISON readers are world travellers.** They take twice as many long-haul holiday trips as the average German adult.
- **GEO SAISON is a proven response medium.** The Reader Service and Brochure Service put the advertiser in direct contact with interested readers.

Readership Profile

	All Adults 64.85 million %	GEO SAISON Readers 0.73 million %	Index: All Adults = 100
Men	48	45	93
Women	52	55	107
Age			
20 - 29	13	7	54
30 - 39	14	16	111
40 - 49	19	24	125
50 - 59	16	22	140
Education			
Higher, university	23	47	203
Net monthly household income*			
€ 3,500 and more	50	38	190
Socio-economic class			
Upper class	22	49	221

Source: AWA 2009; *Population average = €2, 519

GEO SAISON readers are younger and better-off



Source: AWA 2009

Experts on holiday and travel

Index: All adults = 100



Source: AWA 2009

The world is their home

Holiday activity in the last 12 months



Source: AWA 2009

Cover price €5.00
Frequency Monthly
Launch year 1989

Circulation
 Paid 101,618 copies (IVW IV/2009)
 Subscriptions 33,638 copies (33%)

2010 ad rates*
 Full page multi-colour €16,200

Discounts Start at 2% for 2 pages, First Class Package, Travel Package, Enjoyment Package

www.geo.de 9,763,053 PIs (IVW 12/09)

Coverage

Adults 1.1 % / 0.73 mill. (AWA 2009)
 Frequent travellers 2.3 % / 350,000

Cost per 1,000 readers

Adults €22.34
 Frequent travellers €46.37

Technical information

Trim size 213 mm x 270 mm (8-3/8" x 10-5/8")
 Printing process Cover: offset
 Inner pages: rotogravure
 Binding method Perfect bound

For complete current ad rates and data, please consult www.gujmedia.com