

Advertising Rates 2009 Rate Card No.8, valid from 1.1.2009

Sizes	4c, 3c, 2c. B/W	€
1/1		10,220.–
1/1 2nd or 4th cover		12,220.–
2/3		8,180.–
1/2		7,150.–
1/3		5,110.–
1/4		4,090.–
2/1		20,440.–
2/1 2nd cover + page 3		23,440.–

Discounts

Volume	Frequency
from 2 pages 10 %	from 2 insertions 5 %
from 4 pages 20 %	from 4 insertions 10 %

Advertising Formats

Sizes	Type area formats		Bleed formats	
	Width mm	Depth mm	Width mm	Depth mm
1/1 page	188	258	215	285
2/3 page upright	125	258	136	285
	188	168	215	185
1/2 page upright	92	258	103	285
	188	126	215	140
1/3 page upright	62	258	73	285
	188	82	215	90
1/4 page upright	44	258	55	285
	92	126	–	–
	188	62	–	–
2/1 pages	412	258	430	285

Your Contacts

Head Office
Jahreszeiten Verlag GmbH
Poßmoorweg 2
D-22301 Hamburg
phone (040) 27 17 20 95
fax (040) 27 17 20 65
e-mail:
doris.bielstein@jalag.de

France + Belgium
IMC
International Magazine
Company
26, Avenue Victor Hugo
F-75116 Paris
phone (01) 53 64 88 90/91
fax (01) 45 00 25 81
e-mail:
imc@international.fr

Great Britain
Publicitas Ltd
Gordon House
10 Greencoat Place
GB-London SW1P 1PH
phone (0) 20 75 92 83 06
fax (0) 20 75 92 83 01
e-mail: jeremy.butchers@publicitas.com

Austria
Publimedia Internationale
Verlagsvertretungen GmbH
Nordbahnstrasse 36/2.2
A-1020 Vienna
phone (01) 211 53 42
fax (01) 212 16 02
e-mail: andrea.kuefstein@publicitas.com

Switzerland
Publicitas International AG
Magazines
Kornhausgasse 5/7
P.O. Box 3843
CH-4002 Basel
phone (061) 275 46 09
fax (061) 275 47 30
e-mail: basel-international-magazines@publicitas.com

Italy
Media & Service
International Srl
Piazza Wagner, 5
I-20145 Milano
phone (02) 48 00 61 93
fax (02) 48 19 32 74
e-mail:
info@it-mediaservice.com

Spain
Alcalá Media
International Media
Representations
C/. Pedrezuela, 3
(Pl. Baja Dcha.)
E-28017 Madrid
phone (91) 3 26 91 06
fax (91) 3 26 91 07
e-mail: m.vandereb@alcalamedia.com

Denmark
Jahreszeiten Verlag GmbH
Poßmoorweg 2
22301 Hamburg
phone (040) 27 17 25 95
fax (040) 27 17 25 20
e-mail:
vb-hamburg@jalag.de

Netherlands
Jahreszeiten Verlag GmbH
Humboldtstrasse 18
D-40237 Düsseldorf
phone (0211) 90 19 00
fax (0211) 90 19 019
e-mail:
vb-duesseldorf@jalag.de

Luxembourg
Jahreszeiten Verlag GmbH
Adalbertstrasse 8
D-60486 Frankfurt/Main
phone (069) 97 06 11 9
fax (069) 97 06 11 44
e-mail:
vb-frankfurt@jalag.de

JAHRESZEITEN VERLAG

Poßmoorweg 2, D-22301 Hamburg
phone +49 (0)40 27 17-20 97
fax +49 (0)40 27 17-20 65
e-mail: anzeigen@premium-magazine.de

Rate Card 2009



In 2009, COUNTRY will celebrate its 10th anniversary. At this occasion, we will start an intensive magazine offensive throughout the entire anniversary year. With content-loaded magazines, many specials, additional extras, increased circulation, reader involvement, and a sweepstake, of course.

Since its first edition, COUNTRY has been showing exceptional country homes; it portrays regions and countries & their people, acquaints us with special gardens and with nature, repeatedly earns popular awards with its unique recipe productions, shows fashion, and sends us to particular beautiful areas in its category Travel & Leisure – within Germany or worldwide.



Snapshot

The new desire for a rural lifestyle

Since 10 years COUNTRY aims to inspire readers to awake and underscore their **desire for the rural way of life**. COUNTRY reports on all facets of country life, showing the most beautiful country homes, providing advice on interior design and furnishings, tips and ideas on planning a garden, recipes for entertaining at home and taking readers on a journey through Europe's enchanting countryside ...

The yearning for nature – a good reason for looking for a house in the country. Whether as a permanent residence, for weekends or as a holiday home – the casualness of country life, the good air and the luxury of simple pleasures make many people yearn for their own four walls in natural surroundings. This may be nearby or far away in places like Mallorca, Piedmont or Provence.

COUNTRY readers own, for example, a country, weekend or holiday home, or they live in the city and at least dream of owning one.

They seek inspiration for and affirmation of their lifestyle in a discerning magazine, gathering ideas and practical advice of the highest quality for their furnishings, decor, garden landscaping and personal everyday lives.

In doing so, they shape their world with selected, beautiful things on which they are happy to spend more money. If a product embodies naturalness and style, comfort and sensual pleasure, COUNTRY provides it with a unique environment, because COUNTRY is the German-language magazine devoted to lifestyle and love of the country with an international flair.

COUNTRY Readers

According to AWA 2008, COUNTRY has 410.000 readers in Germany.

Source: AWA 2008	% breakdown
Total	100
Men	19
Women	81
Age	
20–29 years	9
30–39 years	17
40–49 years	26
50–59 years	23
Net household income pcm	
€ 2,500 to 3,500	28
€ 3,500 and above	30
GfK Euro-Socio-Styles	
Cosmopolitan	27
Discerning	23

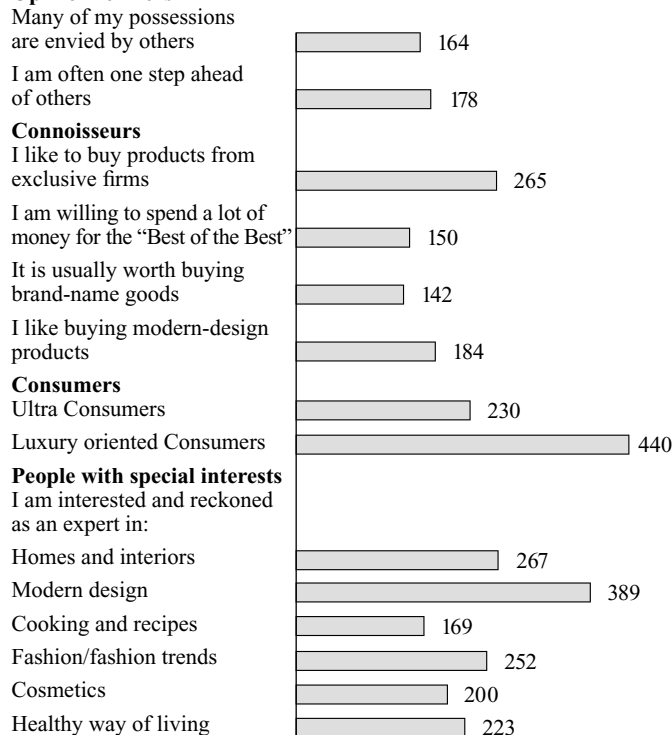
170.000 (42%) COUNTRY readers belong to socio-economic group 1 + 2.

COUNTRY Reader Profile

Source: AWA 2008

Proportion agreeing with various statements	Index
Total population	100

Opinion formers



Circulation

COUNTRY	
Circulation, IVW-audited, 3rd quarter 2008	
Print run:	130,470
Paid circulation:	71,458
Distributed circulation:	74,304
Breakdown of circulation	
Germany:	63,915
Outside Germany:	7,543

Publication Dates, Closing Deadlines COUNTRY 2009

Issue number	Publication date	Booking and cancelation deadlines
1/2009	02. 12. 2008	15. 10. 2008
2/2009	10. 02. 2009	17. 12. 2008
3/2009	07. 04. 2009	18. 02. 2009
4/2009	02. 06. 2009	08. 04. 2009
5/2009	04. 08. 2009	17. 06. 2009
6/2009	06. 10. 2009	19. 08. 2009
1/2010	01. 12. 2009	14. 10. 2009

Technical Data

	Country
Copy price:	€ 5.00
Magazine format:	215 x 285 mm + 5 mm trim-reserve
Type area:	188 x 258 mm
Printing process:	Offset
Artwork:	Please deliver a print-PDF with 300 dpi resolution. Color-management: CMYK For further questions please contact the publisher, phone: ++49/40/2717-2386
Editor-in-chief:	Barbara Friedrich
Publishing director:	Oliver Voß
Advertising director:	Sabine Rethmeier