

GEO



Preferred reading for today's knowledge society

● **Germany's leading quality monthly magazine.**

With a cover price of €6.00 and a paid circulation of almost half a million copies.

● **The magazine about the world we live in.**

GEO describes a tour through the human circulatory system as excitingly as it does an expedition to the headwaters of the Amazon.

● **GEO has an unmatched editorial concept.**

It combines comprehensive, exactly researched information with unequalled picture and printing quality.

● **Preferred reading by demanding Germans.**

GEO is described as being "something special" by more affluent readers than any other magazine in Germany.

● **GEO is intensively read.**

The average reader spends more than two hours reading his copy of GEO.

● **GEO has loyal readers.**

At over 70%, GEO has the highest share of subscribers of all paid magazines in the German media landscape.

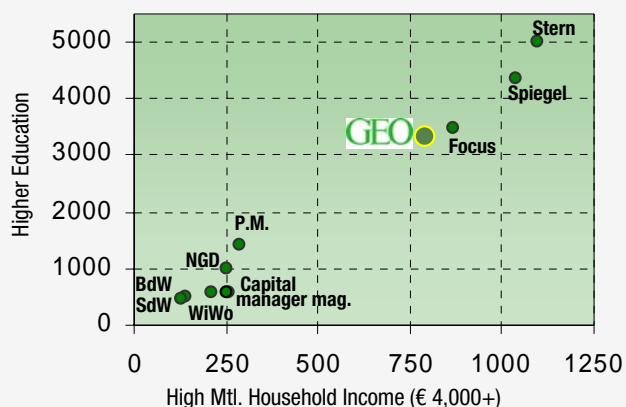
Readership Profile

	All Adults 64.82 million %	GEO Readers 4.45 million %	Index: All Adults = 100
Men	48	51	105
Women	52	49	95
Age			
20 - 29	13	10	82
30 - 39	16	16	104
40 - 49	19	22	118
50 and older	45	46	104
Education			
Intermediate	32	31	93
Higher, university	23	43	190
Net monthly household income*			
€2,500 - 3,499	22	26	115
€3,500 and more	17	27	162

Source: AWA 2007 *Population average = €2,395

Coverage of Top target Groups

Total coverage in 1,000s



Source: AWA 2007

Amount read: GEO is intensively read

Readership behaviour in %

Magazine	... all, almost all	... approx. three fourths	... approx. half	... one quarter
GEO	26	24	25	15
Stern	20	26	28	17
Spiegel	23	28	26	15
Focus	20	26	27	17

... all, almost all
 ... approx. three fourths
 ... approx. half
 ... one quarter

Source: AWA 2007

Readers with the highest socio-economic status

Socio-economic status*	GEO Readers 4.45 million		All Adults Index = 100
	In million	%	
Status 1 (Top of 7)	1.07	24	233
Status 2 - 3	1.72	39	136
Luxury-oriented consumers	0.64	14	181
Quality oriented consumers	1.52	34	158
Innovators	0.55	12	284
Trendsetters	0.81	18	211
Broad horizon of interests	1.06	24	154

Source: AWA 2007; * based on education, occupation, income, social level, interviewer impression

Cover price	€6.00
Frequency	Monthly
Ad closing	5 weeks prior to on sale date
Launch year	1976
Circulation	
Paid	411,835 copies (IVW IV/2007)
Subscriptions	308,876 copies (75%)
2008 ad rates*	€36,225*
Full page mono/ multi-colour	
Discounts	Start at 2% for 2 pages Pass-Along Disc., First Class Pack.
Agency Commission	15%

Coverage
Adults 6.9% / 4.45 million
(AWA 2007)

Cost per 1,000 readers*
Adults €8.14
Full page

Technical information
Trim size 213 mm x 270 mm
(8-3/8" x 10-5/8")
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