



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	130,524 (IVW VI/2017)	
Ad rate full page 4c	€ 19,200	
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 | VITAL reaches 690,000 female readers in Germany.

	% breakdown Index	
Total, women	100	100
Age		
14–19 years	2	24
20–29 years	9	69
30–39 years	13	93
40–49 years	23	145
50 years and older	58	124
Education		
Elementary school	32	79
Secondary school	30	93
High school graduation, College, university	39	137
Occupation		
Apprenticeship	3	24
Employed	61	119
Not (any more) employed	36	96
Net household income (in EURO)		
Up to 1,500	14	67
1,500 – 2,000	22	81
2,000 – 2,500	19	90
2,500 and more	44	147

Source: ma 2018 |

ADVERTISING RATES 2018

Format	4c / EURO
Full page	19,200,-
Full page IFC/OBC	20,800,-
2/3 page	16,000,-
Half page	13,400,-
1/3 page	11,400,-
Double page	38,400,-
Double page IFC + page 3	48,300,-

DISCOUNTS

Turnover scale (gross)

from 57,600 € – 5 %	from 153,600 € – 10 %
from 76,800 € – 6 %	from 172,800 € – 12 %
from 96,000 € – 7 %	from 192,000 € – 14 %
from 115,200 € – 8 %	from 211,200 € – 16 %
from 134,400 € – 9 %	from 230,400 € – 18 %

CIRCULATION

Circulation, IVW-audited, 4 th quarter 2017	
Print run	221,212 copies
Paid circulation	130,524 copies
Distributed circulation	136,318 copies
Subscribers	26,423 copies

SCHEDULE 2018

Issue	Publication date	Booking deadline	Copy deadline
02/2018	03.01.2018	14.11.2017	29.11.2017
03/2018	07.02.2018	18.12.2017	08.01.2018
04/2018	07.03.2018	19.01.2018	05.02.2018
05/2018	11.04.2018	21.02.2018	08.03.2018
06/2018	09.05.2018	20.03.2018	06.04.2018
07/2018	13.06.2018	23.04.2018	09.05.2018
08-09/2018	11.07.2018	24.05.2018	08.06.2018
10/2018	05.09.2018	19.07.2018	02.08.2018
11/2018	10.10.2018	23.08.2018	06.09.2018
12/2018	07.11.2018	18.09.2018	04.10.2018
01/2019	05.12.2018	17.10.2018	05.11.2018

TECHNICAL DATA

Magazine format: 200 x 264 mm + 4 mm trim-reserve (as of 03/2018)
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
Support is available via e-mail: 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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