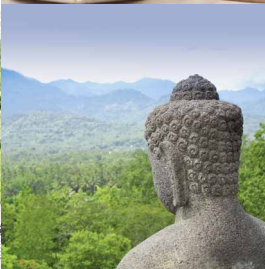


active & young

ageless good life



MEDIA DATA 2011

Price list No. 1 | valid from 01/07/2011

active&young is a magazine for people in the second part of their life who stayed young and active. It is marked by a creative presentation and target group oriented topics with a high informative value. Thanks to the specific type of distribution you can reach over 3 million reader contacts per issue!

More than 40% of the German population are part of the group of the Best Agers of 50 years and above ¹⁾. They have an annual spending capacity of about 100 billion Euros.

An active and spend-happy generation, young in mind and successfully addressed by active&young. There is more money available to purchase and freely create their lives. According to Professor Doctor Horst W. Opaschowski not only dream boats and dream voyages are in the centre of interest but also mental fitness, social contacts and material security ²⁾.

Topic contents

Leisure and holidays create a new awareness of life, health and well being become more and more important, house and flat are redesigned and the approaching retirement is prepared financially.

Qualified information, interesting reports, exclusive interviews and specific articles create a varied and captivating mixture for the readers. **active&young** focuses on a vital health, communicates style and a positive attitude towards life.

With important topics of interest **active&young** covers all aspects of life of people in the second half of their lives:

- Health & Wellness
- Food & Fitness
- Beauty & Style
- Travel & Culture
- House & Garden
- Financial & Insurance tips
- Multimedia & Technology

1) Source: GfK Statistics 2011

2) Source: BAT study concerning questions about the future, 2008

	Health & Wellness	Food & Fitness	Beauty & Style	Travel & Culture	House & Garden	Financial & Insurance tips	Multimedia & Technology
No 1/2012 March / April	<ul style="list-style-type: none"> • Osteoporosis • Joint replacements • Medical wellness 	<ul style="list-style-type: none"> • Fit & vital – delicious spring recipies • The wonders of moving 	<ul style="list-style-type: none"> • Exclusive interview • Timeless beauty – Care for your face 	<ul style="list-style-type: none"> • Travel trends • Short trips in spring • Cruises and river cruises for globetrotters 	<ul style="list-style-type: none"> • Wellness – Oasis at home • Spring in the garden 	<ul style="list-style-type: none"> • Placements in troubled times 	<ul style="list-style-type: none"> • Ipad in comparison
No 2/2012 June / July	<ul style="list-style-type: none"> • Diabetes (patient report) • Joint replacement – best available technology • Wellness for the senses 	<ul style="list-style-type: none"> • Delicious recipies for diabetes • Running sports 	<ul style="list-style-type: none"> • Exclusive interview with Mrs. Ludwig • Sun protection • Foot care 	<ul style="list-style-type: none"> • The most beautiful cycle tracks • The call of adventure: long haul travel • Musical summer 	<ul style="list-style-type: none"> • Comfort at home • Gardeners' paradise 	<ul style="list-style-type: none"> • Health insurance for 50+ of years 	<ul style="list-style-type: none"> • Facebook – Stay in contact
No 3/2012 Sept. / Oct.	<ul style="list-style-type: none"> • Optimists live longer • Stroke • Asian healing powers 	<ul style="list-style-type: none"> • Beetroot a nearly forgotten tuber with healing powers • Fitness centres 	<ul style="list-style-type: none"> • Exclusive interview • Beautiful hair 	<ul style="list-style-type: none"> • Winter jewels • Cultural city tours to replenish 	<ul style="list-style-type: none"> • Housing trends • Wall and floor 	<ul style="list-style-type: none"> • Green placements 	<ul style="list-style-type: none"> • Twitter – When does it make sense? • Home entertainment
No 4/2012 Dec. / Jan.	<ul style="list-style-type: none"> • Flu protection • Healthy sleep • Hypertension 	<ul style="list-style-type: none"> • Bio cooking • Sport for all ages 	<ul style="list-style-type: none"> • Exclusive interview • Beautiful in any age 	<ul style="list-style-type: none"> • Holidays to feel good – wellness trips • Tips for New Years Eve 	<ul style="list-style-type: none"> • Colour and room 	<ul style="list-style-type: none"> • Real estate 	<ul style="list-style-type: none"> • Internet – new ways to friends from school • Photography

Edition:	58.000
Distributed issues:	50.000
Frequency:	quarterly
Distribution:	all over Germany in chosen doctor's offices, with only one contact per day you'll reach over 3 million readers
Magazine format:	210 mm wide x 280 mm high
Type area:	175 mm wide x 240 mm high
Print technique:	Offset Print
Colours:	Euroskala
Processing:	Saddle stitch

Readers: **active&young** addresses an economically well situated target group with high demands marked by a high level of quality of life.

Topics plan: The topics of each issue you'll find at www.aktiv-jung.com



Ad rates, 4c

2/1 page	14.400,00 €
1/1 page	7.200,00 €
1/2 page	3.600,00 €
1/3 page	2.400,00 €
1/4 page	1.800,00 €
1/8 page	900,00 €

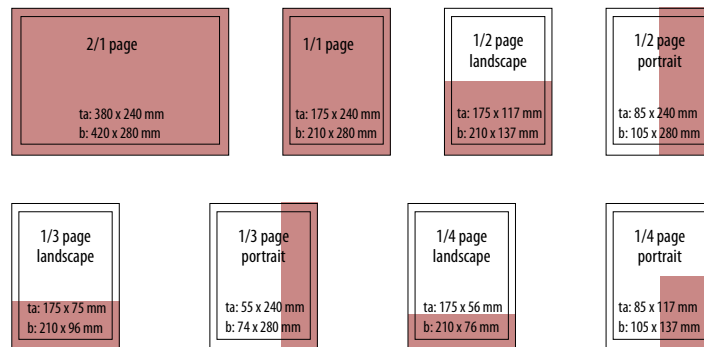
Special placing

U2	7.500,00 €
U3	7.500,00 €
U4	7.800,00 €

Discount

For 2 ads	5%
4 ads and more	10%
6 ads and more	15%

Advertisement formats



t: Format in type area | b: Format in bleed

Add 5mm on all sides for formats in bleed!

Special advertisements

- Supplements, inserts and post cards on supporting ad on demand
- Other special formats on demand
- Advertorials 10% supplement, designed by the publisher

General Conditions for Advertisements and Promotional Material in Magazines

1. „Advertisement order“ in the sense of the general agreement conditions as quoted in the following shall be understood as a contract about the publication of one or several advertisements of the advertiser or other parties who place advertisements in a printed publication for the purpose of its distribution.

2. Signing the order form, the customer places the official advertising order for the issues quoted on the back. Within 7 workdays the customer shall be entitled to withdraw or alter the order without having to give reasons for doing so. There will be no expenses incurred for alterations or cancellation during this period. Cancellations and severe alterations must be supplied to the publishers by fax or registered letter. After this period, insofar as the work-contract conditions shall apply to the contract closed, the customer shall not be entitled to cancel the agreement.

3. Advertisement orders must be performed within the period as required for granting a discount. Should an order not be executed due to circumstances beyond the control of the publishers, then, aside from any other obligations or titles, the customer shall have no right to claim a discount for an order placed. Should the discount already have been granted, it must be reimbursed.

4. There is no guarantee for publishing specific orders in certain issues or in certain spots of the publication, unless the customer expressly states that the validity of the order shall depend on such regulations and provided the publishers agreed to this arrangement.

5. Advertisements which cannot be identified as such due to their layout and design may be altered respectively by the publishers.

6. The publishers reserve the right to reject on the basis of uniform, objective and well-founded reasons, any advertisement, also individual ones placed in larger bulk, because of contents, origin or technical form.

7. The customer shall be deemed fully responsible for the contents of the advertisement. The publisher shall be held harmless in this respect from any claims of third parties especially referring to copyright or competitive rights. The publishers are under no obligation whatsoever to check orders or advertisements for infringements on the rights of third parties.

8. Orders for special leaflets or brochures to be inserted in the publications are only binding after the publishers have been issued with a sample of said material and have officially accepted and authorised said sample. No material to be attached into the magazine will be accepted if the readers will not be able to identify said material as separate publication or if such material contains advertisements by other parties.

9. The customer is responsible for delivering the material to be enclosed or copy texts and perfect copies for printing in time. The publishers will immediately demand replacement for any unsuitable or damaged copies handed in. The publishers guarantee perfect representation of the advertisement to the best possibilities of the printing technique employed.

10. In case of completely or partly illegible, incorrect or incomplete printing of the copies, the customer shall be entitled to claim a reduction or the publication of a perfect advertisement, but only to such an extent as the original purpose of the advertisement has been effected. Should the publishers fail to meet this obligation within the period fixed for this, or should the compensatory advertisement again be imperfect, then the customer shall be entitled to reduce payment or cancel the order. Hereby any compensation for non-fulfilment of claims, breaches of contract are expressly excluded, also if orders are placed by phone. Any compensation for impossibility of performance or for delays shall be limited to reasonably to be expected damages and limited to the price paid for publication of said leaflet, brochure or advertisement. The publishers' liability for damages incurred due to failure to produce promised features shall not be effected by this. In general business the publishers shall not be liable either for gross negligence of third parties involved, in all other cases the gross negligence shall be limited on reasonably to be expected damages up to the absolute limit of the price to be paid for said advertisement. In case of slight negligence of consequential damage, subsequent damage and loss of profit incurred there will be no liability.

11. Unless in case of obvious failure, any complaints must be made within two weeks from publication of the advertisement by registered letter. In case of advertisements which have been placed via telephone, or in case of alterations or cancellations having been thus communicated, the publishers will not be liable. Should any errors or imperfections not be immediately recognisable in the copies provided by the customer, so that these will become evident only in the course of printing, then the customer shall not hold any title in case of insufficient printing results. In case of force majeure any obligations for fulfilling orders or for claiming recompense shall be null and void. In particular there shall be no recompense for advertisements which were not published in time or not at all. The customer alone shall be responsible for the contents and legality of the texts and pictures provided for copy. The customer shall hold the publishers harmless from any claims of third parties arising from executing the order, even if it was suspended. The publishers shall not be obliged to check orders and advertisements for infringements on the rights of third parties. If suspended advertisements appear, the customer shall not be entitled to any claims against the publishers from this.

12. Proof prints will only be provided if expressly demanded. The customer shall be responsible for the correctness of such proof copies returned. Should the customer fail to send back a proof copy within the set time frame, then this shall be seen as release for printing.

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13. Terms of payment: immediately net after receipt of bill. All prices quoted are net prices, to these to be added the value added and any other tax as valid at the time of performance. In case of delayed payment the publishers shall have the right to suspend any current order until payment has been effected, and they may also demand payment in advance for any other advertisement. In case of realistic doubts about the liquidity of the customer, the publisher shall be entitled, also during the period of an advertising agreement, before publishing any further advertisements, not being any longer bound to previously agreed on dates of payment, to claim payment in advance and immediate settlement of any open bills.

14. The publishers will supply a proof of the advertisement together with the bill if expressly requested. Depending on kind and scope of advertisement order, cut-outs, sample pages or complete issues may be supplied. Should requested proof copies no longer be available, the publishers may supply instead a legally binding statement on having published the advertisement in question.

15. The advertising agency contracted by the publishers shall not be entitled to accept any payment, unless issued with a written authorisation by the publishers to do so. In case of doubt we recommend contacting the publishers by phone.

16. In case of reduced circulation for orders referring to several advertisements, the price agreed on may only be reduced if the total average of the advertising year counted from the first publication of the advertisement the average circulation mentioned in the price list or otherwise or not mentioned at all, is not achieved or in case of no circulation being mentioned, the average circulation sold (in case of trade or specific publications, if applicable, the average of the actually sold circulation) of the previous calendar year is not achieved. A reduced circulation shall only be reason to claim price reduction if it amounts to more than 20%. Beyond this, claiming price reductions shall be waived in case of annual audits, if the publishers informed the customer in time about reduced circulation, so that said customer would have had the opportunity to cancel the agreement in question before publication of the advertisement.

17. The agency discount shall amount to 15%. Additional discount in case of sequential advertising is not possible. Collective advertising requires expressive authorisation by the publisher or advertising agency respectively.

18. The obligation to store printing copies for reference shall end three months after publication of any advertisement, unless other agreements have been made. Any copy material will be returned if required only.

19. Unless specific size fonts are specified, the actual printed size as usual for the respective kind of advertisement shall be billed.

20. Data protection: Based on the currently applicable regulations and statutes for data protection we point out that our general terms of business require storing customers' and suppliers' data by electronic data processing systems.

21. Place of fulfilment shall be Zurich/ Switzerland. Place of legislation, unless other legal regulations apply, shall be Zurich/ Switzerland. Should the place of residence or usual residence of the customer be unknown at the time any court procedures are started, or should the customer move the usual place of residence from the area where the respective legislation applies, after closing the contract, then the site of the publishers' shall serve as place of legislation.

22. The contract shall be subjected to the laws of Switzerland. Should any regulation herein be invalid or void, or become so, then this shall not effect the validity of any other statement herein.

23. If any of the regulations are or become invalid, this shall not affect the validity of the remaining terms.

HILDEN AG, CH Zürich (Version 01/2004)

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CONTACT



Sales prices:

single issue 2,80 €

E-Magazine:

free of charge and accessible world-wide under: www.aktiv-jung.com

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