



JUNIORMEDIEN

MEDIA DATA 2025

Price list No. 55 from 10 October 2024

**We understand what
motivates families**



Facts and Figures



DISTRIBUTION CHANNEL (Publisher's figures)

Kindergartens **40,000**
 Subscription **30,000**
 Newsstands **10,000**
 Reader Circles **5,000**
 E-paper **25,000**
110,000 in total

Print edition:
85,000 copies

Target group Families with babies, pre-school and primary school children

Publication frequency Eleven issues per year

Distribution Nationwide

Advertisement price 1/1 page: 20,400 euros*

Copy price 5.50 euros

* Ad prices can be found under Technical Specifications and Prices.



Leben & erziehen has been at the side of mums and dads through the most exciting phase of their lives **for over 70 years** – and has always had experts at hand to answer all the questions parents ask after the birth of their baby and in the first years with toddlers and young children.

Germany's longest-established magazine for parents addresses readers (m/f/d) with babies, pre-school and primary school children. The magazine informs and explains what is important after giving birth, how uncomplicated settling in can be for pre-school starters, what parents need to know for kids starting school and more – all at eye-level and without a didactic tone.



Vaccination card sponsoring*

- Logo integration on the vaccination card case
- Flyer insert
- Presence in Leben & erziehen (200,000 vaccination card cases)

UPTIME: 1-year

* More information and offer on request.



LEBEN & ERZIEHEN MAGAZINE THEMES AND DATES 2025

Themes & Dates **Leben & erziehen**

Issue	Themes	Publication date	Advertising/ withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements
1-2/2025 incl. Holiday Special	Tips for buying school satchels; Fit through the Winter – which nutrients are effective against colds; The next vacation is on the horizon: Travel ideas for the holidays	28 January 2025	23 December 2024	30 December 2024	07 January 2025
3/2025	Mobile with the youngest: What to look for when buying a pushchair or baby-buggy; All the right jabs: the big vaccination overview; No more nursery chaos – tidying up can be fun	25 February 2025	21 January 2025	28 January 2025	04 February 2025
4/2025 incl. Easter Special	Hello Easter Bunny: the best handicraft, baking and gift ideas for the family festival; Bright-red rash on baby's bottom – what helps against nappy rash; Eyesight problems? – what to do when children need glasses	25 March 2025	18 February 2025	25 February 2025	04 March 2025
5/2025	Hello sunshine: How parents can ideally protect their children against UV radiation; Summer fashion and footwear trends; The big A-Z of nappies & changing	22 April 2025	14 March 2025	21 March 2025	28 March 2025
6/2025	Preventing insect bites & stings: the best protection for the youngest; Ready for school? What pre-school children need to be able to do; Love and sticky plasters – first aid for little cuts and scratches	27 May 2025	16 April 2025	25 April 2025	05 May 2025
7/2025	Sleeping well in summer; Holiday first-aid kit: what should we take on holiday; The right care from the first day on	24 June 2025	16 May 2025	23 May 2025	02 June 2025
8/2025 incl. Back-to-School Special	Hello to a new phase of life: Tips and products for pre-school and school starters; Break-time power: really tasty lunch-box ideas; Healthy with the power of nature – gentle treatments and cures from the world of natural medicines	29 July 2025	24 June 2025	01 July 2025	08 July 2025
9/2025	Dental care – the best and easiest ways; What is good for tummy ache?; Tips for baby-food beginners	26 August 2025	22 July 2025	29 July 2025	05 August 2025
10/2025 incl. common colds Special	Autumn is on the way: Clothing for wind and weather; Fitness ideas for the immune system; The best home cures for coughs, runny noses & Co.	23 September 2025	19 August 2025	26 August 2025	02 September 2025
11/2025	Nest-building: What to look for when buying furniture Neurodermatitis and dry skin – soothing care for the little ones; The big milk encyclopaedia	28 October 2025	22 September 2025	29 September 2025	07 October 2025
12/2025 incl. Christmas Special	It's that time of year gain: Tips and tricks for a wonderful Christmas; Wish-lists for big and small; The bottle's ready – the right way to prepare baby's bottle; bathing, showering, splashing around – what's good for babies	25 November 2025	16 October 2025	23 October 2025	03 November 2025
1-2/2026	Outlook: holiday trends 2025; Breast-feeding tips and tricks, breast pumps; Why play is so important	27 January 2026	16 December 2025	22 December 2025	06 January 2026

Dates and themes subject to changes. Changes possible.



Schwangerschaft & Geburt accompanies young mothers through pregnancy and the first weeks with their newborn child. In the magazine, specialists such as midwives, paediatricians and nutritionists share their knowledge and experience. Alongside prenatal preparation, health specials or breast-feeding tips, each issue also includes features typical for women's magazines like beauty news, fashion and wellness.

The clinic guide is an integral part of the magazine – together with our **maternity log case**. Expecting mothers receive the booklet including the maternity log case featuring your **logo and flyer insert** from their gynaecologist.



Facts and Figures

Schwangerschaft & Geburt

DISTRIBUTION CHANNEL
(Publisher's figures)

Gynaecologists
80,000

80,000 in total

Target group Expecting mothers

Print circulation 80,000 copies

Publication frequency Four issues per year

Distribution Nationwide

Advertisement price 1/1 page: 17,800 euros*

* Ad prices can be found under Technical Specifications and Prices.

Maternity log case

Maternity log sponsoring*

- Logo integration on the case
- Flyer insert
- Presence in Schwangerschaft & Geburt and Hurra, ich bin schwanger (200,000 maternity log cases)

UPTIME: 1 year

* More information and offer on request.



Themes & Dates Schwangerschaft & Geburt

Issue	Themes	Publication date	Advertising/ withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/ supplements
1/2025	What pension plans and insurance products do young parents really need?; Out and about with baby: carrying aids, baby buggies, child seats – the latest models; Well prepared for giving birth	18 March 2025	11 February 2025	18 February 2025	25 February 2025
2/2025	Healthy eating during pregnancy; Cosmetics for mothers-to-be and mothers; Toys for the very young; Cute and practical: baby clothes	30 June 2025	22 May 2025	30 May 2025	06 June 2025
3/2025 Special issue Hurra, ich bin schwanger	Incl. nutrition, vitamins, layettes for new-born babies, care products for expecting mums and babies, mobility with a baby, holiday travel for expecting mums and young families	15 September 2025	11 August 2025	18 August 2025	25 August 2025
4/2025	Nutrient boosts – what vitamins do expecting mothers need; Nest-building: furnishing and decorating the nursery; Fashion for expecting mothers: stylish and comfortable; Mobility with a baby	19 November 2025	10 October 2025	17 October 2025	24 October 2025

Dates and themes subject to changes. Changes possible.



Pregnancy, childbirth, breast-feeding time and babyhood: All of these phases are full of changes for parents and parents-to-be. We wish to prepare them for their everyday roles as parents with serious and competent articles, expert advice and information. In junge familie, parents and parents-to-be can find well-researched, in-depth reports on baby's health, nutrition and development. And more: shopping tips, furnishing ideas and a whole range of articles on well-being, for instance body care, the role of play in early childhood development and travel with babies.

Facts and Figures



DISTRIBUTION CHANNEL
(Publisher's figures)

Paediatricians
80,000

Subscription **10,000**

E-paper **10,000**

100,000 in total

Print edition:
90,000 copies

Target group
Expecting mothers and families with babies

Publication frequency
Four issues per year

Distribution area
Nationwide

Advertisement price
1/1 page: 21,800 euros*

* Ad prices can be found under Technical Specifications and Prices.

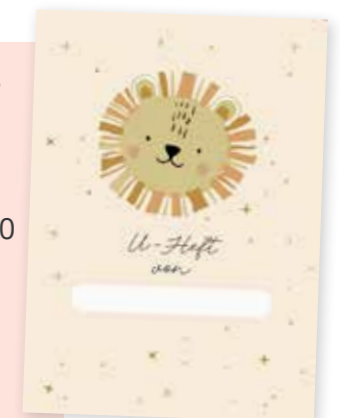
Examinations booklet case

Examinations booklet (U-Heft) sponsoring*

- Logo integration on the booklet case
- Flyer insert
- Presence in junge familie and Das erste Mal (200,000 examination booklet cases)

UPTIME: 1 year

* More information and individualised offer on request.



Themes & Dates **junge familie**

Issue	Themes	Publication date	Advertising/ withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements
1/2025	Up close: carriers and baby-slings; Sleep safe and sound: baby-phones & Co.; The beginners guide to changing nappies; The right things to eat during pregnancy and breast-feeding time; On holiday with baby – how to avoid stress	20 February 2025	16 January 2025	23 January 2025	30 January 2025
2/2025	Tips starting with supplementary baby foods; Important nutrients when planning a family; Pushchair & baby buggy check; When baby starts teething: care and teething aids; Toys for babies: which toys promote early childhood development?	20 May 2025	09 April 2025	16 April 2025	25 April 2025
3/2025	Care for (expecting) mums & baby; Pension plans and insurance – what families really need; Everything you need to know about breast-feeding and weaning; Out and about with baby: the best child seats; Carrying aids and baby buggies; Nursery ideas	19 August 2025	15 July 2025	22 July 2025	29 July 2025
4/2025	Holidays with baby: the best destinations; Layettes for new born babies: what every baby needs; Vaccinations in the first year; The A-Z of baby bottles	10 November 2025	01 October 2025	09 October 2025	16 October 2025

Dates and themes subject to changes. Changes possible.



In our special issue 'Hurra, ich bin schwanger', we provide competent articles and expert advice to prepare families for their role as parents. The magazine accompanies expecting parents during the 40 unique and exciting weeks of pregnancy and provides answers to numerous questions about pregnancy, birth and the first weeks and months with a baby. It provides, for instance, tips on nutrition, explains the phases in the development of babies and provides advice on preparations for welcoming the new member of the family.

Facts and Figures

DISTRIBUTION CHANNEL
(Publisher's figures)

Gynaecologists
80,000

80,000 in total

Target group
Expecting mothers and families with babies

Print circulation
80,000 copies

Publication frequency
Once a year

Distribution area
Nationwide



MEDIA ACTIVITIES

As partner in 'Hurra, ich bin schwanger' you can look forward to the following integrations:

- 1/1 page advertorial in the print edition, embedded in a three-page editorial feature
- Sponsoring of the editorial feature with a 'powered by' testimonial and your logo
- Online advertorial in the Content-Hub 'Hurra, ich bin schwanger' on leben-und-erziehen.de
- Sponsoring of the editorial article in the Content Hub
- Branded Facebook and Instagram campaign

Uptime: 12 months (print), 3 months (digital)

Price: 16,000 euros

Publication date	Advertising/ withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements	Themes
15 September 2025	11 August 2025	18 August 2025	25 August 2025	Nutrition, vitamins, layettes for new-born babies, care products for expecting mums and babies, mobility with a baby, holiday travel for expecting mums and young families, pension plans and insurance THE TOPIC OF YOUR CHOICE

Dates and themes subject to changes. Changes possible.



‘Das erste Mal ...’ is a marketing concept for print and digital. It’s all about the unique moments experienced for the first time by young families when a baby enters their lives. In the new print edition and in digital form in the Content Hub, we publish informative and emotional stories about first-time experiences and give parents tips about how they can support their little-ones.

Facts and Figures *Das erste Mal*

DISTRIBUTION CHANNEL (Publisher's figures)

Paediatricians
50,000

PEKiP
10,000

Gynaecologists
20,000

80,000 in total

Target group
Expecting mothers and families with babies

Print circulation
80,000 copies

Publication frequency
Once a year

Distribution area
Nationwide



MEDIA ACTIVITIES

As a partner of ‘Das erste Mal ...’, you can look forward to the following integrations:

- 1/1 page advertorial in the print edition, embedded in a three-page editorial feature
- Sponsoring of the editorial feature with a ‘powered by’ testimonial and your logo
- Online-advertorial in the Content Hub ‘Das erste Mal’ on leben-und-erziehen.de
- Sponsoring of the editorial article in the Content Hub
- Branded Facebook and Instagram campaign

Uptime: 12 months (print), 3 months (digital)

Price: 16,000 euros

Publication date	Advertising/ withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements	Themes
02 April 2025	26 February 2025	05 March 2025	12 March 2025	‘Das erste Mal ...’ the first time on the potty, spoon feeding, taking a bath, wearing a nappy, walking, on holiday... THE TOPIC OF YOUR CHOICE

Dates and themes subject to changes. Changes possible.



Schule magazine accompanies parents from their child's first day at school to finding the right career. In addition to fascinating articles and reports from everyday life in schools, our magazine brings you valuable tips from experts that help mothers and fathers ensure that their children become successful school-leavers and grow up to be happy and confident people.



Facts and Figures

schule

DISTRIBUTION CHANNEL (Publisher's figures)

Schools
10,000

SUBSCRIPTION
10,000

E-Paper
15,000

35,000 in total

Print edition:
20,000 copies

Target group

Families with schoolchildren, teachers/ educationalists

Publication frequency

Four issues per year

Distribution area

Nationwide

Advertisement prices

1/1 page: 13,800 euros*

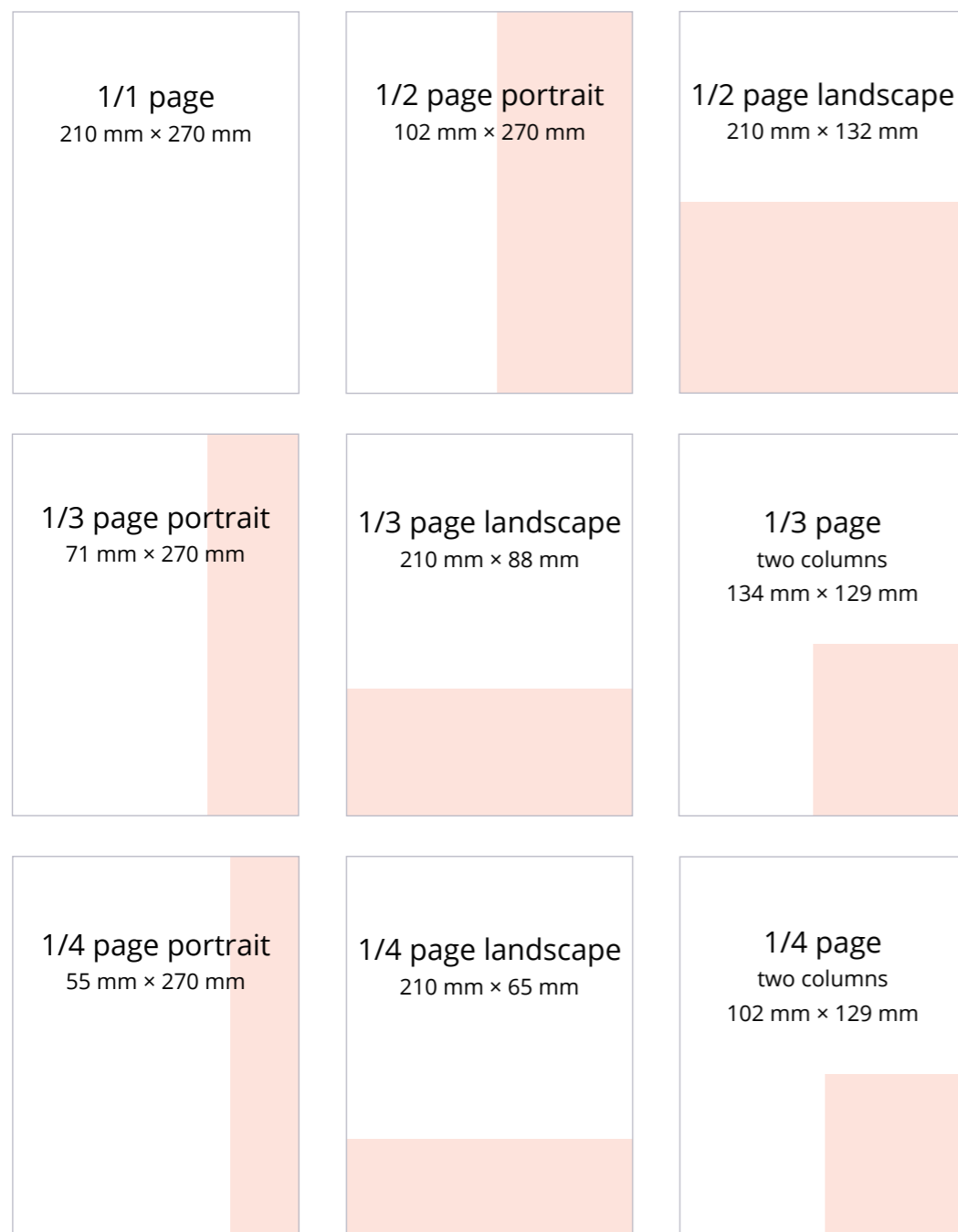
* Ad prices can be found under Technical Specifications and Prices.

Themes & Dates Schule

Issue	Focal points	Thematic complexes in ALL magazines	Publication date	Advertising/ withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements
1/2025	The big school satchel and backpack check; How to ensure that your kids get to school safely on their own; Sex education in primary school	▶ Learning how to read and write correctly	11 February 2025	07 January 2025	14 January 2025	21 January 2025
2/2025	Countdown to changing schools: Preparation for the secondary school; Help with reading and orthography deficits; The big vaccination check	▶ Assistance with orthography and mathematics (private tuition)	14 May 2025	03 April 2025	10 April 2025	17 April 2025
3/2025 incl. Back-to-School Special	Tips and tricks for a good start in school; A curse or a blessing? How schoolchildren and teachers use AI; Online versus live private tuition	▶ Digitalisation as a supplement to classic learning in all age groups (learning software, hardware such as laptops, smartphones, headphones)	07 August 2025	03 July 2025	10 July 2025	17 July 2025
4/2025	Accompanying children through puberty; Sustainable hacks for satchel content; When the writing on the blackboard looks fuzzy: eyesight checks for school kids	▶ Health/nutrition/exercise/ outdoor activities/sport	12 November 2025	06 October 2025	13 October 2025	20 October 2025

Dates and themes subject to changes. Changes possible.

Ad formats



Ad size
plus 5-mm trimming
border on all sides

MAGAZINE FORMAT
210 mm (width)
270 mm (height)

Special formats
on request

Technical specifications

Production process

Process standard offset printing (DIN-ISO 12647-2). Minor deviations in tonal value are due to the tolerance range in the offset printing process.

Finishing

Saddle stitching, perfect binding (Schule)

Print-to-proof matching

junge familie, Schwangerschaft & Geburt, Leben & erziehen

Inside pages: PSO_LWC_Improved_eci

Cover: ISO_coated_V2_eci (FOGRA 39L)

Schule

Inside pages: PSOCOated_v3.ic (Fogra 51L)

Cover: PSOUNcoated_v3_FOGRA52.icc (Fogra 52L)

Klinikführer Hurra, ich bin schwanger!

PSOCOated_v3.ic (Fogra 51L)

Date delivery

duon-portal.de



If you have questions about data delivery, please contact Duon Support:

Phone: +49 (0)40 3741 1750

support@duon-portal.de

Delivery addresses for AdSpecials

Severotisk s.r.o.

Mezni 3430/3a

400 11 Usti nad Labem

CZECH REPUBLIC

Deliveries accepted: 08:00 – 16:00 / 8 a.m. – 4 p.m.

Complaints

The publisher will not accept or recognise complaints resulting from incorrect printing documents.

Important note for Schule magazine: minimum distance from binding 4 mm

Ad prices

Leben & erziehen

FORMAT	PRICE
2/1	€ 35,900
1/1 C4	€ 25,500
1/1 C2	€ 24,500
1/1	€ 20,400
1/2	€ 14,700
1/3	€ 12,300
1/4	€ 10,200

Schwangerschaft und Geburt

FORMAT	PRICE
2/1	€ 29,000
1/1 C4	€ 22,200
1/1 C2	€ 21,100
1/1	€ 17,800
1/2	€ 12,600
1/3	€ 9,800
1/4	€ 6,800

junge familie

FORMAT	PRICE
2/1	€ 39,200
1/1 C4	€ 23,000
1/1 C2	€ 22,400
1/1	€ 21,800
1/2	€ 13,600
1/3	€ 10,400
1/4	€ 6,900

Schule

FORMAT	PRICE
2/1	€ 25,400
1/1 C4	€ 15,200
1/1 C2	€ 14,600
1/1	€ 13,800
1/2	€ 9,200
1/3	€ 6,800
1/4	€ 5,600

① 25% educational discount and 15% art and cultural discount.

Klinikführer (clinic guide)

FORMAT	PRICE Full edition*	PRICE Regional edition
2/1	-	-
1/1 C4	-	-
1/1 C2	-	-
1/1 4C	€ 33,600	€ 3,730
1/2 4C	€ 17,325	€ 1,970
1/3	€ 13,650	€ 1,530
1/4	€ 8,925	€ 980

* Price applies nationwide, with 12-month uptime.

Advertorials

Advertorials are labelled as such with 'ADVERTISEMENT' in at least 12 pt caps with a higher contrast font style. Advertorials may not be published on the cover pages.

Production costs

1/3 and 1/2 page > €1,500
1/1 page > €2,000
2/1 page > €2,500

The production costs are not eligible for rebates or agency commissions.

Ad specials

Frequency discount

from 2 ads	3 %
from 4 ads	5 %
from 6 ads	10 %
from 8 ads	15 %
from 10 ads	20 %

Volume discount

from 2 pages	3 %
from 4 pages	5 %
from 6 pages	10 %
from 8 pages	15 %
from 10 pages	20 %

Only frequency or volume discounts apply.



General terms & conditions: The placement of advertisements or special advertising formats is subject to our general terms & conditions. These can be viewed on our website: www.junior-medien.de/agb.

All prices stated are in euros and are subject to statutory VAT.

* Additional costs will be due in the case of lower volumes or small split runs. We would be pleased to make you an offer tailored to your specific needs.

An environmental surcharge will be made for film-wrapped ad-specials.

Should an overhang result from the magazine format being exceeded by the insert/supplement, additional costs of 5 cents per copy will be payable in the subscription edition.

Inserts

Insert prices per thousand copies or part thereof (plus VAT)	Partial booking
up to 20 g	€ 139 € 173
up to 30 g	€ 145 € 185
up to 40 g	€ 152 € 196
up to 50 g	€ 160 € 208
2-pager, at least	115 g/m ²
4-pager, at least	60 g/m ²

Minimum order volume:
10,000 copies

Formats:

Minimum format:
105 mm x 148 mm
Maximum format:
190 mm x 250 mm

Supplements

Insert prices per thousand copies or part thereof (plus VAT)	Partial booking
4 pages	€ 127 € 173
8 pages	€ 144 € 190
12 pages	€ 162 € 208
16 pages	€ 179 € 225

Grammage

4-pager, at least	100 g/m ²
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Minimum order volume:
10,000 copies

Formats:

Minimum format:
105 mm x 148 mm
Maximum format:
210 mm x 270 mm

Stapled booklets, posters and booklet format:
other insert formats on request.

Labelling of supplements
that cannot be readily identified as advertising must be identified as such by the word 'Advertisement' set in at least 8 pt caps or a larger font size. Agreement on details after presentation of a sample.

Glued-in inserts

Glued-in insert prices per thousand copies or part thereof (plus VAT)	Partial booking
Postcards	€ 105 € 132
Booklet - 20 g	€ 132 € 155
Product sample	€ 139 € 162
Glued insert on cover	€ 173 € 231

Minimum order volume:
10,000 copies

Formats:

Minimum format:
60 mm x 100 mm
Maximum format:
148 mm x 210 mm

Individual offers will be prepared for envelopes with content, brochures, product samples, rectangular and unfolded printed matter. Further options are available on request.

Placement:

The placement of the carrier ad and the position of the glued insert must be coordinated with the advertising department.