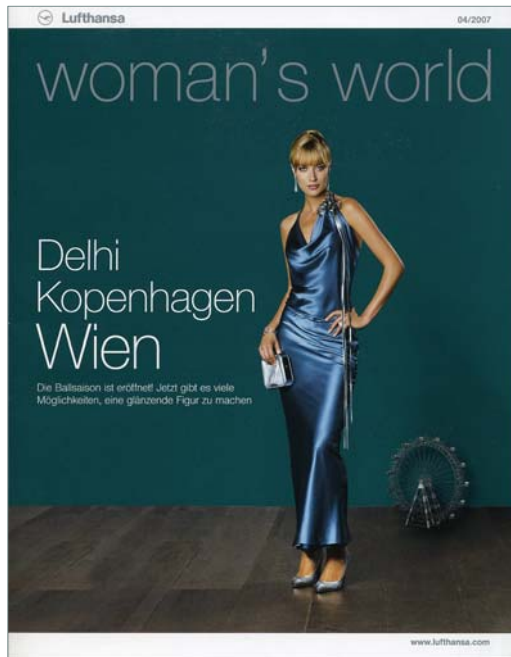


Lufthansa
woman's world



The magazine for Lufthansa's female frequent flyers

- A new magazine for the successful businesswoman.**
 190,000 women in Germany fly more than 10 times a year (AWA 2006). LUFTHANSA WOMAN'S WORLD is the magazine for this highly exclusive readership.
- Female business travellers with different needs.**
 Women have clearly different needs and interests when travelling and spending time away from home – LUFTHANSA WOMAN'S WORLD is a welcome navigator through the businesswoman's world of experience.
- Combining business with pleasure.**
 LUFTHANSA WOMAN'S WORLD creates an ideal symbiosis of professional success and private luxury.
- For a female frequent flyer's specific field of interests.**
 LUFTHANSA WOMAN'S WORLD offers compact and informative content of great practical value for today's successful businesswoman.
- Custom-made editorial programme.**
 In the Lifestyle, Fashion, Business and Shopping sections, the reader finds interesting news, in-depth background information, and entertaining tips on a wealth of topics.
- Superior standard of living.**
 These frequent-flying women don't have lots of time on their hands, and what they do have, they want to spend in an exclusive fashion. LUFTHANSA WOMAN'S WORLD tells them how and where.

Frequency	Quarterly	Distribution	Mailed direct to Lufthansa's female frequent flyers, offered in Lufthansa's First and Business Class Lounges and presented personally on intercontinental flights
Ad closing	7 weeks prior to on sale date	Issues 2008	15 March 2008
Launch year	2005	Publication Date	15 May 2008
Circulation			15 September 2008
Paid circulation	199,728 copies (IVW IV/2007)		15 November 2008
2008 ad rates		Technical information	
Full page mono, multi-colour	€13,900	Trim size	205 mm x 260 mm (8-1/16" x 10-1/4")
Discounts	Start at 2% for 2 pages	Printing process	Offset
Agency commission	15%	Binding method	Perfect bound