



VITAL

JAHRES
ZEITEN
VERLAG

VITAL is the magazine for active, self-confident and body-conscious women in the prime of life.

VITAL gives its readers everything they need to keep body and soul perfectly balanced and to enjoy a sense of overall wellbeing.

The high quality of the reporting, carefully researched details, compilation of the latest information and clear and cohesive structure form the basis of a unique magazine which combines general women's topics with related trends in health, nutrition and beauty.

As well as trustworthy information, VITAL offers its readers stimulation, relaxation and reassurance. Reading VITAL gives you a sense of wellbeing from the first to the last page.

Frequency: monthly
Paid circulation: 249,609 (IVW III/09)
Rate 1/1 4c: 15,500 Euro
Copy price: 2.20 Euro

www.vital.de

READERS

According to AWA, VITAL has 610.000 readers in Germany.

	% breakdown
Total, all women	100
Age	
14–19 years	2
20–29 years	8
30–39 years	12
40–49 years	23
50–59 years	22
60 years plus	33
Net household income (calendar month/Euro)	
up to 1,000	4
1,000 – 1,500	12
1,500 – 2,000	17
2,000 – 2,500	14
2,500 – 3,000	12
3,000 and more	41

Source: AWA 2009

ADVERTISING RATES

Sizes	4c, b/w Euro
1/1 page	15,500.-
1/1 page IFC / OBC	17,870.-
2/3 page	12,860.-
1/2 page	11,100.-
1/3 page	9,340.-
1/4 page	8,470.-
2/1 page	31,000.-

DISCOUNTS

Frequency discounts

from 3 insertions – 3%	from 24 insertions – 15%
from 6 insertions – 5%	from 52 insertions – 20%
from 12 insertions – 10%	

Volume discounts

from 3 pages – 5%	from 9 pages – 12%
from 4 pages – 6%	from 11 pages – 16%
from 5 pages – 7%	from 12 pages – 18%
from 6 pages – 8%	from 15 pages – 20%
from 7 pages – 9%	from 18 pages – 21%
from 8 pages – 10%	from 24 pages – 22%

Combination discounts with FÜR SIE possible.

CIRCULATION

Circulation, IVW-audited, 3rd quarter 2009

Print run	340,292
Paid circulation	249,609
Distributed circulation	254,477

VITAL / SCHEDULE

Issue	Publication date	Booking and cancellation deadline	Copy deadline
1/2010	16. 12. 2009	29. 10. 2009	11. 11. 2009
2/2010	20. 01. 2010	26. 11. 2009	09. 12. 2009
3/2010	17. 02. 2010	28. 12. 2009	13. 01. 2010
4/2010	17. 03. 2010	28. 01. 2010	10. 02. 2010
5/2010	21. 04. 2010	02. 03. 2010	15. 03. 2010
6/2010	26. 05. 2010	06. 04. 2010	19. 04. 2010
7/2010	23. 06. 2010	03. 05. 2010	17. 05. 2010
8/2010	21. 07. 2010	02. 06. 2010	16. 06. 2010
9/2010	18. 08. 2010	01. 07. 2010	14. 07. 2010
10/2010	22. 09. 2010	05. 08. 2010	18. 08. 2010
11/2010	20. 10. 2010	02. 09. 2010	15. 09. 2010
12/2010	17. 11. 2010	29. 09. 2010	12. 10. 2010
1/2011*	15. 12. 2010	27. 10. 2010	10. 11. 2010

*Dates are subject to change

TECHNICAL DATA

Magazine format: 203 x 264 mm + 4 mm trim-reserve
Type area: 172 x 229 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
Support is available via e-mail: support@duon-portal.de or directly by phone: +49/ 40 / 37 41 17-50

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