

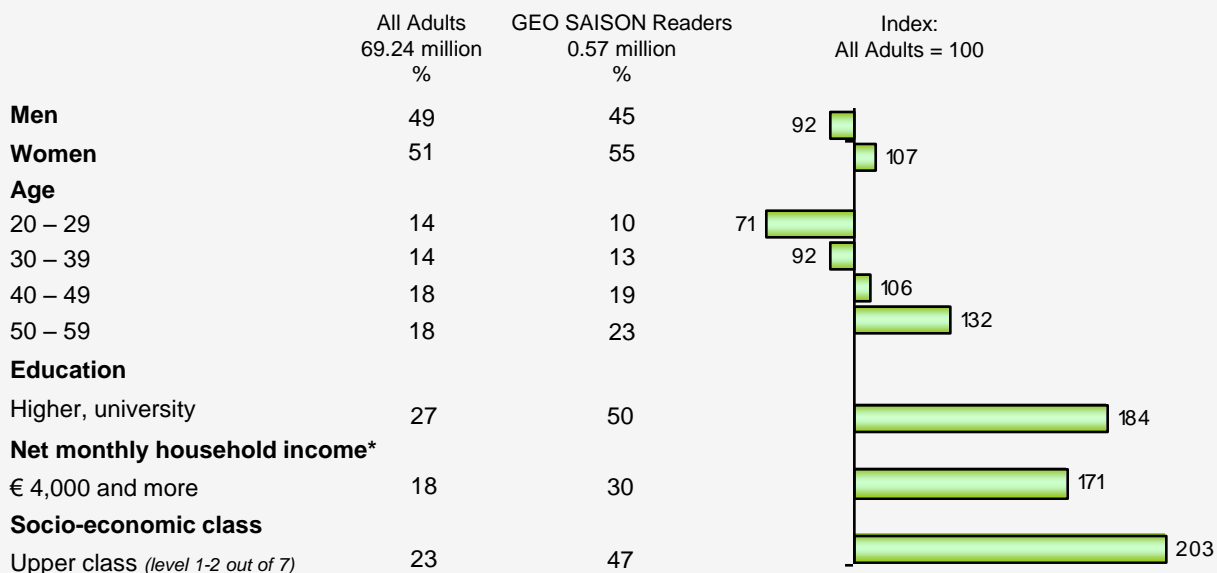
GEO SAISON



The number one travel magazine in Germany

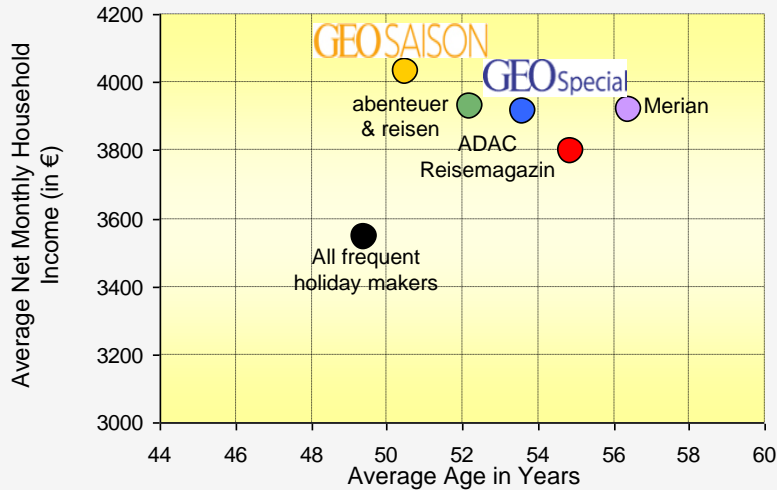
- **GEO SAISON is the market leader.** It has the highest circulation and highest coverage of all multi thematic travel magazines in Germany.
- **GEO SAISON is the travel magazine from GEO.** It reports on travel destinations at home and around the world – with respected GEO journalistic quality.
- **GEO SAISON presents the fascination of travel.** It combines the joy of travelling with the pleasure of reading.
- **GEO SAISON readers are frequent travellers.** They take annual holiday trips twice as often as the average German.
- **GEO SAISON readers are world travellers.** They take twice as many long-haul holiday trips as the average German adult.
- **GEO SAISON is a proven response medium.** The Reader Service and Brochure Service put the advertiser in direct contact with interested readers.

Readership Profile



Source: AWA 2015; *population average = € 2,874

GEO SAISON readers who are frequent holiday makers are younger and better-off



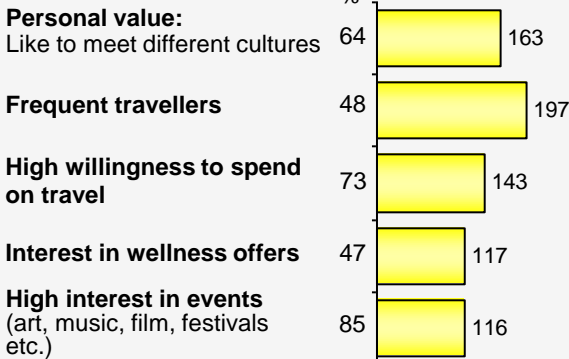
Source: AWA 2015, TG based on freq. holiday makers last 12 mts., TG size: 17,03 Mill.

schematic view

Experts on holiday and travel

Index: All adults = 100

GEO SAISON
Readers
0.57 million

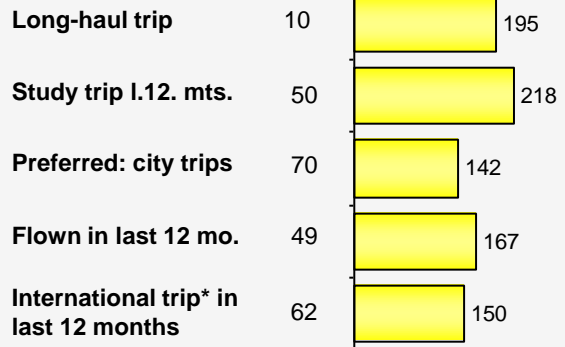


Source: AWA 2015

The world is their home

Holiday activity in the last 12 months

GEO SAISON
Readers
0.57 million



Source: AWA 2015, * European countries, excl. Germany

Cover price € 6.00
Frequency monthly
Launch year 1989

Circulation
Paid 92,192 copies (ØIVW 4/14-3/15)

2016 ad rates*
Full page multi-colour € 17,500

Discounts Start at 2% for 2 pages

www.geo.de 6.56 Mill. Pls. (IVW 11/2015)
2.19 Pls. web, (IVW 11/2015)

Coverage
Adults 0.8 % / 0.57 mill. (AWA 2015)
Frequent travellers 1.6 % / 280,000

Cost per 1,000 readers
Adults € 30.71
Frequent travellers € 63.33

Technical information
Trim size 213 mm x 270 mm

Technical Specifications: Current and binding
English-language information is available under:
www.duon-portal.de

*For complete current ad rates and data, please consult www.gujmedia.com / the information in this fact sheet is non-binding and without liability.