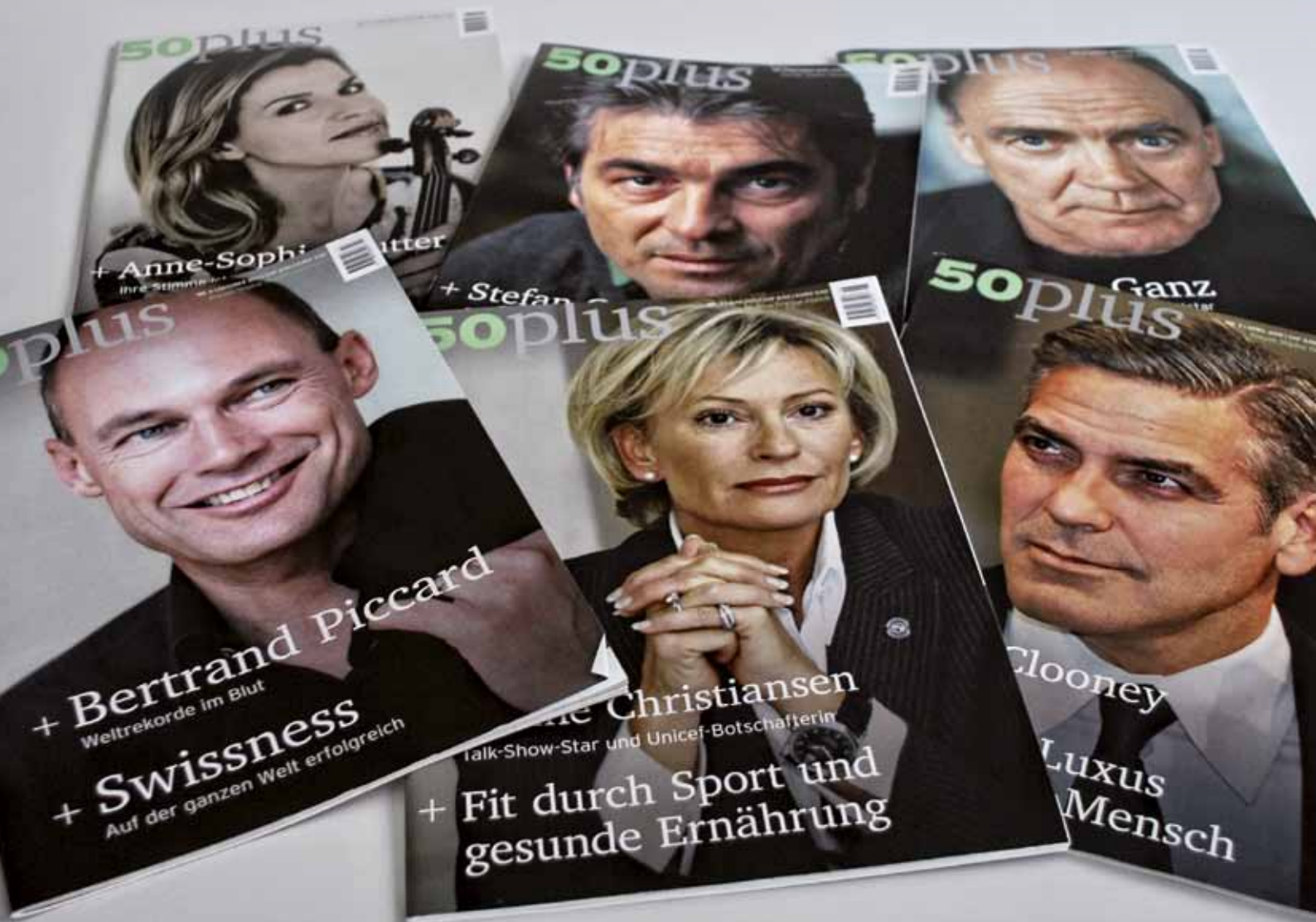


Consumer Magazine

50plus

Media Documentation 2012

Quality and positive
entertainment
for 350 000 readers



Positive, ambitious, inspiring

Characteristics

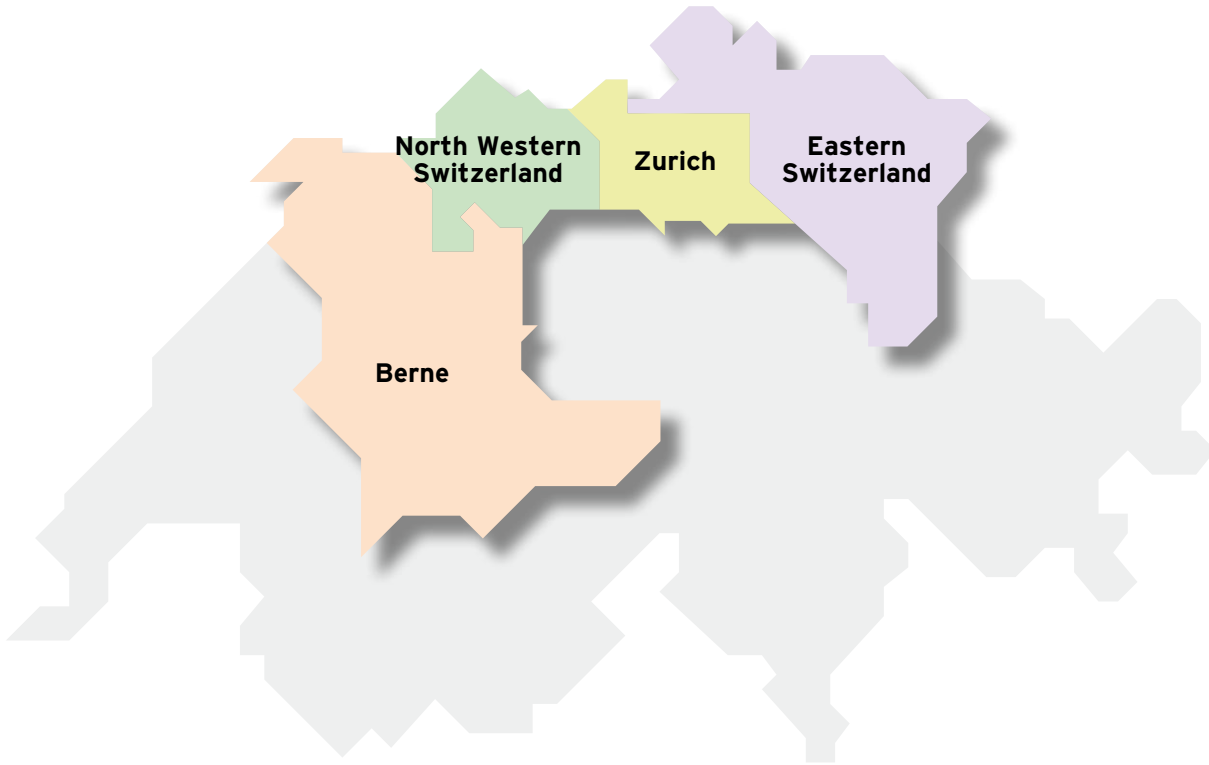
Positioning	The positive consumer magazine for quality-conscious, active people
Claim	Content meets the zeitgeist and the interests of a major part of the active population older than 50
Focus	Readers between 50 and 65
Philosophy of content	Positive information and entertainment Inspiration for active recreational activities The bright sides of life Exciting social topics Politically neutral No room for negative sensationalist journalism (yellow press).
Cover portrait	Personalities with international renown and achievements (it is not sufficient to be prominent)
Frequency of publication	By-monthly first published on February 1, 2003



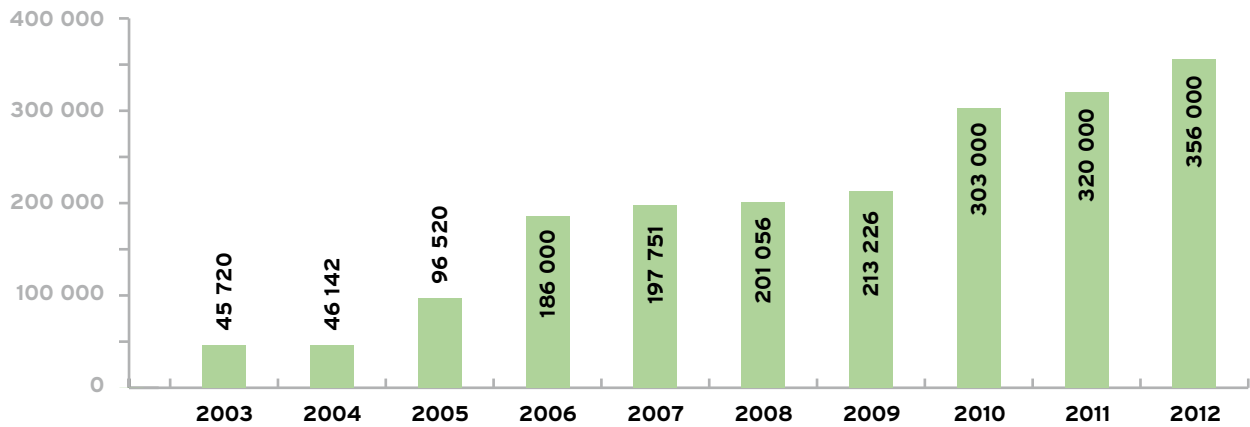
Quality requirements

Editorial office	Recognized authors and opinion leaders
Distribution	Personally addressed dispatch by mail and display in general practitioners' offices
Geographical coverage	The four most important economic regions of the German speaking part of Switzerland (North Western Switzerland, Zurich, Berne, Eastern Switzerland)
Four partial circulations	Increased identification owing to the regional reference. Every issue has a section referring to the region, among other things announcement of highlights in the culture and sports sections.
Printing, paper	Sheet fed offset printing for advanced printing quality, high-quality paper
Advertisements	Positive editorial environment Smallest advertisement format is 1/2 a page Eye-catching (does not drown in a sea of small ads) High-quality reading Multiple readers per issue (bi-monthly publication) Limited number of supplements (if desired exclusive booking of the supplement is possible) Flexible with regard to implementing ad specials
Price / Benefit	Qualitative high-value contacts Price per 1000 readers = CHF 39.35

Strong distribution growing readership

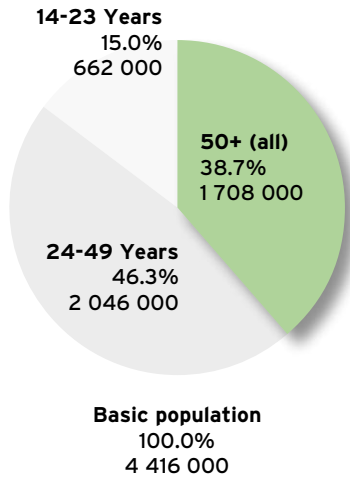


Development of the number of readers 2003-2012

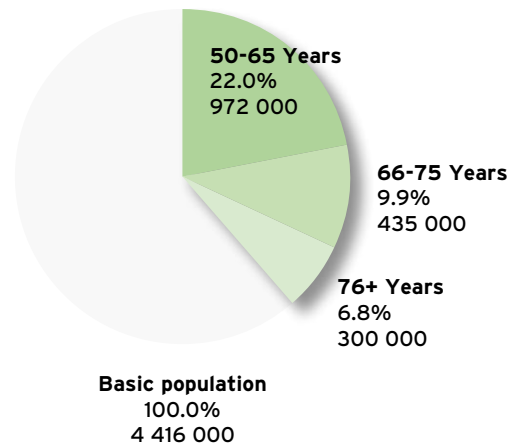


Key data German language groups

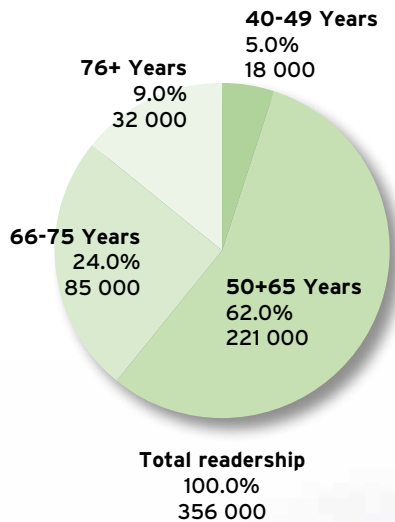
Age pattern basic population G-CH
Source: MACH 2011-2



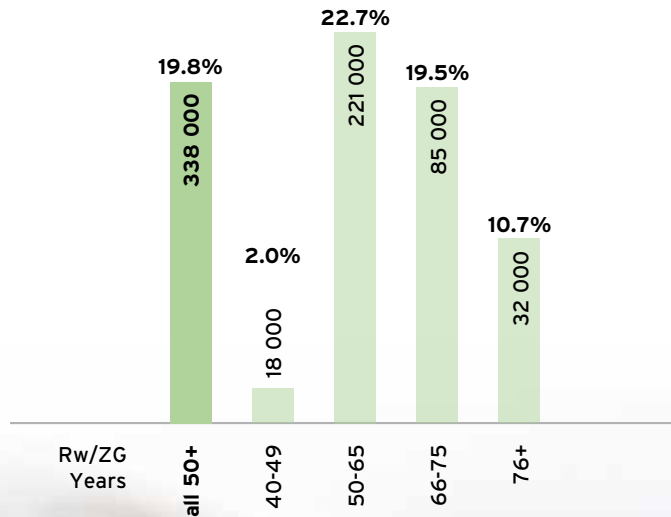
Resident population 50 years and older with respect to basic population G-CH
Source: MACH 2011-2



Age pattern of 50plus readership



Reach within target group (TG) 50plus



Circulation, distribution

Total edition

Total circulation *		106 716
Distribution by personally addressed single dispatch		102 666
WEMF-certified	85 632	
General Practitioners (GPs) with office	11 671	
Publisher's addresses	5 363	
Distribution remaining issues		4 050
Events Forum 50plus, congresses etc.	1 650	
Specimen copies, organizers of cultural events, advertisers	2 400	

Distribution

50plus North Western Switzerland		27 285
Distribution by personally addressed single dispatch		26 435
WEMF-certified	22 616	
General Practitioners (GPs) with office	2 841	
Publisher's addresses	978	
Distribution remaining issues		850
Specimen copies, organizers of cultural events, advertisers	850	

50plus Zurich		29 348
Distribution by personally addressed single dispatch		26 948
WEMF-certified	23 086	
General Practitioners (GPs) with office	3 084	
Publisher's addresses	778	
Distribution remaining issues		2 400
Events Forum 50plus, congresses etc.	1 650	
Specimen copies, organizers of cultural events, advertisers	750	

50plus Berne		25 274
Distribution by personally addressed single dispatch		24 874
WEMF-certified	20 096	
General Practitioners (GPs) with office	2 924	
Publisher's addresses	1 854	
Distribution remaining issues		400
Specimen copies, organizers of cultural events, advertisers	400	

50plus Eastern Switzerland		24 809
Distribution by personally addressed single dispatch		24 409
WEMF-certified	19 834	
General Practitioners (GPs) with office	2 822	
Publisher's addresses	1 753	
Distribution remaining issues		400
Specimen copies, organizers of cultural events, advertisers	400	

(*) As compared to:
 Total circulation 2010: 92 662
 Total circulation 2011: 98 030

In general

Strong population group Persons over 50 years

German speaking part of Switzerland = 1 708 000 (Mach Basic 2011-2)

as compared to: Persons aged 25 to 49 years = 2 046 000

Assets / buying power 70 to 80 percent of all private assets in Switzerland belong to women and men over 50.

Zurich per example: Taxed private assets amount to 247 billion, whereof 205 billion (83 %) belong to women and men that are older than 50 years. Real estate abroad not taken into account (Source: Statistisches Amt des Kantons Zürich)

Characteristics Quality-conscious, sportive, active, strongly connected to Switzerland (Swissness counts), high buying power.

Compared to the previous generation:

Adventurous, open to the new, eager to experiment, wealthier, healthier, more curious, increased mobility, better educated, elevated health-consciousness, appreciative consumption, doing themselves well, spend money without feeling guilty (Spending your Kids Inheritance / SKI-Club), environmentally aware (Lifestyle of Health and Sustainability / LOHAS).

Contemporary witnesses Music

Madonna (54), Rolling Stones (Mike Jagger, 65), AC/DC (Malcolm Young, (59), David Bowie (65), Sex Pistols (Johnny Rotten, 56), Grace Jones (62), Tina Turner (73), Placido Domingo (71)

Mode

Vivian Westwood (62), Anna Wintour (63) Giorgio Armani (78), Tommy Hilfiger (61), Karl Lagerfeld (79)

TV/Film

Thomas Gottschalk (62), Oprah Winfrey (58), Wim Wenders (67), Woody Allen (77), Arnold Schwarzenegger (65), Sophia Lauren (78), Hannelore Elsner (70), Senta Berger (71), Arthur Cohn (85)

Sport

Sepp Blatter (76), Franz Beckenbauer (67), Bernhard Russi (64), Peter Sauber (69)

Results of the reader poll*

Structure of readers and relevant characteristics	2011		2012	
Readers				
Per issue	3.36		3.46	
Readers in numbers	320 000		356 000	
Sex				
Male	166 000	52 %	182 000	51 %
Female	154 000	48 %	174 000	49 %
Age				
40-49	16 000	5 %	18 000	5 %
50-65	179 000	56 %	221 000	62 %
66-75	80 000	25 %	85 000	24 %
76+	45 000	14 %	32 000	9 %
Residence				
Urban	128 000	40 %	139 000	39 %
Urban agglomeration	128 000	40 %	139 000	39 %
Rural	64 000	20 %	78 000	22 %
Persons per household				
One person households	96 000	30 %	103 000	29 %
Multi person households	224 000	70 %	253 000	71 %
How do you like «50plus»?				
Very well	118 000	37 %	149 000	42 %
Well	167 000	52 %	178 000	50 %
Medium	29 000	9 %	25 000	7 %
Less	6 000	2 %	4 000	1 %
Housing situation				
Private residential building without garden	128 000	40 %	132 000	37 %
Private residential building with garden	55 000	17 %	82 000	23 %
Rental apartment without garden	118 000	37 %	110 000	31 %
Rental apartment with garden	19 000	6 %	32 000	9 %
Educational background				
University, advanced technical college	131 000	41 %	135 000	38 %
General qualification for university entrance	32 000	10 %	46 000	13 %
Vocational training	157 000	49 %	175 000	49 %
Working				
Full time	–	–	107 000	30 %
Part time	–	–	68 000	19 %
Not working	–	–	181 000	51 %
Monthly gross income per person (**)				
CHF 4000-7999	125 000	39 %	142 000	40 %
CHF 8000 and more	86 000	27 %	107 000	30 %
No information	109 000	34 %	107 000	30 %

(*) Survey and analysis (2011 and 2009): Campus Institute of Educational Management, Basel
 Responsible: Prof. Dr. Thomas Bürgi (Fachhochschule Nordwestschweiz)
 2009: 641 informants; 2011: 847 informants

(**) Income through asset consumption was not taken into account.

Structure of readers and relevant characteristics

2011

2012

Car owner

Yes	240 000	75 %	274 000	77 %
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Travels abroad per year

1x	99 000	31 %	107 000	30 %
2x	93 000	29 %	114 000	32 %
3x	58 000	18 %	75 000	21 %
4x	70 000	22 %	60 000	17 %

Domestic animal

Yes	93 000	29 %	107 000	30 %
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Internet usage

Yes	266 000	83 %	310 000	87 %
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Social networks usage

Facebook	–	–	78 000	22 %
Twitter	–	–	32 000	9 %

Telephony usage

Mobile phone	285 000	89 %	331 000	93 %
Skype	–	–	107 000	30 %

Readers have a strong interest in:

Travels / distant countries	256 000	80 %	292 000	82 %
Travels within Switzerland	245 000	78 %	295 000	83 %
Cruises	93 000	29 %	107 000	30 %
Cars / car trends	98 000	30 %	107 000	30 %
Internet und mobile telephony	170 000	53 %	185 000	52 %
Research / science	–	–	263 000	74 %
Health / medicine	250 000	78 %	295 000	83 %
Balanced healthy diet	–	–	278 000	78 %
Sports / wellness	192 000	60 %	199 000	56 %
Cosmetics / personal hygiene	150 000	47 %	174 000	49 %
Economy	195 000	61 %	220 000	62 %
Stock market / investments	150 000	47 %	174 000	49 %
Retirement provisions	182 000	57 %	239 000	67 %
Property market / real estate	90 000	28 %	110 000	31 %
Living / furnishing / furniture	150 000	47 %	199 000	56 %
Culture / theater / art	227 000	71 %	270 000	76 %
Literature / reading	–	–	274 000	77 %
Cooking / gastronomy	227 000	71 %	253 000	71 %
Wine indulgence	173 000	54 %	199 000	56 %
The life of celebrities	83 000	26 %	78 000	22 %
Clothing / fashion	115 000	36 %	139 000	39 %
Working world / further education	154 000	48 %	167 000	47 %
Environment and energy	237 000	74 %	285 000	80 %
Gardening	176 000	55 %	203 000	57 %
Animals	150 000	47 %	238 000	67 %

Advertisement and service offering 2012

Advertising rates

Size, positioning	one region	Two regions	Three regions	Total edition
Circulation	26 000 issues	52 000 issues	78 000 issues	104 000 issues
1/1 page / interior pages	5 200.–	9 000.–	12 000.–	14 000.–
1/2 page / interior pages	3 500.–	6 050.–	8 070.–	9 410.–
Outside back cover	7 500.–	13 200.–	15 000.–	17 000.–
Inside front/inside back cover	6 250.–	10 900.–	13 000.–	15 000.–
Supplements (exclusive booking possible)	available on request	available on request	available on request	available on request
Ad specials	available on request	available on request	available on request	available on request

All prices in CHF excl. VAT

Supplements and Ad specials on request.

Price per 1 000 readers

CHF 39.35

Repeat discount

Change of topic free of charges

2 placements	5%
3 placements	5%
4 placements	10%
5 placements	15%
6 placements	20%

Consulting commission

Consulting commission II 10%

Publishing dates

Publishing dates	February 1 April 1 June 1 August 1 October 1 December 1
Closing date	20 days before publishing at the latest
Closing date for print mechanicals	10 days prior to publishing

Specification

Format of the magazine	210 x 297 mm
1/1 page (print space)	184 x 265 mm
1/2 page landscape	184 x 130 mm
1/2 page portrait	90 x 265 mm
Bled-off	+ 3 mm bleed allowance
Artwork	Format compatible on data carrier

Artwork

Delivery	On data carrier with <u>remark 50plus</u>
Delivery address	Reinhardt Druck Basel Redaktion 50plus, Judith Niggli Missionsstrasse 36, 4055 Basel T 061 264 64 50 media@reinhardt.ch

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50PLUS

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