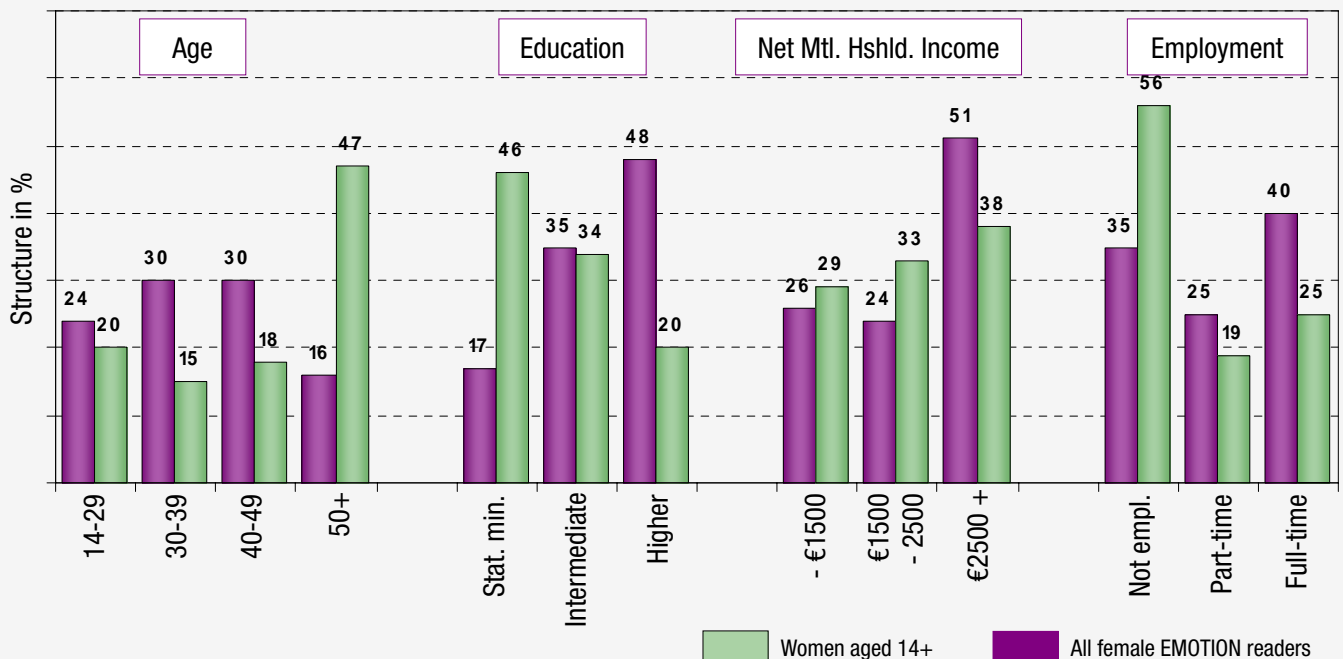




The modern magazine for personality, partnership and psychology.

- The modern psychology magazine for women.**
 Only those who understand their own feelings and those of others are able to lead a happy life. EMOTION helps women (and men) achieve this.
- Unique in the German media landscape.**
 Psychology magazines for women are already successfully established in France, Italy, Spain, the Netherlands, the United Kingdom and the USA. Now this winning concept has come to Germany as well.
- Psychology and our daily lives.**
 EMOTION presents psychological subjects that have a hands-on relevance for everyday life, and not as impersonal, coolly-distanced treatises.
- Editorial concept for the interests of modern women.**
 EMOTION presents a wide range of topics – all presented from a psychological point of view: partnership, career, holiday and leisure, family – even fashion and beauty.
- The coach for life.**
 EMOTION is the only women's magazine that takes a comprehensive, holistic look at women's lives – at partnership, family, occupation, personality and psychology.
- The readers: the emotionally intelligent woman.**
 EMOTION readers are mostly aged between 25 and 49, employed, and have above-average educations and incomes.

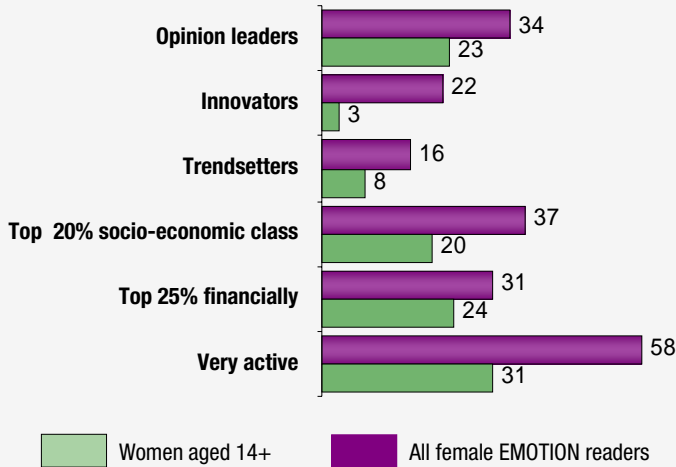
Readership Profile



Source: AWA 2007 (EMOTION was included in the fall 2006 and spring 2007 waves; n = 14,186)

Innovative and well-off

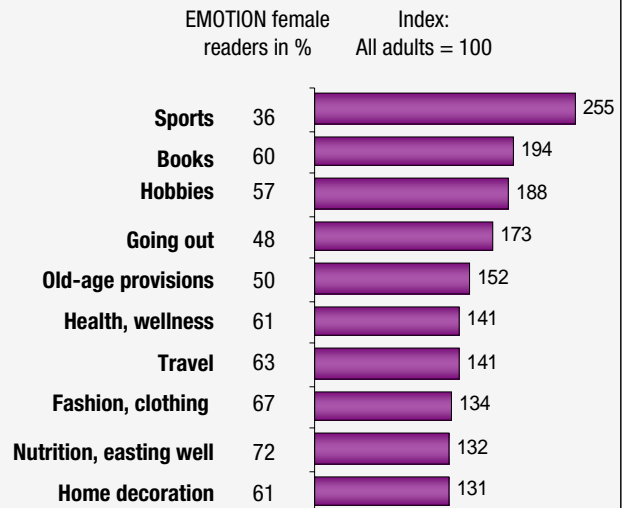
Figures in %



Source: AWA 2007

High willingness to spend

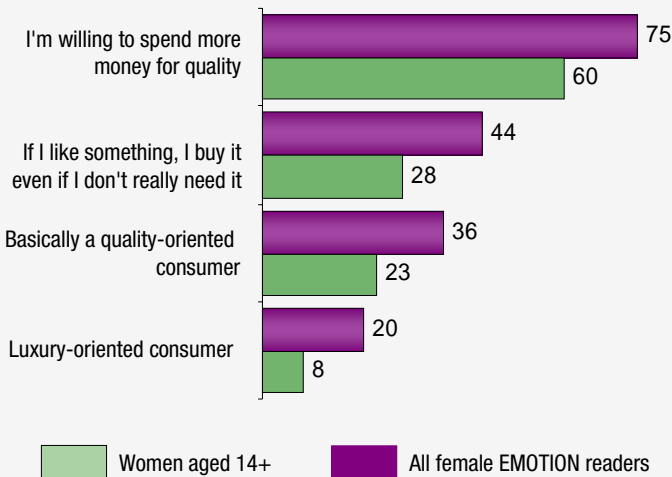
Willingness to spend extra money



Source: AWA 2007; all readers

Quality-oriented lifestyles

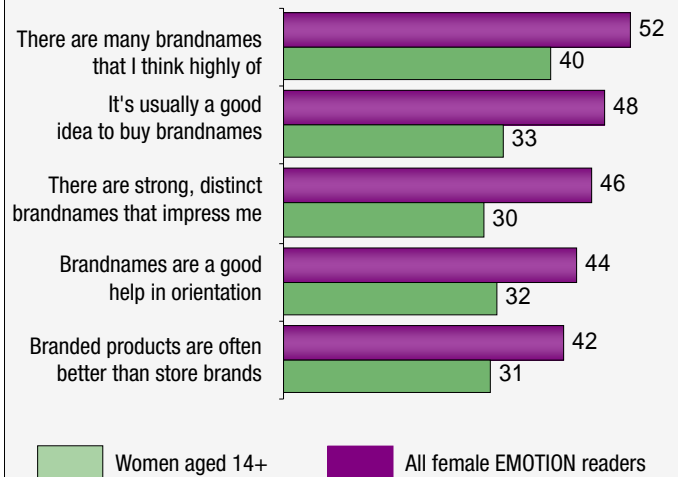
Agree with the statement, figures in %



Source: AWA 2007

Loyal brandname shoppers

Agree with the statement, figures in %



Source: AWA 2007

Cover price	€3.50
Frequency	Monthly
Ad closing	5 weeks prior to on sale date
Launch year	2006
Circulation	
Paid	130,768 copies (IVW IV/2007)
Subscriptions	16,938 copies (13%)
2008 ad rates*	
Full page mono, multi-colour	€14,000
Discounts	Start at 3% for one page
Agency commission	15%

Coverage	
Women	01.1% / 0.38 million (AWA 2007, partial sample)
Technical Information	
Printing process	
Trim size	212 mm x 275 mm (8-3/8" x 10-7/8")
Binding method	Perfect bound Offset

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