

Gesund leben

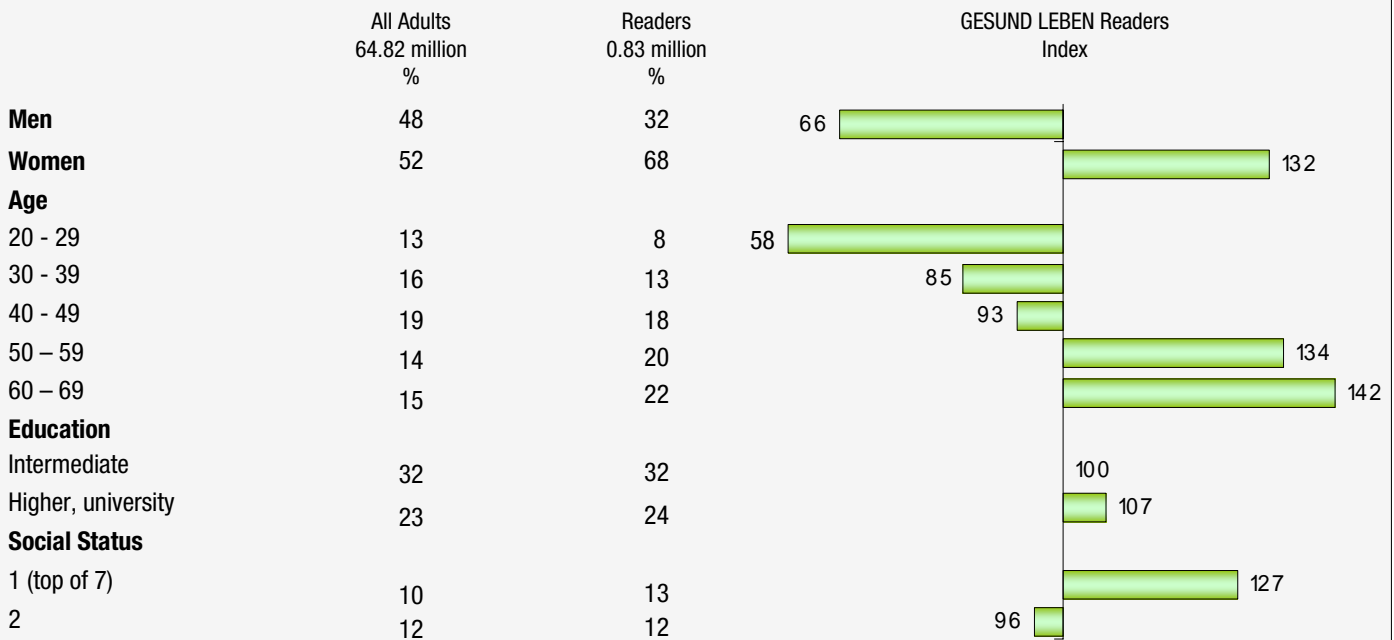


The magazine for a healthy body, mind and soul.

Single topic issues starting in 2008!

- **A series of special issues about healthy living.** STERN GESUND LEBEN (Healthy Living) is published every two months by STERN.
- **Healthy living is more important than ever.** With the services provided by the German health care system being sharply reduced, the Germans realize that they have to pay attention to a healthy life.
- **High reader service value.** STERN GESUND LEBEN provides hands-on reader service: what really helps me, what not? What are the latest therapies and cures? What health care schemes are best for my needs?
- **Editorial subjects reflect the concerns of today.** Among others, the topics of STERN GESUND LEBEN include medicine, fitness, nutrition, wellness, sport and travel.
- **Active, interested readership.** The readers of STERN GESUND LEBEN are men and women who enjoy their lives and actively pay attention to their physical and mental well-being.
- **Solid target group.** More than 6.9 million Germans are interested in health-related subjects are an intensive magazine readers – and STERN GESUND LEBEN has a total readership of almost one million.

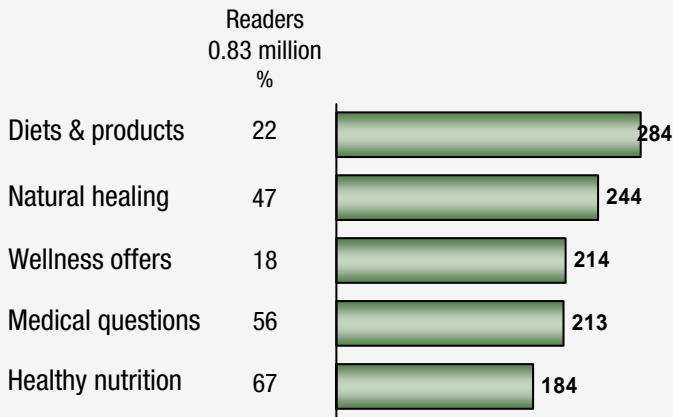
Reader Profile



Source: AWA 2007

Highly interested in ...

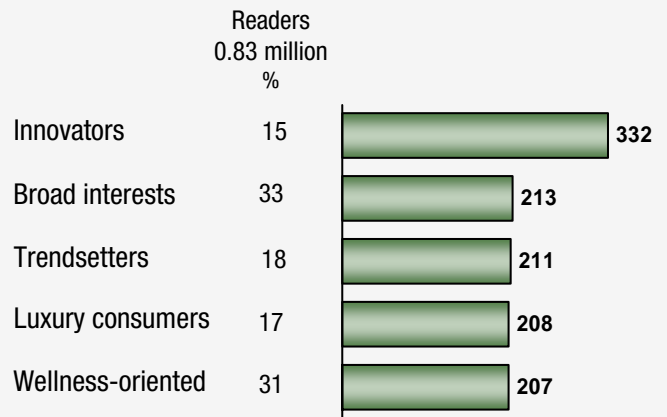
Index: All Adults = 100



Source: AWA 2007

Active, innovative consumers

Index: All Adults = 100



Source: AWA 2007

Topical information, entertainingly packaged



Cover price	€ 4.50
Frequency	Six times a year
Ad closing	5 weeks prior to on sale date
Launch year	2003
Circulation	
Paid	127,160 copies (IWW IV/2007)
Subscriptions	19,587 (15%)
Number of pages	Appx. 164
2008 ad rates	
Full page mono, multi-colour	€ 12,500

Coverage	
Adults	1.3% / 0.83 million (AWA 2007)
Cost per 1,000 readers	
Adults	€ 15.13
Discounts	Start at 3% for 3 pages
Agency commission	15%
Technical information	
Trim size	212 mm x 287 mm (8-3/8" x 11-1/4")
Printing process	Offset
Binding method	Perfect bound

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



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Please contact your local representative