



## VITAL

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 this unique magazine.

As well as trustworthy information, VITAL offers its readers stimulation, relaxation and reassurance by focussing on general women's topics in beauty/fitness, health and nutrition.

Within the integration of Healthy Living, VITAL created the "Healthy Living Dossier".

Reading VITAL gives you a sense of wellbeing from the first to the last page.

[www.vital.de](http://www.vital.de); [www.vital-diaetcoach.de](http://www.vital-diaetcoach.de)

Frequency: monthly  
Paid circulation: 230,067 (IVW III/11)  
Rate 1/1 4c: 16,500 EURO  
Copy price: 2.60 EURO

### READERS

According to MA VITAL reaches 0,77 million readers in Germany.

% breakdown

<b>Total, all women</b>	100
<b>Age</b>	
14–19 years	2
20–29 years	8
30–39 years	11
40–49 years	21
50–59 years	23
60 years plus	36
<b>Net household income (calendar month/EURO)</b>	
up to 1,500	20
1,500 – 2,000	20
2,000 – 2,500	17
2,500 – and more	43

Source: MA 2011 II

### ADVERTISING RATES

Sizes	4c, b/w EURO
1/1 page	16,500.-
1/1 page IFC / OBC	19,030.-
3/4 page	14.400.-
2/3 page	13,690.-
1/2 page	11,820.-
1/3 page	9,940.-
1/4 page	9,020.-
2/1 page	33,000.-

### DISCOUNTS

#### Frequency discounts

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

#### Turnover scale (gross)

from € 49.500,- 5 %	from € 165.000,- 14 %
from € 66.000,- 6 %	from € 181.500,- 16 %
from € 82.500,- 7 %	from € 198.000,- 18 %
from € 99.000,- 8 %	from € 247.500,- 20 %
from € 115.500,- 9 %	from € 297.000,- 21 %
from € 132.000,- 10 %	from € 396.000,- 22 %
from € 148.500,- 12 %	from € 495.000,- 23 %

### CIRCULATION

Circulation, IVW-audited, 3rd quarter 2011

Print run	374,328
Paid circulation	230,067
Distributed circulation	239,323

## VITAL / SCHEDULE

Issue	Publication date	Booking and cancellation deadline	Copy deadline
1/2012	14. 12. 2011	26. 10. 2011	09. 11. 2011
2/2012	18. 01. 2012	29. 11. 2011	12. 12. 2011
3/2012	15. 02. 2012	28. 12. 2011	11. 01. 2012
4/2012	21. 03. 2012	30. 01. 2012	10. 02. 2012
5/2012	18. 04. 2012	28. 02. 2012	12. 03. 2012
6/2012	19. 05. 2012	27. 03. 2012	11. 04. 2012
7/2012	20. 06. 2012	26. 04. 2012	10. 05. 2012
8/2012	18. 07. 2012	30. 05. 2012	13. 06. 2012
9/2012	16. 08. 2012	28. 06. 2012	11. 07. 2012
10/2012	19. 09. 2012	01. 08. 2012	14. 08. 2012
11/2012	17. 10. 2012	29. 08. 2012	11. 09. 2012
12/2012	14. 11. 2012	24. 09. 2012	08. 10. 2012
1/2013*	12. 12. 2012	23. 10. 2012	07. 11. 2012
2/2013*	16. 01. 2013	22. 11. 2012	05. 12. 2012

\*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](http://www.duon-portal.de)  
Support is available via e-mail: [support@duon-portal.de](mailto:support@duon-portal.de) or directly by phone: +49/ 40 / 37 41 17-50

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## YOUR CONTACTS

### France + Belgium

Adnative sarl  
26, Avenue Victor Hugo  
75116 Paris  
phone +33/1/53 64 88 90/91  
fax +33/1/45 00 25 81  
e-mail: paris@adnative.net

### Great Britain

Publicitas Ltd  
Gordon House  
10 Greencoat Place  
London SW 1P 1PH  
phone +44/20/75 92 83 06  
fax +44/20/75 92 83 01  
e-mail: jeremy.butchers@publicitas.com

### Italy

Media & Service International Srl  
Piazza Wagner, 5  
20145 Milano  
phone +39/02/ 48 00 61 93  
fax +39/02/ 48 19 32 74  
e-mail: info@it-mediaservice.com

### Austria

Publicitas GmbH  
Nordbahnstrasse 36/0.3  
1020 Vienna  
phone +43/1/211 53 42  
fax +43/1/212 16 02  
e-mail: andrea.kuefstein@publicitas.com

### Switzerland

Publicitas International AG  
Magazines  
Kornhausgasse 5/7  
4002 Basel  
phone +41/61/275 46 09  
fax +41/61/275 47 30  
e-mail: basel-international-  
magazines@publicitas.com

### Spain

Alcalá Media, S.L.  
International Media Representations  
C/Arzobispo Cos,15 (1-A)  
28027 Madrid  
phone +34/91/3 26 91 06  
fax +34/91/3 26 91 07  
e-mail: m.vandereb@alcalamedia.com



### Netherlands

Publicitas BV  
Herikerbergweg 175, Building Mercurius  
1101 CN Amsterdam-Zuidoost  
phone +31/20/311 9710  
fax +31/20/311 9712  
e-mail: francisca.hoogveen@publicitas.com

### Scandinavia

International Media Sales  
P.O. Box 6095  
5892 Bergen  
phone +47/55/ 92 51 92  
fax +47/55/ 92 51 90  
e-mail: fgisdahl@mediasales.no

### Head Office: Jahreszeiten Verlag GmbH

Poßmoorweg 2, 22301 Hamburg  
phone +49 /40 2717 2095, fax +49/40 2717 2065  
e-mail: doris.bielstein@jalag.de