

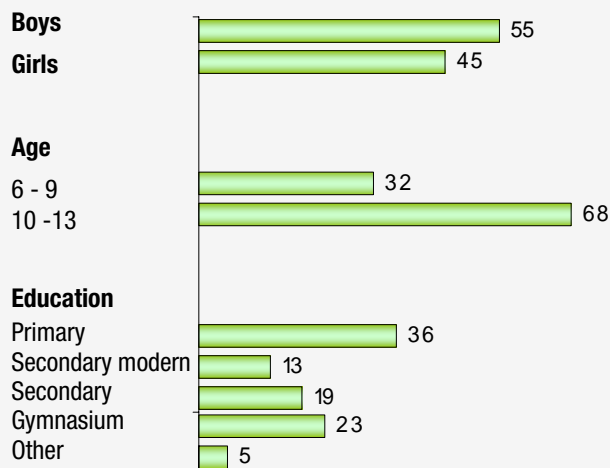


The innovative children's magazine from GEO.

- **GEO editorial quality for children.** GEOLINO is a top-quality publication, produced in cooperation with UNICEF.
- **Loyal and committed readers.** GEOLINO has nearly 200,000 subscribers – more than any other children's or youth magazine in Germany .
- **General interest magazine for kids.** GEOLINO is written for boys and girls who want to read, become astonished, and to simply learn more.
- **Young and active readers.** GEOLINO readers are boys and girls aged six to 14 from better-educated households.
- **Learning without boredom.** The lively editorial concept challenges the young reader to broaden his horizons without the magazine becoming "textbookish."
- **High level of brand loyalty.** The readers of GEOLINO are young consumers who place a high importance on brand-names in a wide range of product areas.

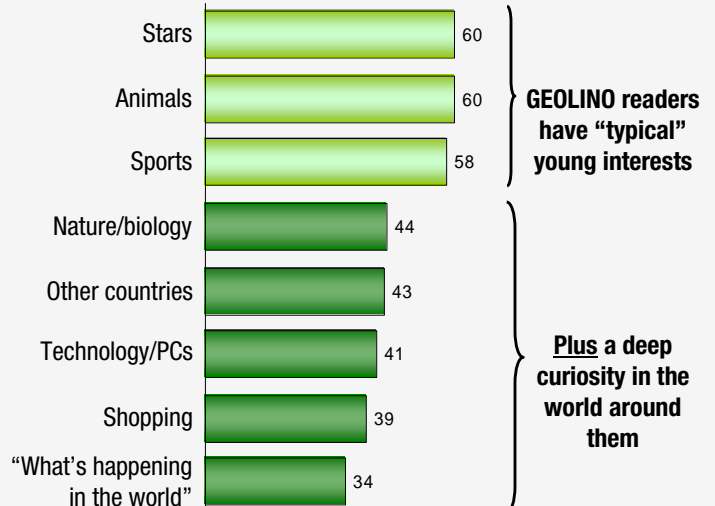
Reader Profile

GEOLINO readers in %



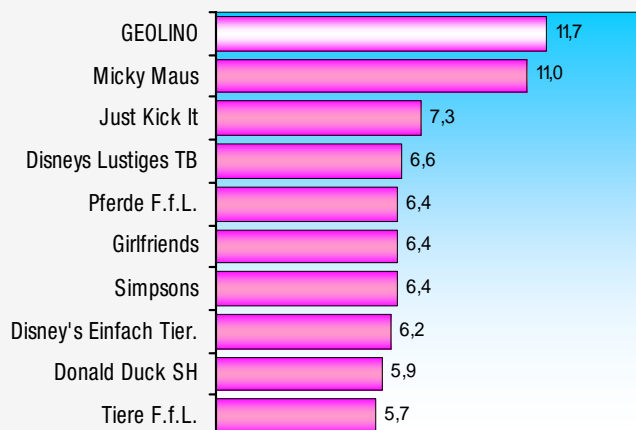
Reader Interests

GEOLINO readers who are "very interested" in %



High coverage of upscale kids

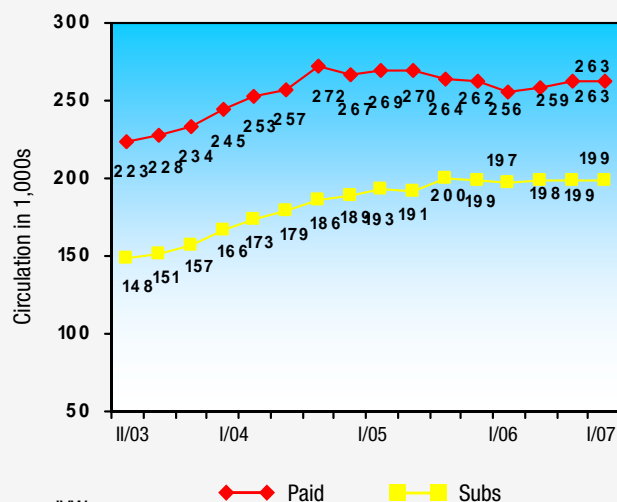
Coverage of children in "first class households" in %



Source: KVA 2007; upper incomes, occupations, households

Solid circulation

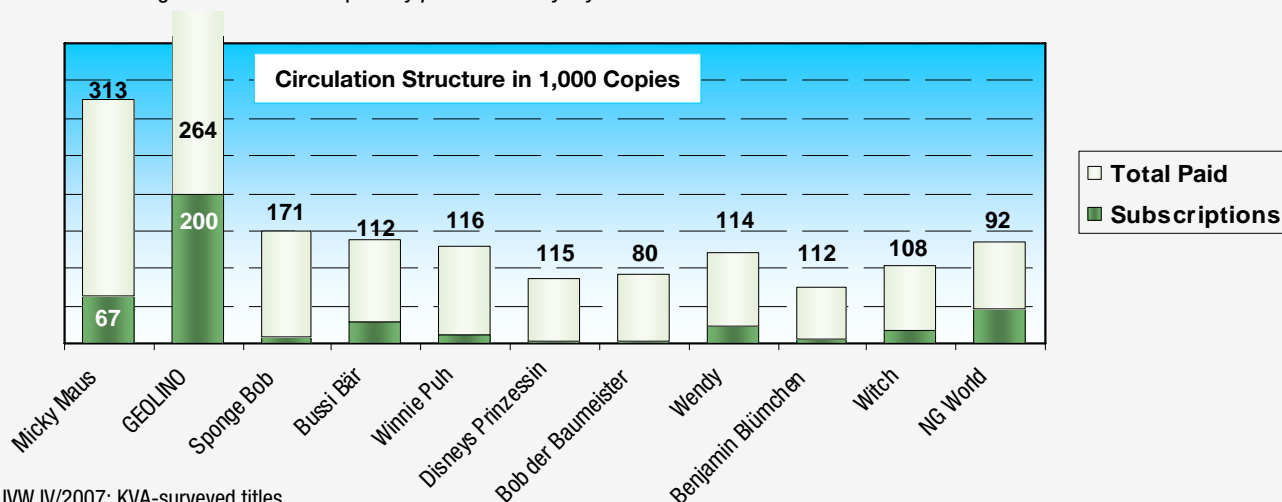
Major sales through subscriptions



Source: IWW

Unique position in the market

No other children's magazine offers such quantity *plus* reader loyalty



Source: IWW IV/2007; KVA-surveyed titles

Cover price € 3.20
Frequency Monthly
Ad closing 6 weeks prior to on sale date
Launch year 1996

Circulation
 Paid 256,254 copies (IWW IV/2007)
 Subscriptions 197,768 copies (77%)

2008 ad rates
 Full page mono/multi-colour € 14,900

Discounts Start at 3% for 2 pages; Kid's Package

Agency commission 15%

Coverage
 320,000 (aged 6-13, KVA 2007)
 730,000 (aged 14+, AWA 2007)

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 Saddle stitched

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