



## VITAL – MORE FEELGOOD HAPPINESS FOR WOMEN

VITAL is the women's monthly magazine for more feelgood happiness. The journal presents subjects in three new emotion zones - balance, energy and relaxation.

VITAL is a quality women's magazine, which provides articles about beauty, health, food, psychology, fashion and travel. It offers exclusively researched and very useful tips for various topics in life. In every issue the readers can find five or six pages of a large VITAL-Test.

Frequency	monthly	www.vital.de
Paid circulation	134,065 (IVW II/2018)	
Ad rate full page 4c	€ 19,500	
Copy price	€ 2.95	

### READERSHIP

Women aged 35+ years who, aside from their day-to-day in job and family, desire a portion of feelgood happiness.

According to ma 2018 II VITAL reaches 590,000 female readers in Germany.

	% breakdown	Index
<b>Total, women</b>	100	100
<b>Age</b>		
14–19 years	1	19
20–29 years	9	71
30–39 years	15	110
40–49 years	23	147
50 years and older	51	101
<b>Education</b>		
Elementary school	37	100
Secondary school	33	102
High school graduation, College, university	30	102
<b>Occupation</b>		
Apprenticeship	3	27
Employed	63	120
Not (any more) employed	35	93
<b>Net household income (in EURO)</b>		
Up to 1,500	13	64
1,500 – 2,000	14	104
2,000 – 2,500	10	70
2,500 and more	64	120

Source: ma 2018 II

### ADVERTISING RATES 2019

Format	4c / EURO
Full page	19,500,-
Full page IFC/OBC	21,100,-
2/3 page	16,300,-
Half page	13,600,-
1/3 page	11,600,-
Double page	39,000,-
Double page IFC + page 3	49,100,-

### DISCOUNTS

#### Turnover scale (gross)

from 56,500 € – 5 %	from 156,000 € – 10 %
from 78,000 € – 6 %	from 175,500 € – 12 %
from 97,500 € – 7 %	from 195,000 € – 14 %
from 117,000 € – 8 %	from 214,500 € – 16 %
from 136,500 € – 9 %	from 234,000 € – 18 %

### CIRCULATION

Circulation, IVW-audited, 2 <sup>th</sup> quarter 2018	
Print run	215,908 copies
Paid circulation	134,065 copies
Distributed circulation	138,656 copies
Subscribers	23,185 copies

## SCHEDULE 2019

Issue	Publication date	Booking deadline	Copy deadline
02/2019	02.01.2019	09.11.2018	26.11.2018
03/2019	06.02.2019	14.12.2018	07.01.2019
04/2019	13.03.2019	25.01.2019	11.02.2019
05/2019	10.04.2019	22.02.2019	11.03.2019
06/2019	08.05.2019	19.03.2019	03.04.2019
07/2019	12.06.2019	23.04.2019	09.05.2019
08-09/2019	10.07.2019	21.05.2019	05.06.2019
10/2019	11.09.2019	25.07.2019	08.08.2019
11/2019	09.10.2019	22.08.2019	05.09.2019
12/2019	06.11.2019	17.09.2019	02.10.2019
01/2020	04.12.2019	15.10.2019	30.10.2019

## TECHNICAL DATA

Magazine format: 200 x 264 mm + 4 mm trim-reserve  
Type area: 164 x 208 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.

Kindly note our general terms and conditions of business for advertisements: <http://www.bm-brandmedia.de/agb/>



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