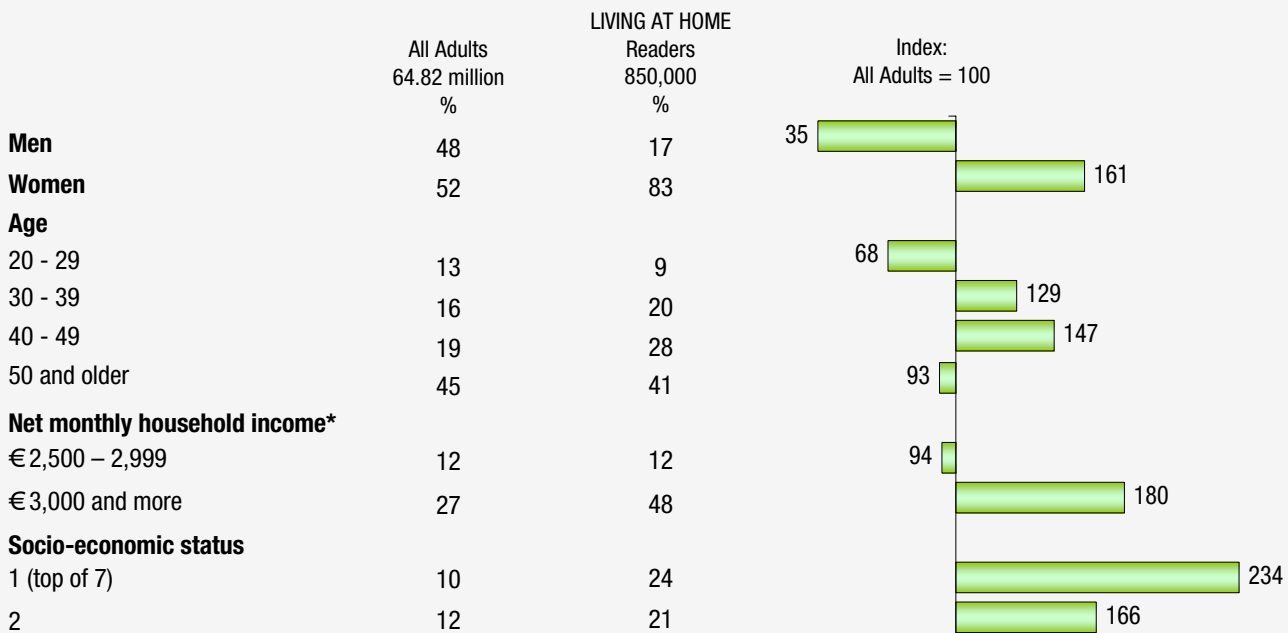




The magazine for the home, garden, kitchen and entertaining

- **Four magazines in one.** LIVING AT HOME is clearly divided into four major editorial sections: house, garden, cooking, and entertaining.
- **First class editorial product.** LIVING AT HOME features opulent visuals, highly readable articles, practical ideas, and places a high emphasis on reader service.
- **Attractive readership.** The readers of LIVING AT HOME are a prime target group for upscale advertising: mostly women, aged 30 to 49 in better-off households, lifestyle orientated, and eager, active consumers.
- **Circulation success.** The paid circulation of LIVING AT HOME has clearly passed the 200,000 mark. It is one of the leading home lifestyle magazines in Germany.
- **Cost-saving ad combinations.** LIVING AT HOME is at the heart of the "Schöner Leben" (Tasteful Living) package of ad combinations, with cost savings of up to 10%.
- **LIVING AT HOME is online.** It is a major part of the livingathome.de multimedia platform, with 1,500 furniture recommendations, 600 design ideas, 1,500 renovation tips and floor-plans – and with more than 100,000 page impressions daily.

Readership Profile



Source: AWA 2007 *Population average €2,395

LAH readers have many interests ...

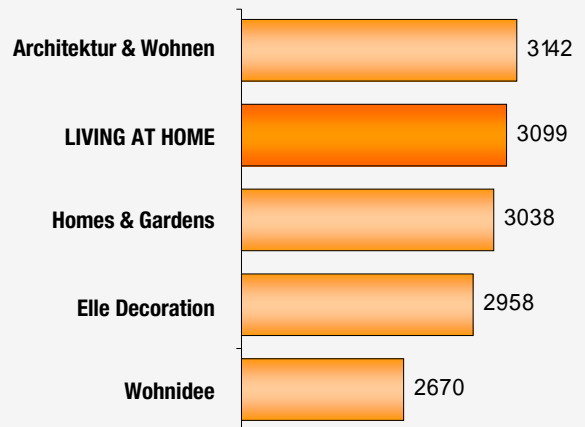
"I am extremely interested" in %; Index = All adults = 100



Source: AWA 2007

... and the money to afford them all

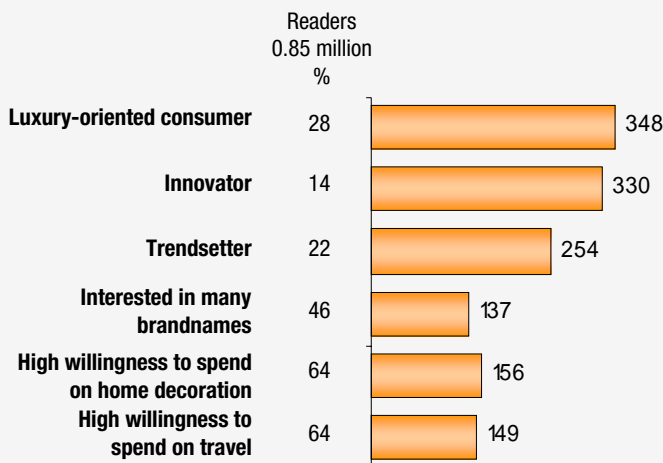
Average net monthly household incomes of selected home magazines



Source: AWA 2007, population average € 2,395

The readers: outstanding personalities

Reader characteristics; Index



Source: AWA 2007

Attractive ad combinations

The Schöner Leben ad combinations are an effective, cost-efficient way to reach top target groups. They offer cost-savings of around **10%** off booking the individual titles.



Schöner Leben
Combi **GARTEN**

Living at Home, Schöner Wohnen,
Flora Garten

Schöner Leben
Combi **FOOD**

Living at Home, Essen & Trinken,
VIVA!

For further information on request.

Cover price	€3.30
Frequency	Monthly
Ad closing	7 weeks prior to on sale date
Launch year	2000
Circulation	
Paid	202,970 copies (IVW IV/2007)
Subscriptions	52,318 copies (26%)
2008 ad rates*	
Full page mono, multi-colour	€16,650
Discounts	Start at 5% for 3 pages
Agency commission	15%

Coverage	
Adults	1.3% / 0.85 million (AWA 2007)
Women	2.1% / 0.71 million
Cost per 1,000 readers*	
Adults	€19.61
Women	€23.59
Technical information	
Trim size	215 mm x 280 mm (8-7/16" x 11")
Printing process	Cover: offset Inner pages: rotogravure
Binding method	Perfect bound

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