

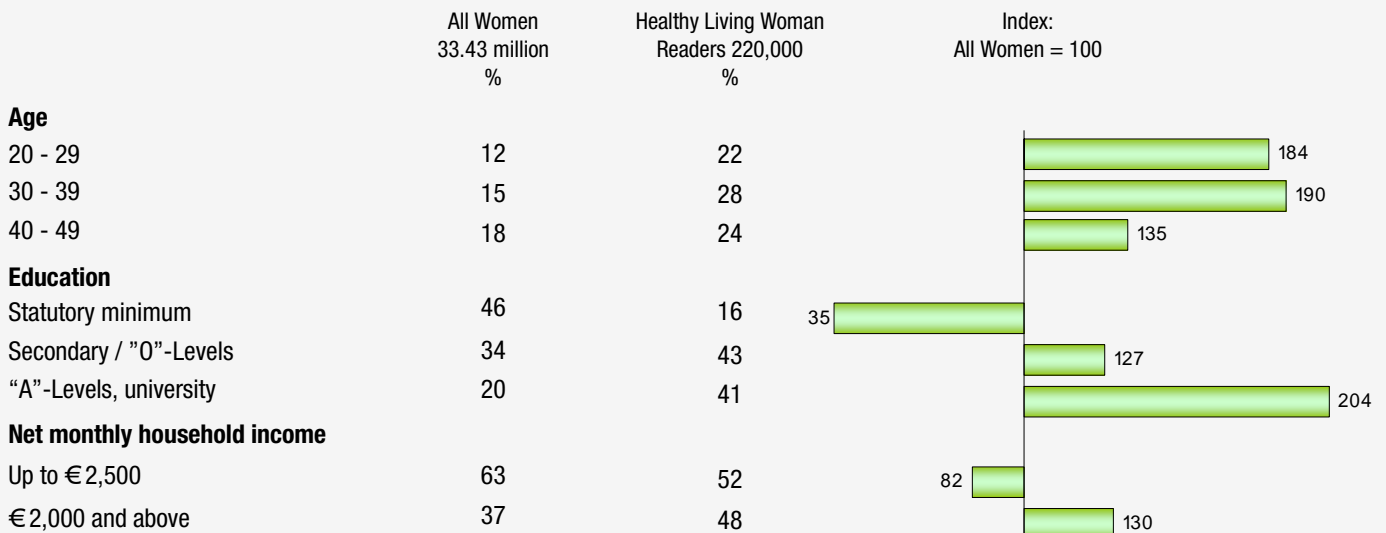
healthy living



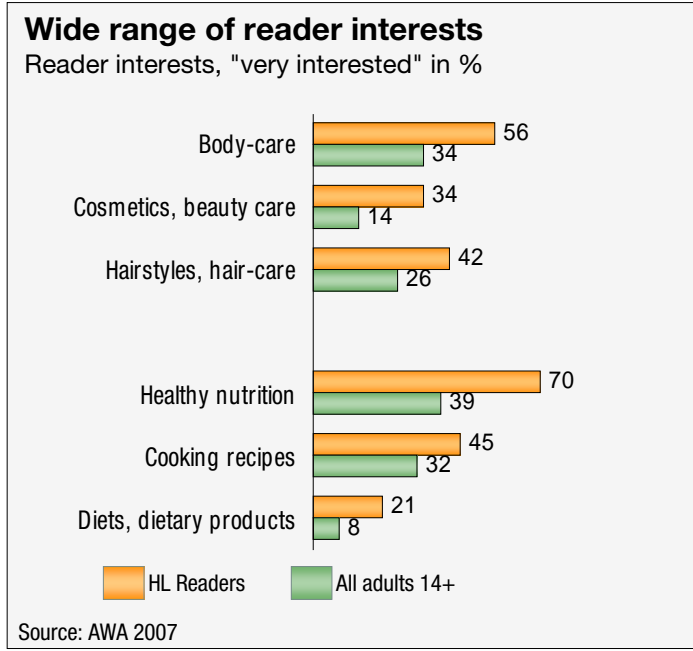
Germany's first full-service health magazine for women

- **Unique in the German market.** Since September 2005, there has finally been a German magazine that is written for women who are interested in healthy living.
- **Focus on one of today's hottest topics.** Health no longer merely means the absence of disease. Today, health means an active lifestyle, greater awareness and self-responsibility.
- **Good health affects all areas of modern living.** From body and soul, beauty and nutrition, prevention and cure, up to leisure pursuits, travel and family.
- **Clear, service-oriented editorial structure.** HEALTHY LIVING is divided into the editorial sections Info, Beauty, Nutrition, Body & Soul, Leisure, and Family.
- **A health magazine for upscale women.** HEALTHY LIVING is written for women aged over 30 who live with a partner/family, have higher educations and are especially interested in questions concerning health and medicine.
- **Ideal advertising platform.** HEALTHY LIVING offers a tailor-made environment for advertising aimed at the upmarket, health-oriented active woman of today.

Readership Profile



Sources: AWA 2007.



Cover price	€ 2.20	Coverage	Adults 0.4% / 0.25 million
Frequency	Monthly	Women	0.7% / 0.22 million (AWA 2007)
Ad closing	5 weeks prior to on sale date	Cost per 1,000 readers*	All adults € 53.09
Launch year	2005	Women	€ 60.28
Circulation	Guaranteed paid 130,000 copies	Technical information	Trim size 168 mm x 223 mm (6-5/8" x 8-3/4")
2008 ad rates*	Full page mono, multi-colour € 13.350	Printing process	Offset
Discounts	Start at 3% for 2 pages	Binding method	Perfect bound
Agency commission	15%		

*Average annual rate. For complete current ad rates and data, please consult www.gujmedia.com