

Rate Card No. 3

healthy living

Valid from 1 January 2008



HEALTHY LIVING – The healthy women's magazine

English-language **ad news** on HEALTHY LIVING is available online:
www.gujmedia.com

HEALTHY LIVING is Germany's first full-service health consultant. The magazine is written for mature women who see their roles as "health managers" in their partnerships and families. HEALTHY LIVING is an answer to the increasing need for information on health topics: up to date, friendly, competent and service oriented. In keeping with the motto, "Wellness was yesterday – HEALTHY LIVING is today", the health magazine stands for a new, active lifestyle that covers all areas of modern living. In six editorial sections – "News and Facts", "Beauty", "Nutrition", "Medicine", "Alternatives" and "Family" – the readers are given scientifically sound, easy-to-follow tips and advice.

HEALTHY LIVING combines the latest health and medical research findings which have a relevance for daily living. This is made possible by an expert team consisting of medical journalists, doctors, nutritional scientists, cosmetics and sports experts, experienced service journalists, and researchers from several universities and university clinics such as the Berlin Charité.

A modern layout and a fresh visual language give HEALTHY LIVING the optical presence of a high-class, modern women's magazine. The basic mood is thoroughly positive and motivating. The magazine offers reading enjoyment and practical help: "healthy living" is the goal.

The target group of HEALTHY LIVING is women aged between 30 and 49 who see their roles in life as "health managers" in their partnerships, families and circles of friends.

G+J Gruner+Jahr AG & Co KG

Publisher:	Life & Health Verlagsgesellschaft mbH	Frequency:	Monthly
Postal Address:	Ehrlich & Sohn GmbH & Co. KG Advertisement Department Healthy Living 20444 Hamburg, Germany	Cover Price:	€ 2.20 (Sept. 2007)
Visitor's Address/ Copy Delivery:	Am Baumwall 11 20459 Hamburg	On Sale Date:	Wednesday
Telephone:	(+49-40) 37 03 - 52 22 Advertisement Director - 52 21 Advertisement Sales - 52 30 Ad Booking - 52 32 Ad Specials - 52 33	Guaranteed Paid Circulation:	140,000 copies
Telefax:	(+49-40) 37 03 - 58 49	Conditions of Payment:	Payment is due on the on sale date of the issue in which the advertisement appears. By prior agreement up to 30 days' credit may be allowed. Prepayment may be required from some advertisers as a condition of accepting a booking. A discount of 2% will be allowed for prepayment of the full amount before the on sale date, provided no other amounts are outstanding. Penalty interest on arrears will be charged according to current bank interest rates.
Telefax Order Processing:	(+49-40) 37 03 - 58 87	Conditions of Business:	All business conducted with the publisher is subject to the publisher's Advertising Terms of Trade. Complete details on request or at www.gujmedia.com/COB For tax reasons, we ask that you include your Company Tax Number and/or Turnover Tax ID when placing an advertisement space order.
E-mail:	anzeigen@healthyliving.de		
Contact for Online Advertising:	G+J Electronic Media Sales GmbH Postal Adress: Brieffach 10, 20444 Hamburg Visitors: Stubbenhuk 5, 20459 Hamburg Telephone: (+49-40) 37 03 - 73 83 Telefax: (+49-40) 37 03 - 57 34 E-mail: anzeigen@ems.guj.de		
Bank:	Deutsche Bank AG, Hamburg Account No. 0 306 977 Bank Routing Code No. 200 700 00		This is a translation of the German "Preisliste Nr. 3", valid 1 January 2008. In the event of discrepancies, inaccuracies or omissions in this translation, the German original retains sole validity. Any updates or changes to this rate card can be found under www.gujmedia.com .

Rate Zone 1 1 Jan. – 31 Mar. 1 July – 30 Sep.	Rate Zone 2 1 Apr. – 30 June 1 Oct. – 31 Dec.	Average Rate (Not Bookable)
€ 13,000	€ 13,700	€ 13,350

Full page 4-colour

The average rates shown are weighted averages for the entire year. These rates cannot be booked. Issues are allocated to rate zones according to their on sale dates.

Colour Advertisements:

Special arrangements must be made for colours or tones which cannot be created from the basic colour printing scale. Details on request. Slight variations in tone may occur within the normal tolerances of the printing process.

Bleed Advertisements or Advertisements Exceeding the Type Area:

No surcharge.

Special Technical Requests:

Individual details available on request.

Discounts:**Volume**

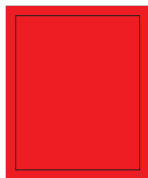
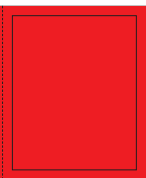
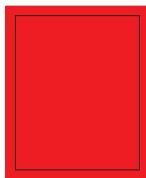
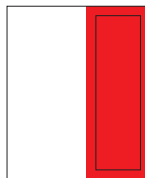
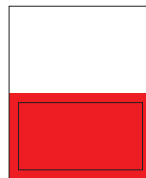
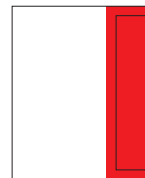
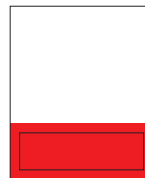
2 pages 3%	10 pages 11%
3 pages 4%	11 pages 12%
4 pages 5%	12 pages 13%
5 pages 6%	13 pages 14%
6 pages 7%	14 pages 15%
7 pages 8%	15 pages 16%
8 pages 9%	16 pages 17%
9 pages 10%	17 pages 18%
	18 pages 20%

3

Basic Rates / Discounts
Promotions

healthy living

Sizes

TA: Type Area
TS: Trim SizeDouble page
TA: 306 x 189 mm
TS: 336 x 223 mmFull page
TA: 140 x 189 mm
TS: 168 x 223 mm1/2 page vert.
TA: 68 x 189 mm
TS: 83 x 223 mm1/2 page horiz.
TA: 140 x 92 mm
TS: 168 x 107 mm1/3 page vert.
TA: 44 x 189 mm
TS: 59 x 223 mm1/3 page horiz.
TA: 140 x 61 mm
TS: 168 x 76 mm

	Rate Zone 1 1 Jan. - 31 Mar. 1 July - 30 Sep.	Rate Zone 2 1 Apr. - 30 June 1 Oct. - 31 Dec.	Average Rate (Not Bookable)
Double page 4-colour	€ 26,000	€ 27,400	€ 26,700
Full page 4-colour	€ 13,000	€ 13,700	€ 13,350
1/2 page 4-colour	€ 7,800	€ 8,220	€ 8,010
1/3 page 4-colour	€ 5,460	€ 5,750	€ 5,605
Inside front cover 4-colour	€ 13,560	€ 14,290	€ 13,925
Outside back cover 4-colour	€ 13,560	€ 14,290	€ 13,925
Inside front cover + page 3 4-colour	€ 27,120	€ 28,580	€ 27,850

For bleed allow 5 mm on all sides.

TA: Type Area
TS: Trim SizeIllustrations are not binding
for ad placement**Partial pages are available in limited number and only following prior agreement. Prices:** for special ad formats and special placements on request.**Healthy Living Promotions** are created based on a minimum full page and invoiced at standard advertising rates. The decision to place a promotion advertisement should be made at least two weeks prior to the normal ad closing date (is also the production material delivery deadline). Photos and product information must be supplied by the advertiser.

Production costs (not eligible for discounts)

for full page: from € **2,500**for double page: from € **3,000** include the costs for layout, copy and final artwork.

depending on input

New - Production (incl. shooting etc.)

In addition to single productions, **HEALTHY LIVING** also offers the possibility of a joint promotion. One example is the yearly Christmas Promotion.

Coordination: Tel.: (+49-40) 37 03 - 52 22

Fax.: (+49-40) 37 03 - 58 49

All rates are shown in euros and are exclusive of the German Value Added Tax (MwSt./VAT)

Issues are allocated to rate zones according to their on sale dates.**Rate Card No. 3, Valid from 1 January 2008**

	Calendar Month	Issue No.	On Sale date	Ad Closing & Cancellation Date and Copy Deadline
Rate Zone 1 1 Jan. – 31 Mar. 1 July – 30 Sep.	February	2	23 Jan. 2008	10 Dec. 2007
	March	3	20 Feb. 2008	14 Jan. 2008
	April	4	14 Mar. 2008	1 Feb. 2008
Rate Zone 2 1 Apr. – 30 June 1 Oct. – 31 Dec.	May	5	16 Apr. 2008	13 Mar. 2008
	June	6	14 May 2008	10 Apr. 2008
	July	7	11 June 2008	9 May 2008
Rate Zone 1 1 Jan. – 31 Mar. 1 July – 30 Sep.	August	8	16 July 2008	16 June 2008
	September	9	13 Aug. 2008	14 July 2008
	October	10	10 Sept. 2008	11 Aug. 2008
Rate Zone 2 1 Apr. – 30 June 1 Oct. – 31 Dec.	November	11	15 Oct. 2008	12 Sept. 2008
	December	12	12 Nov. 2008	13 Oct. 2008
	January	1/2009	10 Dec. 2008	10 Nov. 2008

Issues are allocated to rate zones according to their on sale dates.

Trim Size:	168 mm wide x 223 mm high (6-5/8" x 8-3/4") plus 5 mm trimming edge on every side. Live matter should be at least 5 mm removed from trimming edge.	Contact:	Advertisement Dept. Ms. Anja Babendererde Tel.: (+49-40) 37 03 - 52 32
Printing Process:	Cover - Offset Inner pages - Rotogravure	Telecommunication/ ISDN:	For information on data transmission, please call Tel.: (+49-40) 37 03 - 52 32
Binding Method:	Perfect bound	Data Formats:	Digital Copy Unseparated Data for Rotogravure (PSR-LWC) - CMYK Mode PDF/X3 - unseparated
Copy Material: Rotogravure / Inner pages	Digital data • in PSR Prozess Standard Rotogravure for LWC-Paper without UCR/GCR ICC profile available at http://www.eci.org Digital copy prepared according to PSR Prozess Standard will be converted at our printing facilities through a standard conversion to the rotogravure printing process.	Rotogravure / Inner pages	- Reference: Adobe Distiller - all fonts integrated, no True Type Fonts. CT 120 L/cm.
Offset / Cover	Digital offset data, ISO 12647-2, with a proof that must be produced 1:1 from the digital data supplied according to the standard used.	Offset / Cover	Digital offset data, ISO 12647-2, Paperclass 1, PDF/X3 - CMYK Mode Picture Elements CT: 120 L/cm (304.8 dpi) unseparated - Reference: Adobe Distiller - all fonts integrated, no True Type Fonts. CT 120 L/cm.
Delivery:	Advertisement Department Healthy Living Am Baumwall 11 20459 Hamburg, Germany The data carrier must be marked with the name and issue of the magazine it is intended for, with the advertisement name, telephone number and name of data manufacturer clearly listed on a data protocol.	Note:	The quality of JPEG compressed photos is to be determined by the data manufacturer. Embedded ICC profiles will not be evaluated. Slight variations in tone or colour may occur within the normal tolerances of the printing process. Any complaints which are the result of faulty copy material will not be recognized. Proofs will not be sent. Further technical information on the nature and acceptability of copy material is available from the publisher or under www.druckunterlagen-online.de An updated version of this information which includes any possible additions or changes can be found under www.gujmedia.de

Loose inserts				Tip-ons				Bound inserts							
Definitions				Definitions				Definitions							
Loose inserts are products supplied ready for processing and loosely enclosed within the magazine.				Tip-ons are products supplied ready for processing and gummed to a carrier ad (min. full page) in such a way that they can be easily removed and used by interested readers.				Bound inserts are printed materials/brochures from a single advertiser that are firmly bound into the magazine. They can either be delivered ready for processing by the advertiser or produced by us on request.							
Rates per 1,000 copies				Rates per 1,000 copies				Rates per 1,000 copies							
		Total National without subs	Split run without subs, max. 150,000 copies	Total Subs			Total National without subs	Split run without subs, max. 150,000 copies	Total Subs			Total National	Split run max. 150,000 copies		
Rate Zone 1 1 Jan. – 31 Mar. 1 July – 30 Sep.		up to 20 g up to 30 g up to 40 g	€ 54 € 64 € 74	€ 62 € 74 € 84	€ 78 € 93 € 113	Postcards Product samples Booklets up to 25 g	€ 29 € 54 € 58	€ 34 € 62 € 67	€ 39 € 83 € 93	up to 2-page inserts: up to 4-page inserts: up to 6-page inserts: up to 8-page inserts: up to 12-page inserts: Larger inserts: on request	€ 59 € 64 € 69 € 74 € 78	€ 68 € 74 € 79 € 84 € 90			
		Inserts with greater weight: on request													
Rates per 1,000 copies				Rates per 1,000 copies				Rates per 1,000 copies							
		Total National without subs	Split run without subs, max. 150,000 copies	Total Subs			Total National without subs	Split run without subs, max. 150,000 copies	Total Subs			Total National	Split run max. 150,000 copies		
Rate Zone 2 1 Apr. – 30 June 1 Oct. – 31 Dec.		up to 20 g up to 30 g up to 40 g	€ 56 € 66 € 77	€ 64 € 77 € 88	€ 82 € 97 € 117	Postcards Product samples Booklets up to 25 g	€ 31 € 56 € 62	€ 36 € 66 € 71	€ 41 € 87 € 97	up to 2-page inserts: up to 4-page inserts: up to 6-page inserts: up to 8-page inserts: up to 12-page inserts: Larger inserts: on request	€ 61 € 66 € 71 € 76 € 81	€ 70 € 76 € 82 € 87 € 94			
		Inserts with greater weight: on request													
These rates include any German Post Office surcharges which result from booking the postal (subscription) split run. For discounts on special ad formats, please refer to section 2 of this rate card. Rates for special ad formats may increase if their inserting hinders processing in any way.															
Booking and cancellation deadline				8 weeks before on-sale date. Reservations are possible for 4 weeks, after which a binding order takes priority until the ad closing date. Please provide a sample (x5) when placing your order, and no later than six weeks prior to the on sale date. The order only becomes binding upon the publisher once a sample has been provided and accepted.											
Booking				Total circulation or parts thereof (Nielsen regions, subscription and single copy circulation). Minimum booking 50,000 copies.				Minimum booking: 50,000 copies				Total circulation or parts thereof (Nielsen regions, subscription and single copy circulation). Minimum booking 50,000 copies.			
Insert format				Min. size: 105 mm x 148 mm Max. size: 150 mm x 210 mm		Min. size: 60 mm x 80 mm Max. size: 105 mm x 140 mm Postcards: 105 mm x 148		Size: Final trimmed 168 mm x 223 mm Min. size: 108 mm x 140 mm Max. size: 168 mm x 223 mm							
Paper weight				2-page inserts: min. 135 - 170 g/m ² 4-page inserts: min. 100 - 170 g/m ² Larger inserts: min. 60 - 80 g/m ²		Postcards: 150 g/m ² (min. 135 g/m ²) Other tip-ons: on request		2-page inserts: 135 - 170 g/m ² 4-page inserts: 100 - 150 g/m ² 8-page inserts: 80 - 135 g/m ² 12-page inserts: 65 - 135 g/m ²							

All further technical information on request and will also be provided with the order confirmation.

All rates are shown in euros and are exclusive of the German Value Added Tax (MwSt./VAT)
Issues are allocated to rate zones according to their on sale dates.

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Book an online presence and profit from a guaranteed media performance.
 You can find our binding offers under www.ems.guj.de/festpreise, e.g.:

Firm rates for one week*:

Wallpaper	€ 690,- / 12.000 AI
Skyscraper	€ 390,- / 12.000 AI
Superbanner	€ 300,- / 12.000 AI
Fullbanner	€ 180,- / 12.000 AI
Content Ad (large)	€ 80,- / 2.000 AI

***Minimum booking volume € 4,500**

Description:

With the look of a modern women's magazine and a fresh appearance, **healthyliving.de** combines a positive basic atmosphere with scientifically solid information on health. It offers many possibilities for the user to gain an impression of the contents of the latest issue of the magazine.

Example: Cross-Media Combination Platinum

Combination	Silver	Gold	Platinum
Online volume	10%	15%	20%
Discount on the entire package	2%	3%	4%

Sample Rate Calculation

e.g. 2x1/1 page 4c*: € 26,700

Online volume** (20%): € 5,340

Gross package: € 32,040

Discount on the total package (4%): € 1,281.60

Net package: € 30,758.40

* Average rate: not bookable
 ** Minimum online booking volume € 4,500

Generally speaking, you can apply your print discount from HEALTHY LIVING to healthyliving.de. The above calculation is an example of a cross-media booking in HEALTHY LIVING and healthyliving.de. Complete information can be found under www.gujmedia.de/crossmedia.

G+J Media Sales	Sales Office South-West Gruner + Jahr AG & Co KG Wilhelmsplatz 11 70182 Stuttgart Telephone (+49-711) 228 46-0 Telefax (+49-711) 228 46-33 Email: vb.sued-west@guj.de	Denmark, Norway Mark Hjortkilde Adbizz Denmark ApS Holte Stationsvej 14, 1st floor 2840 Holte Denmark Telephone (+45) 45 46 91 00 Telefax (+45) 45 46 91 01 Email: markhjortkilde@adbizz.dk	Japan Hiroshi Iwai Mediahouse Inc. 2-3-6, Kudankita Chiyoda-ku Tokyo, 102-0073 Telephone (+81-3) 32 22 78 11 Telefax (+81-3) 32 34 11 40 Email: mediahouse@mediahs.com	Sweden, Finland Sten Johansson-Thörne Adbizz Sweden Fatburs Brunnsgata 29 118 28 Stockholm, Sweden Telephone (+46-8) 714 06 00 Telefax (+46-8) 641 07 75 Email: sten.johansson@globemedia.se
Germany	Sales Office North – Berlin Gruner + Jahr AG & Co KG Dorotheenstrasse 33 10117 Berlin Telephone (+49-30) 25 48 06-50 Telefax (+49-30) 25 48 06-51 Email: vb.nord-berlin@guj.de	International	Portugal Paulo Andrade Ilimitada Publicidade Internacional Av. Eng. Duarte Pacheco, Amoreiras Torre 2, Piso 5, Sala 1 1070-102 Lisboa, Portugal Telephone (+351-213) 85 35 45 Telefax (+351-213) 88 32 83 Email: pandrade@ilimitadapub.com	Switzerland Hans H. Otto Gruner + Jahr (Schweiz) AG Zeltweg 15 8032 Zurich Telephone (+41-44) 269 70 70 Telefax (+41-44) 269 70 71 Email: guj.schweiz@guj.de
Sales Office North – Hamburg/Hanover Gruner + Jahr AG & Co KG Stubbenhuk 5 20459 Hamburg Telephone (+49-40) 37 03-0 Telefax (+49-40) 37 03-56 90 Email: vb.nord-hamburg@guj.de	Australia, New Zealand Moira Penman The Media Company Suite 5, 134 Military Rd Neutral Bay, Sydney NSW 2089, Australia Telephone (+61-2) 90 04 78 79 Telefax (+61-2) 90 04 38 64 Email: mpenman@themediaco.com.au	Greece, Cyprus Sophie Papapolyzou Publicitas Hellas S. A. 4, Kastorias & Messinias Streets 15344 Gerakas Athens, Greece Telephone (+30-211) 106 03 00 Telefax (+30-210) 661 84 77 Email: info@publicitas.gr	South Africa Gisela Albrecht Intern. Media Representatives Ltd. 3rd Floor Mutual Place 3 Mutual Road, corner Rivonia Blvd. Rivonia 2128, South Africa Telephone (+27-11) 234 98 75 Telefax (+27-11) 234 98 77 Email: gisela@imrsa.co.za	Turkey Dr. Reha Bilge Media Ltd. Ali Sami Yen Sk. No. 2 Kat 3 34394 Gayrettepe/Istanbul Telephone (+90-212) 275 84 33 Telefax (+90-212) 275 92 28 Email: mediatd@mediatd.com.tr
Sales Office West Gruner + Jahr AG & Co KG Heinrichstrasse 24 40239 Düsseldorf Telephone (+49-211) 618 75-0 Telefax (+49-211) 61 33 95 Email: vb.west@guj.de	Austria and South Tyrol Erwin W. Luthwig Gruner + Jahr Verlagsges. mbH. Parkring 12 1010 Vienna Austria Telephone (+43-1) 512 56 47-0 Telefax (+43-1) 512 57 32 Email: luthwig.erwin@guj.de	Hungary David Keresztes Standard Capital Kft. Bródy Sándor u. 27. I em. 5. H-1088 Budapest, Hungary Mobile (+36) 30 954 4016 Telephone (+36-1) 483 26 00 Telefax (+36-1) 483 26 01 Email: dkeresztes.ujhazy@nextra.hu	South America Jorge Pflucker Netcorp Media Av. Libertadores #325, San Isidro Lima 27 Peru Telephone (+51 1) 222 80 38 Telefax (+51 1) 222 88 30 Email: jpfucker@netcorpmedia.com	United Kingdom, Ireland David Hardy Gruner + Jahr Limited Silver House, 31 Beak Street London W1F 9SX United Kingdom Telephone (+44-20) 7437 4377 Telefax (+44-20) 7437 4378 Email: hardy.david@guj.de
Sales Office Central Gruner + Jahr AG & Co KG Adalbertstrasse 44-48 60486 Frankfurt Telephone (+49-69) 79 30 07-0 Telefax (+49-69) 77 24 60 Email: vb.mitte@guj.de	Belgium, Luxembourg, Netherlands Kathy Rosseel Gruner + Jahr AG & Co KG Coupure rechts 64/1 9000 Gent, Belgium Telephone (+32-9) 235 02 10 Telefax (+32-9) 235 02 11 Email: guj.belnlux@guj.de	India Marzban Patel Mediascope Publicitas (I) Pvt. Ltd. 51, Doli Chambers Arthur Bunder Road, Colaba Mumbai - 400 005 Telephone (+91-22) 22 04 88 90 Telefax (+91-22) 22 87 57 18 Email: marzban@media-scope.com	South Korea J. G. SEO DooBee Inc. 8th Floor, DooBee Bldg., 11-3, Jeong-dong, Jung-gu, Seoul 100-120, Korea Telephone (+82-2) 37 02 17 42 Telefax (+82-2) 37 02 17 77 Email: dbi@doobee.com	U.S.A. East Coast Claudia Guzowski Huson International Media 350 Fifth Avenue, Suite 4614 New York, N.Y. 10118 USA Telephone (+1-212) 268-33 44 Telefax (+1-212) 268-33 55 Email: claudia@husonusa.com
Sales Office South Gruner + Jahr AG & Co KG Eisenstrasse 3 A 80335 Munich Telephone (+49-89) 208 05-0 Telefax (+49-89) 208 05-200 Email: vb.sued@guj.de	Canada Richard Brown Victor Brown Associates Corp. 15 Zorra Street Toronto, Ontario Canada M8Z 4Z6 Telephone (+1-416) 259 96 31 Telefax (+1-416) 259 96 34 Email: r.brown@vicbrownmedia.com	Italy (excl. South Tyrol) Elia Blei Blei S.p.A. Via degli Arcimboldi, 5 20123 Milan Telephone (+39-02) 722 51-274 Telefax (+39-02) 722 51-251 Email: e.blei@bleispa.it	Spain Silvia Dudda GPS - G+J Group C/ Ancora 40 28045 Madrid Spain Telephone (+34-91) 347 03 59 Telefax (+34-91) 575 12 80 Email: sdudda@gps.gyj-mpib.es	U.S.A. West Coast Raiph Lockwood Huson International Media 1999 South Bascom Avenue Suite 1000 Campbell, CA 95008, USA Telephone (+1-408) 879 66 66 Telefax (+1-408) 879 66 69 Email: ralph@husonusa.com
Contact for Online Advertising G+J Electronic Media Sales GmbH Stubbenhuk 5 20459 Hamburg Telephone (+49-40) 37 03 - 73 83 Telefax (+49-40) 37 03 - 57 34 E-mail: anzeigen@ems.guj.de				



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