

GEOspecial

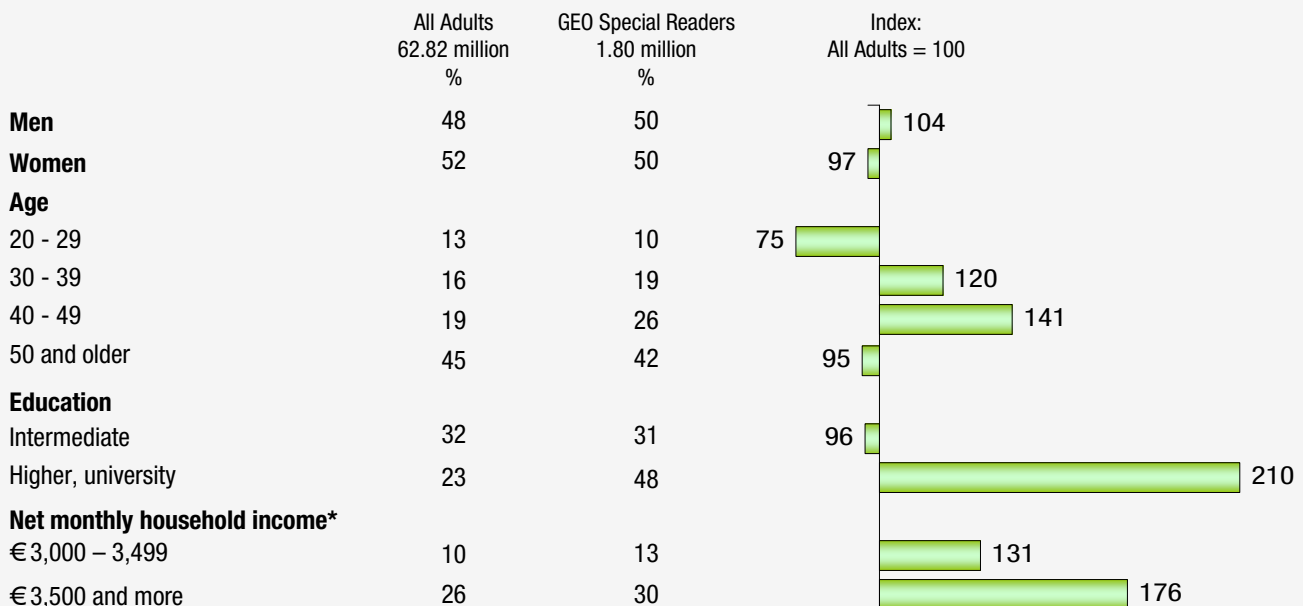


The number one German destination magazine

- **GEO SPECIAL is the leading quality German destination magazine.** Every bimonthly issue focuses on a country, a city, a region, or a special travel topic.
- **A concrete help in travel planning.** It is intensely used for initial travel planning – its countless tips and recommendations make it a useful, valuable travel guide.
- **Ideal editorial environment.** Every issue is read for more than two hours, and around 70% of the issues are saved for later re-reading and reference.

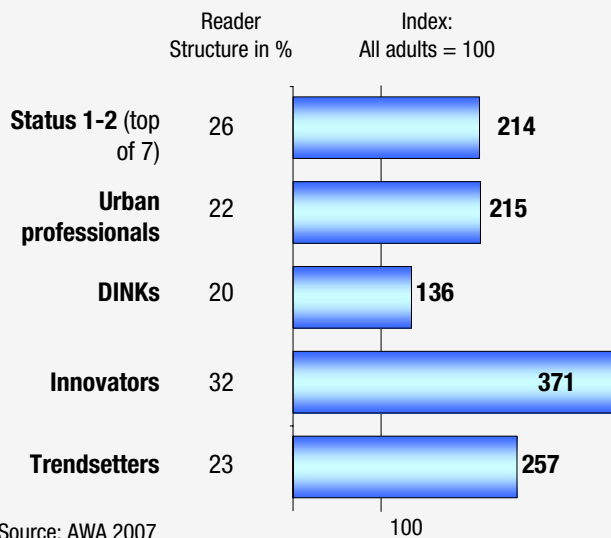
- **Unmatched editorial quality.** Every issue is painstakingly prepared and researched on site, using the insider insight of famous local journalists and world-class photographers.
- **GEO SPECIAL readers love to travel.** They are cosmopolitan frequent travellers – nearly three fourths go on international holiday trips every year.
- **GEO SPECIAL readers are the crème de la crème.** GEO SPECIAL is a highly cost effective German magazine for reaching the top 10% of the German population.

### Readership Profile

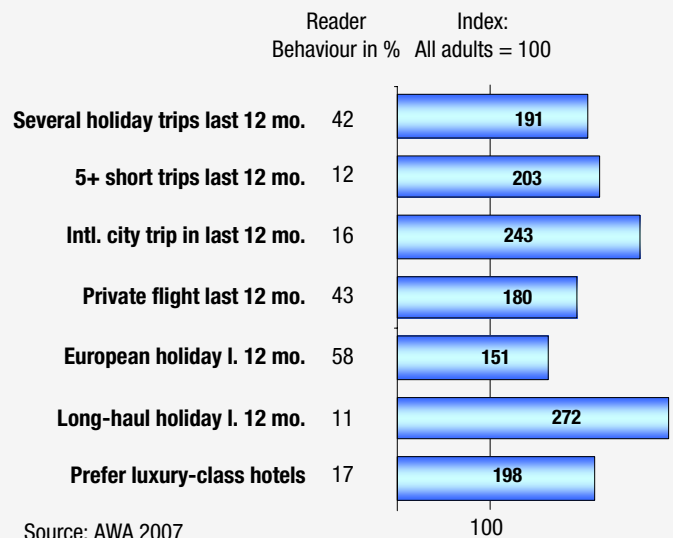


Source: AWA 2007 \*Population average = €2,395

## Readers in top socio-economic classes

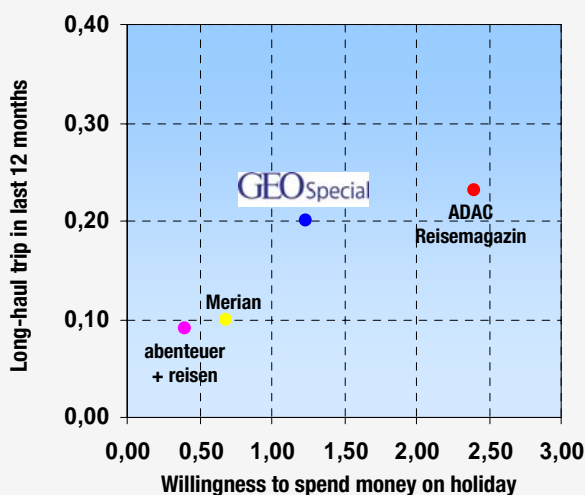


## Enthusiastic and frequent travellers



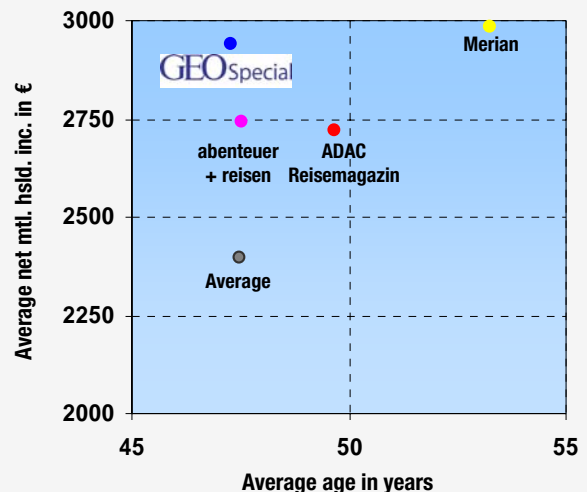
## Ideal combination of coverage and quality

Total coverage in million



## The readers: younger and better off

Readership average



**Cover price** €7.80  
**Frequency** Six times a year  
**Ad closing** 5 weeks prior to on sale date  
**Launch year** 1981

**Circulation**  
 Paid 91,155 copies (IVW IV/2007)  
 Subscriptions 26,999 copies (30%)

**2008 ad rates**  
 Full page mono/ multi-colour €15,700

**Discounts**  
 Start at 2% for 2 pages  
 First class package: 20%  
 Travel package: 10%

**Coverage**  
 Adults 2.8% / 1.80 million (AWA 2007)  
 Frequent travellers 5.2% / 0.85 million

**Cost per 1,000 readers**  
 Adults €8.72  
 Frequent travellers €18.38

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