

COUNTRY



Frequency: bimonthly
 Paid circulation: 81,228 (IVW III/11)
 Rate 1/1 4c: 10,900 EURO
 Copy price: 5.00 EURO

COUNTRY has been the rural lifestyle magazine for 11 years now.

COUNTRY covers all facets of living in the country and showcases exceptionally attractive, authentic and high-quality interiors.

COUNTRY conveys warmth and intimacy, satisfies the quest for a life of pleasure and fulfilment in harmony with nature, and transports its readers to wonderful places.

COUNTRY has its finger on the pulse of life, is pleasure-oriented, and selects its subject matter according to the seasons.

COUNTRY stands alone in the marketplace in terms of sheer quality of writing, photography, design, aesthetics and style.

www.country-online.de

READERS

According to AWA, COUNTRY has 510,000 readers in Germany.

% breakdown

Total	100
Men	22
Women	78
Age	
20–29 years	7
30–39 years	14
40–49 years	27
50–59 years	26
Net household income (Calendar month/EURO)	
3,500 and more	40
Socio-economic status	
High (level 1+2)	43
Consumer typology	
Mainly quality-oriented consumers	37
Interest in topics (total)	
Holidays and travel	93
Gardening	83
Living and interior	95
Hospitality	94
Cooking and cooking recipes	85
Skin and body care	90

Source: AWA 2011

ADVERTISING RATES

Sizes	4c, b/w EURO
1/1 page	10,900.-
1/1 page IFC / OBC	12,900.-
2/3 page	8,720.-
1/2 page	7,630.-
1/3 page	5,450.-
1/4 page	4,360.-
2/1 page	21,800.-
2/1 page IFC + page 3	24,800.-

DISCOUNTS

Frequency discounts

from 3 insertions – 3 %	from 18 insertions – 15 %
from 6 insertions – 5 %	from 24 insertions – 20 %
from 12 insertions – 10 %	

Turnover scale (gross)

(incl. specials)

from € 20.000,- 3 %	from € 85.000,- 13 %
from € 40.000,- 6 %	from € 110.000,- 17 %
from € 65.000,- 10 %	from € 130.000,- 20 %

CIRCULATION

Circulation, IVW-audited, 3rd quarter 2011

Print run	150,166
Paid circulation	81,228
Distributed circulation	86,294

COUNTRY / SCHEDULE

Issue	Publication date	Booking and cancellation deadline	Copy deadline
1/2012	13. 12. 2011	25. 10. 2011	31. 10. 2011
2/2012	21. 02. 2012	02. 01. 2012	09. 01. 2012
3/2012	17. 04. 2012	24. 02. 2012	01. 03. 2012
4/2012	19. 06. 2012	25. 04. 2012	02. 05. 2012
5/2012	21. 08. 2012	03. 07. 2012	09. 07. 2012
6/2012	16. 10. 2012	28. 08. 2012	03. 09. 2012
1/2013	18. 12. 2012	30. 10. 2012	06. 11. 2012

TECHNICAL DATA

Magazine format: 215 x 285 mm + 4 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

Delivery of advertisement:



The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: www.duon-portal.de
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