



Every month there are photos that we never forget. **VIEW** shows them.

- VIEW is a unique magazine concept.**
 A magazine with photo images that we never forget: visual, emotional and fascinating.
- VIEW is based on the fascination of the stationary image.**
 Every month, it presents the most unusual and impressive photos in top-quality, double-spread format.
- VIEW surprises, entertains and informs.**
 The photos are backed up by explanatory articles that explain them and put them in proper context – photos from Germany and around the world, from the worlds of sports, entertainment, knowledge and human interest.
- VIEW sorts out the daily stream of impressions.**
 We are exposed to more impressions today than ever before; VIEW puts them in order and perspective.
- VIEW is made for a quality readership.**
 Mainly males aged 20-40 with higher educations who are hungry for information, are urban, mobile, open-minded and active consumers. Who are curious, extroverted, interested in the lives of others and in getting ahead.
- VIEW is the latest addition to the STERN magazine family.**
 STERN makes greater use of the fascinating, unforgettable photograph than any other newsmagazine in the world.

Readership Profile



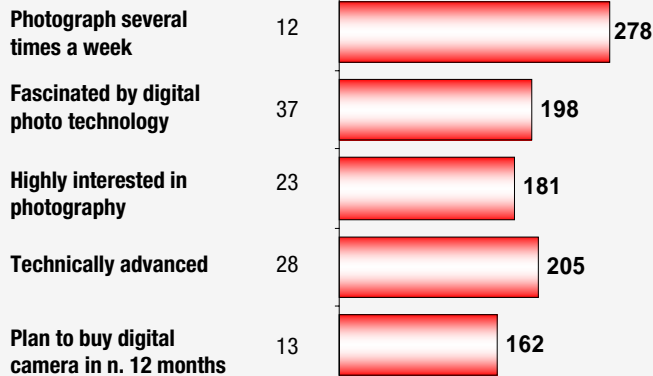
The most unforgettable pictures of the month



Photo enthusiasts

Index: All adults = 100

VIEW Readers
0.63 million
%

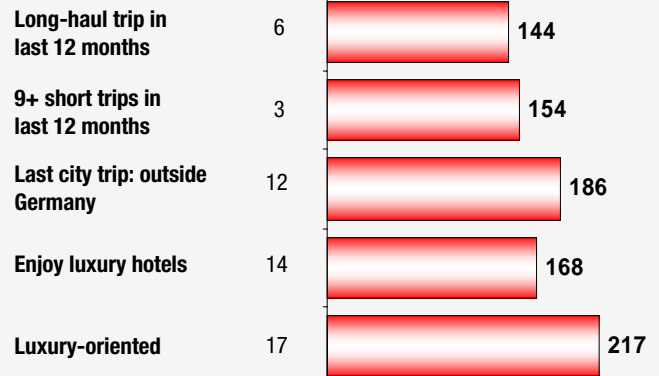


Source: AWA 2007

... at home all over the world

Index: All adults = 100

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0.63 million
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Source: AWA 2007

Cover price €3.30
Frequency Monthly
Ad closing 6 weeks prior to on sale date
Launch year 2005

Circulation
Paid circulation 128,099 copies ((IVW IV/2007)
Subscriptions 18,773 (15%)

2008 ad rates*
Full page mono, multi-colour €14,483

Discounts Start at 3% for 3 pages
Agency commission 15%

Coverage
Adults 1.0% / 0.63 million (AWA 2007)

Cost per 1,000 readers*
All adults € 21.36

Technical information

Trim size 212 mm x 287 mm (8-3/8" x 11-1/4")
Printing process Cover: Offset
Inner pages: Rotogravure
Binding method Perfect bound

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