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Editorial : annette.leinberger@health-and-beauty.com; phone: 0721 165 166

Web-Site: www.medical-beautyforum.com

Media Information 2012



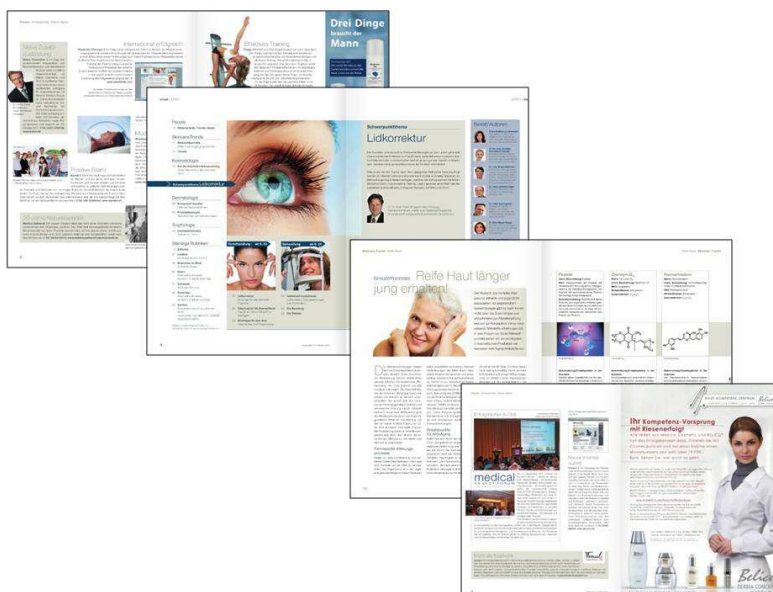
Short description

medical BEAUTY FORUM, a trade magazine from the Health and Beauty Group, forms the **bridge between dynamic research** and its practical application in the fields of **aesthetic medicine** and **cosmetics**. Focussed on specific and relevant topics, this medium covers the current state of knowledge and practice, both for **doctors** involved with aesthetic procedures and for **beauticians**. It includes in-depth information regarding pre- and post-operative treatments as well as the operative procedure.

Whether it involves cosmetology, technology or trophology, **medical BEAUTY FORUM** carries in-depth and carefully researched professional knowledge and guidance at a high level.

medical BEAUTY FORUM forms the basis of successful cooperation between doctors and beauticians. With **six focussed issues** per annum the magazine provides up-to-date guidance on relevant topics, and looks at **skin care trends**, publishes details of important dates and events, and carries contact details of cosmetics specialists (BFA) in the whole of Germany. The **medical BEAUTY FORUM** Internet portal offers an E-version with links to original scientific texts.

Target Readership	Number of copies	%
Aesthetic and plastic surgeons, cosmetic surgeons, medical care centres (MVZ), clinics	3,335	33.4%
Dermatologists	3,302	33.0%
Beauty salons and training establishments	3,103	31.0%
Other	125	1.3%
Archives/exhibition distribution/voucher copies	135	1.4%
Total	10,000	100%
of which:		
Switzerland 315, Austria 295, other outside Germany 30		



Frequency:

bimonthly (6 issues per annum)

Magazine format:

215 x 290 mm

Print process/binding:

Sheet offset, Euroscale, glued,

80 raster (lines per cm)

Contact:

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Media Information 2012

Issue	Focus	Industry Dates & Events
<u>Issue 1/2012</u> AD 4 th of January 2012 PD: 11 th of January 2012 ID: 11 th of February 2012	• Sensitive Skin • Femal Bust • Abnormalities in cutaneous pigmentation	Preview BEAUTY FORUM Leipzig
<u>Issue 2/2012</u> AD 28 th of February 2012 PD: 6 th of March 2012 ID: 7 th of April 2012	• Skin Problems • "Nose Jobs" – plastic surgery • Treatments with botox	Trade Show issue BEAUTY FORUM Leipzig
<u>Issue 3/2012</u> AD 30 th of April 2012 PD: 7 th of May 2012 ID: 9 th of June 2012	• Jars, Tottles, Tubes, Dispensers • Abdomen – a problem area? • Laser for aesthetic treatments	Review BEAUTY FORUM Leipzig
<u>Issue 4/2012</u> AD 29 th of June 2012 PD: 6 th of July 2012 ID: 4 th of August 2012	• Anti-Wrinkle Actives • Cheeks, Chin and Neck • Acne & Impure Skin	Preview BEAUTY FORUM Munich
<u>Issue 5/2012</u> AD 4 th of September 2012 PD: 11 th of September 2012 ID: 13 th of October 2012	• Actives from folk medicine • Tights & Bottom • Scar Treatments	Trade Show issue BEAUTY FORUM Munich Medica Düsseldorf
<u>Issue 6/2012</u> AD 5 th of November 2012 PD: 12 th of November 2012 ID: 8 th of December 2012	• Bases for Creams • (Under-)Eye Treatments • Exfoliants	Review BEAUTY FORUM Munich

AD: Advertising deadline. PD: Advertising print material deadline. ID: Issue date

Please note the special subjects to be covered about which we will advise you prior to the relevant issue

Delivery of original artwork:

Kraft Druck GmbH, Industriestr. 5-9, 76275 Ettlingen, Germany

Print material by e-mail to:

andrea.bolz@health-and-beauty.com



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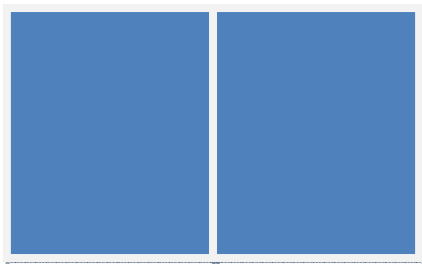
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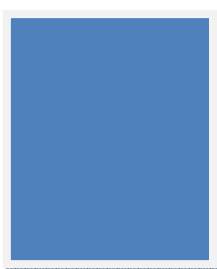
Advertising Rates

All Formats given incl. bleed edges (3 mm each side)



2/1 page

Format: 436 x 296 mm*
(430 x 290 mm finished size)
4 colours, CMYK, Euro scale
4.400,-- Euros

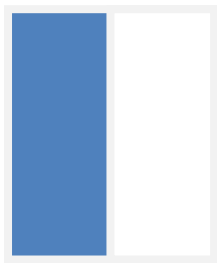


1/1 page

Format: 221 x 296 mm*
(215 x 290 mm finished size)
4 colours, CMYK, Euro scale
2800,-- Euros

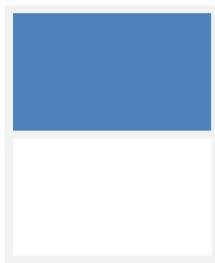
Cover Pages:

Inside Front Cover: 3080 Euros
Inside Back Cover: 2940 Euros
Outside Back Cover: 3080 Euros



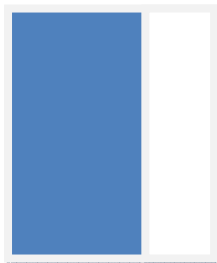
1/2 page vertical

Format: 106 x 296 mm*
(100x 290 mm finished size)
4 colours, CMYK, Euro scale
1820,-- Euros



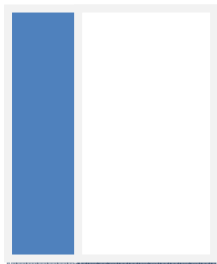
1/2 page horizontal

Format: 221 x 143 mm*
(215 x 137 mm finished size)
4 colours, CMYK, Euro scale
1820,-- Euros



1/3 page vertical

Format: 80 x 296 mm*
(74 x 290 mm finished size)
4 colours, CMYK, Euro scale
1540,-- Euros



2/3 page vertical

Format: 136 x 296 mm*
(130 x 290 mm finished size)
4 colours, CMYK, Euro scale
2130,-- Euros

Special Advertising Formats

Bound Insert (no discounts on inserts)

2 pages/ 1 sheet: 3220 Euros

4 pages/ 2 sheets: 3540 Euros

Loose Inserts (no discounts on inserts)

up to 25 g weight per insert: 3080 Euros

Product Samples

(no discounts on samples, only available in combination with a 1/1 page advertising)

By inserting your product sample, you can have your products tested before launching them into the market. Make sure to use this advertising format and gain market share – rates on request.

Advertorial "Industrie Report" (PR-Advertisement)

Your advert in the "Industrie Report" will be presented in the form of editorial matter. "Industrie Report" adverts can be placed in the focus area as well as in the sections "Dermatologie" and "Kosmetologie" in each issue (max. 3 "Industrie Report" adverts per issue in total!)

2/1 page "Industrie Report" advertorial: 4900 Euros
(max. 6900 characters text, max. 4 pictures per advertorial)

1/1 page "Industrie Report" advertorial: 3300 Euros
(max. 2700 characters text, max. 2 pictures per advertorial)

Quantity Discount :

3 pages	5%
6 pages	10%
12 pages	15%

Frequency Discount :

3 adverts	3%
6 adverts	5%
12 adverts	10%

Agency Commission :

15% of customer net price