BILD der FRAU
Ratecard No. 31

valid as of January 1st - 2012

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BILD der FRAU: Content

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BILD der FRAU: Short Portrait

Category
Women's interest

Frequency
Weekly (on Saturdays)

Contents
92 pages on average

Online
www.bildderfrau.de

Format
309 mm H x 225 mm W

Copy price
€ 1.10

Launch year
1983

Additional media information
www.media-impact.de

Circulation figures (IVW III/2011)	
Print Run	1,240,198
Net Paid Circulation	931,714
Subscriptions	90,653

Core Readers	
Gender	Female
Age	30-69
Profile	All demographic profiles
HHNI	ø 2,312.00

Reach (MA II/2011)

	in 1 Mill.	in %	average price	Cost per 1,000 contacts
Overall	6.27	8.9	**1/1 4c**	€ 7.33
Women	5.84	16.3	€ 45,970	€ 7.87

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BILD der FRAU: Short Portrait

Portrait

- Accompanies the reader in her role as mother, wife, partner, housewife and friend
- Information on developments and problems of everyday life
- Understands the thinking of the ordinary woman and relates to her
- A direct approach to the issues

Fixed Sections

- Fashion
- Cosmetics
- Advice
- Health & Fitness
- Politics
- Reports
- Gossip
- Horoscope

Unique Characteristics

- Germany's No. 1 women's title
- Informs and entertains women who take their life in their own hands
- Strong advisory function
- Ideas, tips, information and guidance on all aspects of everyday life

		price in €		circulation IVW III/2011	Total in Mill.	Men in %	Women in %	1/1 Page 4c in €	in €
BILD der FRAU	**Axel Springer**	**1,10**	**weekly**	**931.714**	**6,27**	**7**	**93**	**45.970**	**7,33**
FRAU von HEUTE	Axel Springer	0,79	weekly	156.244	0,86	8	92	14.910	17,35
Tina, only as COMBO	Bauer Verlag	1,35	weekly	488.843	2,95	9	91		
Bella, only as COMBO	Bauer Verlag	1,35	weekly	122.967	0,89	4	96		
Tina plus COMBO	Bauer Verlag		weekly	611.810	3,63	8	92	36.301	9,46
Alles für die Frau	Bauer Verlag	0,70	weekly	203.988	0,91	9	91	15.596	17,16
Laura	Bauer Verlag	1,10	weekly	227.288	1,09	6	94	14.931	13,69
Lea	Sonnenverlag	1,10	weekly	159.273	0,59	4	96	8.200	13,83
Lisa	Burda Verlag	1,10	weekly	317.395	1,96	7	93	17.600	8,98
Frau im Trend	Burda Verlag	0,80	weekly	334.125	0,94	8	92	16.700	17,86

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BILD der FRAU: Rates 2012

Format		Type page		Bleed*		Price (€)		
Full colour, Black/white ads		width (mm)	height (mm)	width (mm)	height (mm)	Average-price (not bookable)	Price-zone 1 EVT: Jan.-Feb., June-Aug., Dec.	Price-zone 2 EVT: March-May, Sept.-Nov.
1/1		207	288	225	309	45,970.--	44,380.--	47,560.--
3/4	3 column	155	288	165	309	39,080.--	37,720.--	40,440.--
	4 column	207	217	225	229			
1/2	2 column	102	288	112	309	31,270.--	30,170.--	32,370.--
	4 column	207	143	225	154			
1/3	1 column	68	288	71	309	25,590.--	24,720.--	26,460.--
	4 column	207	94	225	100			
1/4	1 column	49	288	59	309	18,390.--	17,760.--	19,020.--
	2 column	102	143	112	153			
	4 column	207	70	225	79			
1/16	1 column	49	70	-	-	2,140.--	2,080.--	2,200.--
Formats across the gutter								
2/1		431	288	450	309	91,940.--	88,760.--	95,120.--
2 x 1/2	2 x 1/2, 2 column	219	288	-	-	45,970.--	44,380.--	47,560.--
	2 x 1/2, 4 column	431	143	450	154			

1/3 = special advertising format; limited numbers per edition

Due to restrictions on possible positions for fractional advertisements, we can only accept positional requests conditionally.
This applies to both the section as well as right/ left-hand positions.
Fractional advertisements may be coupled with other advertisements.

*Plus 5mm trimming on each side

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BILD der FRAU: Rates Cover Pages 2012

Cover Page	Format	Type page		Bleed*		Price (€)		
	4c, b/w ads	width (mm)	height (mm)	width (mm)	height (mm)	Average-price (not bookable)	**Price-zone 1** EVT: Jan.-Feb., June-Aug., Dec.	**Price-zone 2** EVT: March-May, Sept.-Nov.
second cover page	1/1	207	288	225	309	50,570.--	48,820.--	52,320.--
fourth cover page	1/1	207	288	225	309	50,570.--	48,820.--	52,320.--
Formats across the gutter								
second cover page and the thrid (opening spread)	2/1	431	288	450	309	101,130.--	97,630.--	104,630.--

*Plus 5mm trimming on each side

Discounts 2012 Volume	
as of 3 pages	3%
as of 6 pages	6%
as of 9 pages	10%
as of 12 pages	15%

Please take a look on our website for our technical details and general terms of business http://www.media-impact.de/

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BILD der FRAU: Ad Specials (I) 2012

	Loose Inserts		Bound Inserts		Tip ins			
Price per 1,000					Postcards/2-Page Printed Matter	Brochures	Product Samples	CD / DVD
Average-price (not bookable)								
a) for normal circulation without subscriptions	up to 20 g	EUR 60.--	up to 4 pages	EUR 55.--	EUR 32.--	up to 10 g	EUR 44.--	EUR 55.--
	up to 30 g	EUR 65.--	up to 8 pages	EUR 60.--		EUR 39.--		
	up to 40 g	EUR 70.--	up to 12 pages	EUR 65.--		up to 20 g		
	up to 50 g	EUR 75.--	up to 16 pages	EUR 70.--		EUR 45.--		
	higher weights upon request							
b) subscriptions *	up to 20 g	EUR 72.--	up to 4 pages	EUR 67.--	EUR 38.--	up to 10 g	EUR 50.--	EUR 67.--
	up to 30 g	EUR 83.--	up to 8 pages	EUR 78.--		EUR 45.--		
	up to 40 g	EUR 94.--	up to 12 pages	EUR 89.--		up to 20 g		
	up to 50 g	EUR 105.--	up to 16 pages	EUR 100.--		EUR 57.--		
	higher weights upon request							

Rates might increase if the quality of the insert impedes processing, thus causing additional cost

* including postal requirements

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BILD der FRAU: Ad Specials (II) 2012

	Loose Inserts		Bound Inserts		Tip ins			
Price per 1,000					Postcards/2-Page Printed Matter	Brochures	Product Samples	CD / DVD
Price-zone 1 EVT: Jan. - Feb., June - Aug., Dec.								
a) for normal circulation without subscriptions	up to 20 g	EUR 58.--	up to 4 pages	EUR 53.--	EUR 32.--	up to 10 g	EUR 44.--	EUR 55.--
	up to 30 g	EUR 63.--	up to 8 pages	EUR 58.--		EUR 39.--		
	up to 40 g	EUR 68.--	up to 12 pages	EUR 63.--		up to 20 g		
	up to 50 g	EUR 73.--	up to 16 pages	EUR 68.--		EUR 45.--		
	higher weights upon request							
b) subscriptions *	up to 20 g	EUR 70.--	up to 4 pages	EUR 65.--	EUR 38.--	up to 10 g	EUR 50.--	EUR 67.--
	up to 30 g	EUR 81.--	up to 8 pages	EUR 76.--		EUR 45.--		
	up to 40 g	EUR 92.--	up to 12 pages	EUR 87.--		up to 20 g		
	up to 50 g	EUR 103.--	up to 16 pages	EUR 98.--		EUR 57.--		
	higher weights upon request							

Rates might increase if the quality of the insert impedes processing, thus causing additional cost

* including postal requirements

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BILD der FRAU: Ad Specials (III) 2012

	Loose Inserts		Bound Inserts		Tip ins			
Price per 1,000					Postcards/2-Page Printed Matter	Brochures	Product Samples	CD / DVD
Price-zone 2 EVT: March - May, Sep. - Nov.								
a) for normal circulation without subscriptions	up to 20 g	EUR 62.--	up to 4 pages	EUR 57.--	EUR 32.--	up to 10 g	EUR 44.--	EUR 55.--
	up to 30 g	EUR 67.--	up to 8 pages	EUR 62.--		EUR 39.--		
	up to 40 g	EUR 72.--	up to 12 pages	EUR 67.--		up to 20 g		
	up to 50 g	EUR 77.--	up to 16 pages	EUR 72.--		EUR 45.--		
	higher weights upon request							
b) subscriptions *	up to 20 g	EUR 74.--	up to 4 pages	EUR 69.--	EUR 38.--	up to 10 g	EUR 50.--	EUR 67.--
	up to 30 g	EUR 85.--	up to 8 pages	EUR 80.--		EUR 45.--		
	up to 40 g	EUR 96.--	up to 12 pages	EUR 91.--		up to 20 g		
	up to 50 g	EUR 107.--	up to 16 pages	EUR 102.--		EUR 57.--		
	higher weights upon request							

Rates might increase if the quality of the insert impedes processing, thus causing additional cost

* including postal requirements

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BILD der FRAU: Ad Specials (IV) 2012

	Loose Inserts	Bound Inserts	Tip ins			
			Post cards/2-Page Printed Matter	Brochures	Product Samples	DVD/CD-ROM
Discounts	none					
Insertion possibilities	Total circulation Split runs feasible Minimun circulation: 50,000 copies (Loose Inserts, Bound Inserts), 100,000 copies (Tip ins)					
	The planned print run must be clarified prior to delivery - Phone: +49 (0) 40 347 23947					
Size						
Minimum	105 mm wide x 148 mm high		60 mm x 80 mm		depending on quality	-
Maximum	205 mm wide x 290 mm high Inserts featuring zigzag and 6 page window folds cannot be processed	Magazine size (225 x 309mm) The inserts are to be delivered untrimmed - 229/238 x 315 mm - as this size provides for 9 mm refold and cropping allowance. Please allow a distance of at least 8 mm from the trim for design features that must remain in tact. Other formats upon request.	200 x 210 mm	165 x 210 mm		-
Identification	-	Bound inserts that might not be recongnized as advertising matter due to their special design will have to be identified as such by adding the word "advertisement". Final arrangements upon sample presentation.	-	-	-	-

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BILD der FRAU: Ad Specials (V) 2012

	Loose Inserts	Bound Inserts	Tip ins			
			Post cards/2-Page Printed Matter	Brochures	Product Samples	DVD/CD-ROM
Right of postponement	When the date of publication is established, the publisher reserves the right of postponing split run orders in favour of insertions covering total circulation or larger split run units.		no right of postponement			
Samples	10 final copies should be sent to the publishers prior to first day of sale.	10 final copies should be sent to the publishers 8 weeks prior to first day of sale.	As far as brochures and product samples are concerned acceptance of the order depends on the successful execution of a trial run. For this purpose, it will be necessary that the client supplies approximately 500 actual samples in their original packaging, indicating the required postioning. Extra thick brochures and product samples must be positioned on the advertising page in such fashion that crosswise packing of the magazines is ensured. In case of extreme difficulties with brochure tip ins the rates for product samples will aply. In any event, it will be necessary that 10 samples are supplied at least 8 weeks prior to first day of sale, with indication of preferred positioning.			

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BILD der FRAU: Ad Specials (VI) 2012

	Loose Inserts	Bound Inserts	Tip ins			
			Post cards/2-Page Printed Matter	Brochures	Product Samples	DVD/CD-ROM
Paper Weight	-	4 page bound insert min: 80 g/m^2 as of 8 pages min: 60g/m^2	min: 115 g/m2	-	-	-
Positioning of the Advertisement						
Distance from the gutter	-	-	laterally variable 20-65 mm	laterally variable 20-65 mm	laterally variable 20-65 mm	laterally variable 45-65 mm
Distance from entire trim			At least 20 mm			
Minimum Size of the Master Advertisement			1/1 page			

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BILD der FRAU:

AS-women´s Combo 2012

Discount:	
Volume	
as of 3 pages	3%
as of 6 pages	6%
as of 9 pages	10%
as of 12 pages	15%

Reaching 6,39 mill. women with only two magazines: the AS-women´s Combo consisting of BILD der FRAU and FRAU von HEUTE offers a huge potential of women (ma 2011 II), searching of its kind. A strong double. With the AS women´s Combo, you receive a 25% discount on FRAU von HEUTE.

Terms

To receive the discount, both magazines have to be booked for the exact same advertisement regarding content, size, colour, etc. The publishing dates of the ads should be within two weeks. If you already have a volume discount with either of the publications, the AS-women´s Combo will increase your volume discount. However, the AS-women´s Combo can not be discounted.

For individual formats and due dates/publication please refer to each title.

Format	Price (€)		
1c - 4c, b/w	Average-price	Price-zone 1 EVT: Jan.-Feb., June-Aug., Dec	Price-zone 2 EVT: March-May, Sept.-Nov
1/1	57,200.--	55,200.--	59,200.--
3/4	48,590.--	46,910.--	50,270.--
1/2	38,890.--	37,520.--	40,260.--
1/3	31,830.--	30,750.--	32,910.--
1/4	22,870.--	22,090.--	23,650.--
Formats across the gutter			
2/1	114,400.--	110,400.--	118,400.--
2 x 1/2	57,200.--	55,200.--	59,200.--
1/1 page inside from cover or outside back over			
second or fourth cover page	61,760.--	59,620.--	63,900.--
second cover page and the third (opening spread)	123,490.--	119,230.--	127,750.--

1/3 = special advertising format; limited numbers per edition

Due to restrictions on possible positions for fractional advertisements, we can only accept positional requests conditionally.
This applies to both the section as well as right/ left-hand positions.
Fractional advertisements may be coupled with other advertisements.

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BILD der FRAU:

AS-women´s Combo Plus 2012

Discount:	
Volume	
as of 3 pages	3%
as of 6 pages	6%
as of 9 pages	10%
as of 12 pages	15%

Reaching 7,08 mill. women with three magazines: the AS-women´s Combo Plus consisting of BILD der FRAU, FRAU von HEUTE and FUNK UHR offers a huge potential of women (ma 2011 II), searching of its kind. With the AS women´s Combo Plus, you receive a 25% discount on FRAU von HEUTE, and a 40% discount on FUNK UHR.

Terms

To receive the discount, these three magazines have to be booked for the exact same advertisement regarding content, size, colour, etc. The publishing dates of the ads should be within two weeks. If you already have a volume discount with either of the publications, the AS-women´s Combo Plus will increase your volume discount. However, the AS-women´s Combo Plus can not be discounted.

For individual formats and due dates/publication please refer to each title.

Format	Price (€)		
1c - 4c, b/w	Average-price	Price-zone 1 EVT: Jan.-Feb., June-Aug., Dec	Price-zone 2 EVT: March-May, Sept.-Nov
1/1	73,900.--	71,400.--	76,400.--
3/4	62,780.--	60,680.--	64,880.--
1/2	49,800.--	48,130.--	51,470.--
1/3	40,570.--	39,240.--	41,900.--
1/4	28,690.--	27,750.--	29,630.--
Formats across the gutter			
2/1	147,800.--	142,800.--	152,800.--
2 x 1/2	74,160.--	71,680.--	76,640.--
1/1 page inside from cover or outside back over			
second or fourth cover page	78,460.--	75,820.--	81,100.--
second cover page and the third (opening spread)	156,910.--	151,630.--	162,190.--

1/3 = special advertising format; limited numbers per edition

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This applies to both the section as well as right/ left-hand positions.
Fractional advertisements may be coupled with other advertisements.

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BILD der FRAU:

AS-women´s Tandem 2012

AS FRAUEN TANDEM

FUNK UHR · BILD DER FRAU

Reaching 6,54 mill. women with only two magazines: the AS-women´s Tandem consisting of BILD der FRAU and FUNK UHR offers a huge potential of women (ma 2011 II), searching of its kind. A strong double. With the AS women´s Tandem, you receive a 40% discount on FUNK UHR.

Terms

To receive the discount, both magazines have to be booked for the exact same advertisement regarding content, size, colour, etc. The publishing dates of the ads should be within two weeks. If you already have a volume discount with either of the publications, the AS-women´s Tandem will increase your volume discount. However, the AS-women´s Tandem can not be discounted.

For individual formats and due dates/publication please refer to each title.

Discount:	
Volume	
as of 3 pages	3%
as of 6 pages	6%
as of 9 pages	10%
as of 12 pages	15%

Format	Price (€)		
1c - 4c, b/w	Average-price	Price-zone 1 EVT: Jan.-Feb., June-Aug., Dec	Price-zone 2 EVT: March-May, Sept.-Nov
1/1	62,700.--	60,600.--	64,800.--
3/4	53,265.--	51,490.--	55,040.--
1/2	42,190.--	40,770.--	43,610.--
1/3	34,325.--	33,200.--	35,450.--
1/4	24,215.--	23,420.--	25,010.--
Formats across the gutter			
2/1	125,400.--	121,200.--	129,600.--
2 x 1/2	62,980.--	60,880.--	65,080.--
1/1 page inside from cover or outside back over			
second or fourth cover page	67,280.--	65,020.--	69,540.--
second cover page and the third (opening spread)	134,550.--	130,030.--	139,070.--

1/3 = special advertising format; limited numbers per edition

Due to restrictions on possible positions for fractional advertisements, we can only accept positional requests conditionally.
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BILD der FRAU: Schedule 2012

Price-zone 1 | Price-zone 2

No.	First day of sale	cw	Ad closing, copy and cancellation deadline	Ad Special cancellation deadline
2	06.01.12	1	07.12.11	25.11.11
3	13.01.12	2	14.12.11	02.12.11
4	20.01.12	3	21.12.11	09.12.11
5	27.01.12	4	02.01.12	16.12.11
6	03.02.12	5	09.01.12	23.12.11
7	10.02.12	6	16.01.12	30.12.11
8	17.02.12	7	23.01.12	06.01.12
9	24.02.12	8	30.01.12	13.01.12
10	02.03.12	9	06.02.12	20.01.12
11	09.03.12	10	13.02.12	27.01.12
12	16.03.12	11	20.02.12	03.02.12
13	23.03.12	12	27.02.12	10.02.12
14	30.03.12	13	05.03.12	17.02.12
15	05.04.12	14	09.03.12	23.02.12
16	13.04.12	15	16.03.12	02.03.12
17	20.04.12	16	23.03.12	09.03.12
18	27.04.12	17	30.03.12	16.03.12
19	04.05.12	18	05.04.12	23.03.12
20	11.05.12	19	13.04.12	30.03.12
21	18.05.12	20	19.04.12	05.04.12
22	25.05.12	21	26.04.12	13.04.12
23	01.06.12	22	02.05.12	20.04.12
24	08.06.12	23	09.05.12	27.04.12
25	15.06.12	24	16.05.12	04.05.12
26	22.06.12	25	25.05.12	11.05.12
27	29.06.12	26	04.06.12	18.05.12

No.	First day of sale	cw	Ad closing, copy and cancellation deadline	Ad Special cancellation deadline
28	06.07.12	27	11.06.12	25.05.12
29	13.07.12	28	18.06.12	01.06.12
30	20.07.12	29	25.06.12	08.06.12
31	27.07.12	30	02.07.12	15.06.12
32	03.08.12	31	09.07.12	22.06.12
33	10.08.12	32	16.07.12	29.06.12
34	17.08.12	33	23.07.12	06.07.12
35	24.08.12	34	30.07.12	13.07.12
36	31.08.12	35	06.08.12	20.07.12
37	07.09.12	36	13.08.12	27.07.12
38	14.09.12	37	20.08.12	03.08.12
39	21.09.12	38	27.08.12	10.08.12
40	28.09.12	39	03.09.12	17.08.12
41	05.10.12	40	07.09.12	24.08.12
42	12.10.12	41	14.09.12	31.08.12
43	19.10.12	42	21.09.12	07.09.12
44	26.10.12	43	28.09.12	14.09.12
45	02.11.12	44	08.10.12	21.09.12
46	09.11.12	45	15.10.12	28.09.12
47	16.11.12	46	22.10.12	05.10.12
48	23.11.12	47	29.10.12	12.10.12
49	30.11.12	48	05.11.12	19.10.12
50	07.12.12	49	12.11.12	26.10.12
51	14.12.12	50	19.11.12	02.11.12
52	20.12.12	51	23.11.12	08.11.12
1/13	28.12.12	52	28.11.12	16.11.12

Reservations of advertisements and related products are valid for four weeks – after that time, but no later than the advertisement deadline, an order has priority. For existing reservations, the reserving company has the prerogative to make a decision within 48 hours.

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BILD der FRAU: Specials 2012

This magazine provides expert ideas and advice for all those interested in cooking and baking – from beginners to experienced hobby cooks. It not only offers a wealth of new recipes with useful tips and tricks, but also supports the reader in planning her day-to-day cooking and helps her to feed her family in a healthy way. One new feature is the wellness cuisine with background information and recipes.

Further focuses:
- Delicious regional and international cuisine
- Baking & desserts
- Ideas for guests and parties with recipes and decoration tips

BILD der FRAU-*Gut kochen & backen* is a colourful mixture of magazine sections, generous visuals and double pages packed with useful information.

Frequency: Six times a year

Copy price: € 1.80

net paid circulation: 129,843 *

1/1 4c: € 12,800.-

1/2 4c: € 8,710.-

1/4 4c: € 5,120.-

No.	First day of sale	Ad closing	Copy deadline
1	06.01.2012	02.12.2011	09.12.2011
2	02.03.2012	31.01.2012	07.02.2012
3	04.05.2012	02.04.2012	10.04.2012
4	06.07.2012	05.06.2012	12.06.2012
5	31.08.2012	31.07.2012	07.08.2012
6	26.10.2012	25.09.2012	02.10.2012

* Ø IV/2010 – III/2011 IVW

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BILD der FRAU: Specials 2012

This magazine is aimed at all those women who want to do something for themselves and are interested in wellness trends, fitness and health. In addition, there are lots of beauty tips, new diet programs and travel information.

Topic focuses:
- Beauty
- Relaxing
- Slimming tips and recipes
- Health with the alternative medicine chest to collect
- Fitness with brain jogging

BILD der FRAU-*Schlank & fit* is a colourful mixture of topics on all areas of health and wellness – with generous visuals comprising magazine sections and content-packed double pages.

Frequency: Six times a year

Copy price: € 1.95

net paid circulation: 158,780 *

1/1 4c: € 14,850.-

1/2 4c: € 10,100.-

1/4 4c: € 5,940.-

No.	First day of sale	Ad closing	Copy deadline
1	27.01.2012	27.12.2011	03.01.2012
2	05.04.2012	05.03.2012	12.03.2012
3	08.06.2012	07.05.2012	14.05.2012
4	10.08.2012	10.07.2012	17.07.2012
5	05.10.2012	03.09.2012	10.09.2012
6	30.11.2012	30.10.2012	06.11.2012

* Ø IV/2010 – III/2011 IVW

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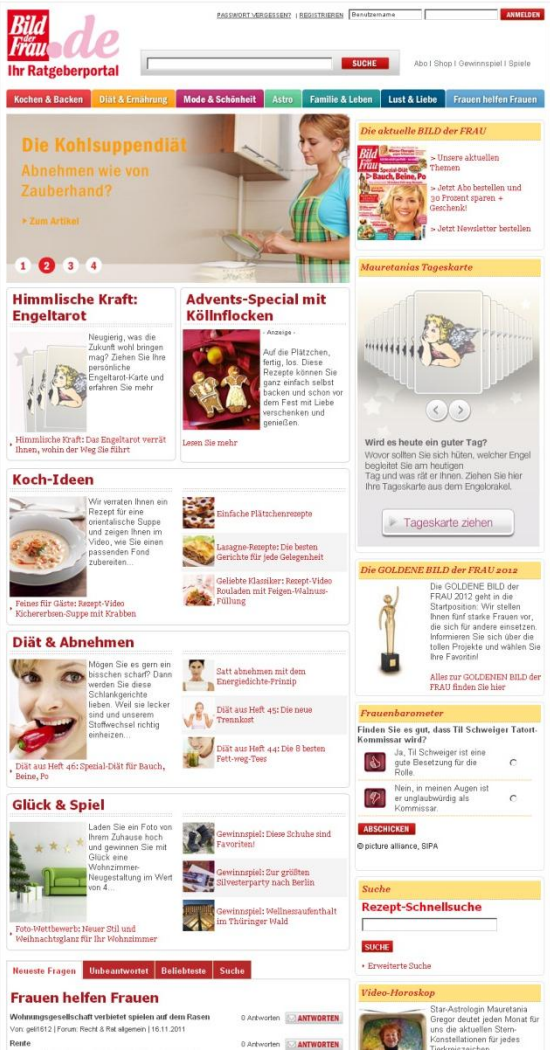
bildderfrau.de



bildderfrau.de presents
Germany´s largest women´s magazine online

Main topics are diet & food, cooking & baking, and fashion & beauty. bildderfrau.de extends the contents of the magazine through background information and interactive elements like surveys or selftests.

The focus is on part taking. The users may set up their own recipes or collect the favorites to create their own personal cookbook. Additionally, there is a database of 30,000 recipes to check out.

The community offers the great possibility to correspond directly with other users for exchange of experiences.

Individual possibilities for integration

- **advertorial**: we integrate your texts and pictures in one or more microsites
- **topic special**: our editorial team creates a comprehensive special (including microsites)
- **product test**: our users test and evaluate your product
- **sweepstake**: you consider an attractive price and may anchor your brand in the user`s mind in a playful way

Promotion media - prices and formats at: axelspringer-mediapilot.de

Performance data bildderfrau.de
page impressions: 5,389,943 **visits:** 650,023 (IVW october 2011)

Your contact person for further information: Michael Ittner / Head of Sales
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