

GEO



Preferred reading for today's knowledge society

- **Germany's leading quality monthly magazine.** With a cover price of €7.00, a paid circulation of 242,561 copies and 3.32 million readers, GEO is the largest quality monthly magazine in Germany.
- **Preferred reading by demanding Germans.** GEO is described as being "something special" by more affluent readers than any other magazine in Germany.
- **GEO has an unmatched editorial concept.** It combines comprehensive information with unequalled picture and printing quality.
- **The magazine about the world we live in.** GEO describes a tour through the human circulatory system as excitingly as it does an expedition to the headwaters of the Amazon.
- **GEO is intensively read.** The average reader spends more than two hours reading his personal copy of GEO.
- **GEO has loyal readers.** 70% of the readers are subscribers

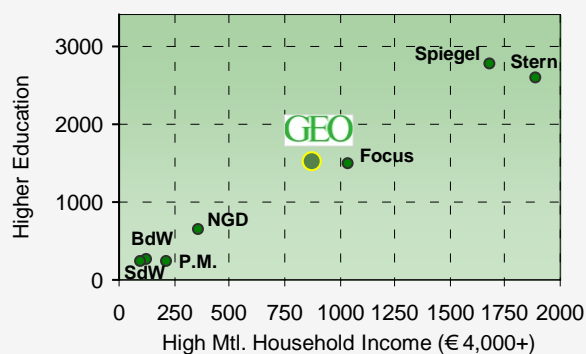
Readership Profile

	All Adults 69.24 million %	GEO Readers 3.32 million %	Index: All Adults = 100
Men	49	51	105
Women	51	49	96
Age			
20 – 29	14	9	68
30 – 39	14	13	96
40 – 49	18	19	111
50 – 59	18	21	121
Education			
Intermediate	35	33	94
Higher, university	27	46	168
Net monthly household income*			
€ 3,000 – 3,999	21	25	119
€ 4,000 and more	18	27	150

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

Coverage of top target groups

Total coverage in 1,000s



Source: AWA 2015

Amount read: GEO is intensively read

Readership behaviour in %

	all, almost all	approx. three fourths	approx. half	one quarter
GEO	24	26	25	15
Stern	20	29	26	15
Spiegel	21	30	25	15
Focus	18	28	26	17

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■ ... approx. half ■ ... one quarter

Source: AWA 2015

Readers with an active world-view

	GEO Readers 3.32 million		All Adults Index = 100
	In 1,000s	In %	
Culturally active	780	24	274
I travel a lot for pleasure	1,360	41	114
Mobile cosmopolitans	920	28	168
LOHAS	790	24	206
Like to meet other cultures	1,860	56	142
Value orientation: a lot of variety in life	1,580	48	115

Source: AWA 2015

Cover price	€ 7.00	Coverage	Adults	4.8% / 3.32 million (AWA 2015)
Frequency	Monthly			
Launch year	1976			
Circulation		Cost per 1,000 readers	Adults	€ 12.04
Paid	242,561 copies (IVW II/2015)		Full page	
Subscriptions	170,547 copies (70%)			
2015 ad rates*		Technical information	Trim size	213 mm x 270 mm
Full page multi-colour	€ 39,950			
Discounts	Start at 3% for 2 pages Pass-Along, First Class Package	Technical Specifications:	Current and binding English-language information is available under: www.duon-portal.de	
www.geo.de	6.40 mill Pls. (IVW 07/2015)			

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