

NEON



"Actually, we should be grown up by now."

- **The magazine from *stern* for young adults.** NEON is the first magazine for German men and women aged 20 to 35: emotional and smart, serious and daring, sensitive and credible.
- **NEON is unique in the market.** In the past, young persons' magazines have been pure women's or men's titles, special interest, or lifestyle magazines. NEON is different.
- **NEON bridges the gap between adolescence and adulthood.** It is written for people who feel the need to move forward in life, but who don't want to make themselves unhappy in the process.
- **NEON is written for the young individualists.** The three million "young individualists" aged 20 to 35 who value individualism, are achievement-oriented, urban, educated, and employed.
- **NEON readers are at the forefront.** From online banking and the latest fashion trends to multimedia and international travel, NEON readers are active and modern.
- **Impressive magazine launch.** Launched in 2003, NEON is one of the major recent magazine introductions in Germany and is backed by the unmatched power of *stern*, Germany's most widely-read newsmagazine.

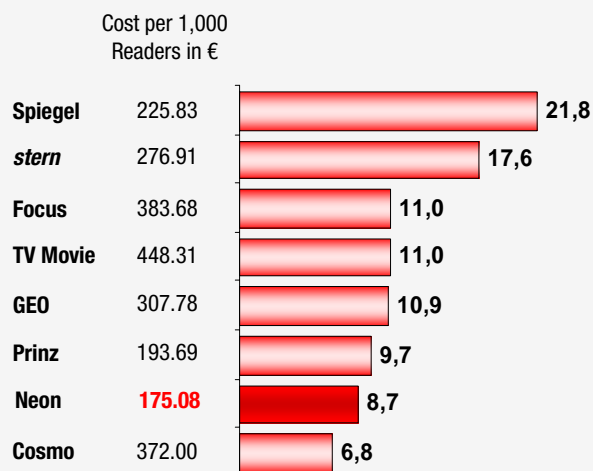
Readership Profile

	All Adults 64.82 million %	NEON Readers 680,000 %	Index: All Adults = 100
Men	48	44	106
Women	52	49	95
Age			
14 – 19	8	15	186
20 - 29	12	45	375
30 - 39	16	16	97
40 - 49	18	11	61
Education			
Intermediate	32	26	80
Higher, university	21	58	272
Net monthly household income*			
€2,500 – 3,499	22	22	101
€3,500 and more	16	20	125

Source: AWA 2007 *Population average €2,395

NEON reaches young, smart, urban readers

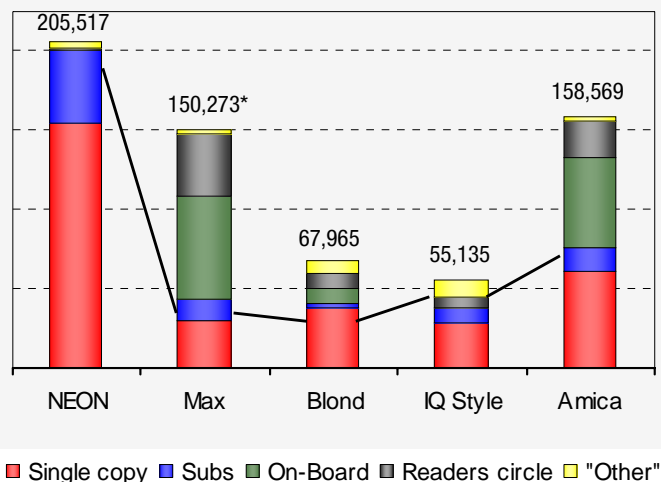
Persons who are aged 20-39, "A"-Levels +, city size 500,000 +



Source: AWA 2007

NEON circulation: solid, believable structure

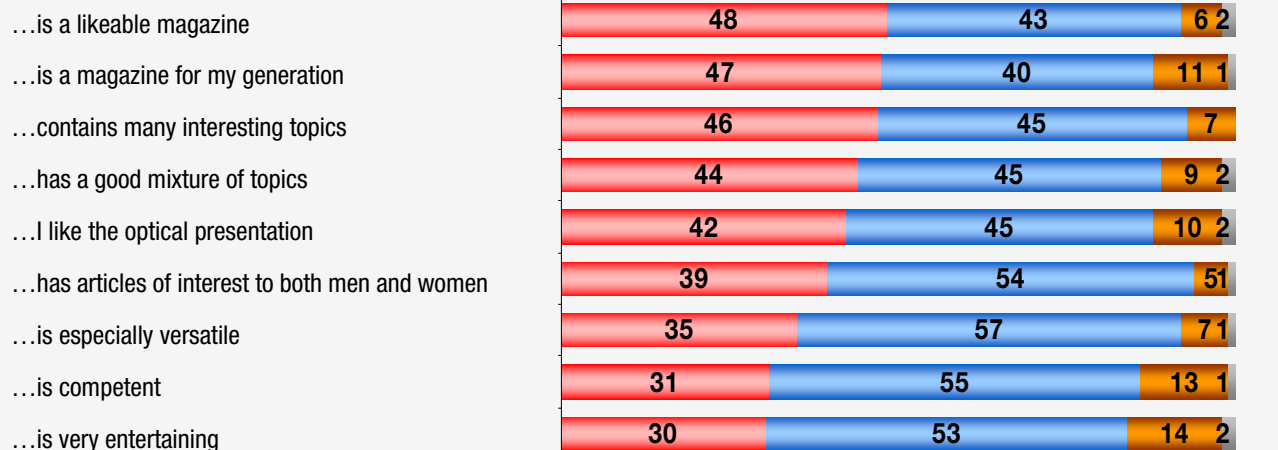
Nearly all NEON's paid circulation is single copy or subscription



Source: IVW IV/2007 * IVW IV/2007

Appraisal of NEON: Top scores in the most important areas!

NEON...



Source: NEON purchaser survey 2004; Selection: Top10; figures in per cent

Cover price	€3.00	Coverage	Adults	1.0% / 0.68 million (AWA 2007)
Frequency	Monthly	Cost per 1,000 readers*	All adults	€24.29
Ad closing	5 weeks prior to on sale date	Technical information	Trim size	212 mm x 275 mm (8-3/8" x 10- 7/8")
Launch year	2003	Printing process	Cover: offset	Inner pages: rotogravure
Circulation		Binding method	Saddle stitched	
Paid	205,517 copies (IVW IV/2007)			
Subscriptions	45,599 copies (22%)			
2008 ad rates*				
Full page mono, multi-colour	€16,500			
Discounts	Start at 3% for 3 pages			
Agency commission	15%			

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