



JUNIORMEDIEN

MEDIA DATA 2026

Price list No. 56 from 30 September 2025

We understand
what motivates families



Germany's oldest parenting magazine has been accompanying mothers and fathers through the most exciting phase of their lives for over 70 years. Leben & erziehen addresses families with babies, pre-school and primary school children. With numerous tips from midwives, paediatricians, nutritionists, and educators, the editorial team answers all the key questions that parents ask themselves after baby's birth, during the first few years with toddlers and young children and during the school years. Every issue appears with a DIY and puzzle supplement for the youngest readers.

NEW: Starting in 2026, every issue of Leben & erziehen will feature a special topic. In addition to our familiar Easter, Christmas, and Back to School specials, readers can now also find specials on topics such as care, nutrition, toys, outdoor activities, travel, etc.

Our specials:



Facts and Figures

Leben
& erziehen

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: 21,400 euros*

Copy price 5.90 euros

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

LEBEN & ERZIEHEN MAGAZINE THEMES AND DATES 2026

Themes & Dates Leben & erziehen

Issue	Themes	Publication date	Advertising/withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements
1-2/2026 incl. Summer Travel Special	Holiday fever: Ideas for the next holidays; Tips for buying school satchels, bags and backpacks; Colds & sniffles —what can help us get through the winter	27.01.26	22.12.25	29.12.25	06.01.26
3/2026 incl. Easter Special	Everything for Easter: the best craft, baking, and gift ideas for families; Which jab is due, and when – the comprehensive vaccination overview; Tips for better organisation—making tidying up fun	24.02.26	20.01.26	27.01.26	03.02.26
4/2026 incl. Outdoor Season Special	Getting out into the fresh air: the best prams, pushchairs, baby buggies, slings and carrying aids, balance bikes & outdoor equipment; Soothing care for nappy rash; Eye tests- when children need glasses	24.03.26	17.02.26	24.02.26	03.03.26
5/2026 incl. Toys & Playthings Special	For playful children: new trends for children's rooms; Light and airy: summer fashion and footwear; beginners guide to changing nappies	21.04.26	13.03.26	20.03.26	27.03.26
6/2026 incl. Summer Special: Sun and insect protection, paddling and swimming etc.	Hello summer: Protecting children's skin from sun and insect stings and bites; First spoon-fed baby foods: tips for feeding first supplements	26.05.26	15.04.26	22.04.26	29.04.26
7/2026 incl. Skincare Special	Perfect skincare from top to toe – what children's skin really needs. Plus: First aid for minor scrapes, including a holiday first-aid kit; Sleep well despite the heat	23.06.26	18.05.26	26.05.26	02.06.26
8/2026 incl. Back-to-School Special	Everything you need to know about the first days at kindergarten and school; Plus: healthy lunch box; Alternatives to conventional medicine: gentle remedies from mother nature	28.07.26	22.06.26	29.06.26	07.07.26
9/2026 incl. Winter Holiday Special	Ready for a holiday? The best winter holiday destinations; Dental alarm – brushing correctly from the start; Stomach ache – what causes it and what helps	25.08.26	21.07.26	28.07.26	04.08.26
10/2026 incl. Common Cold Special	Runny-nose season: the best household remedies and soothing ways to stop runny noses and sniffles; Autumn is on the way: outfits for wind and weather	22.09.26	18.08.26	25.08.26	01.09.26
11/2026 incl. Nutrition Special 'Staying healthy through the winter'	Fit for the cold season: What nutrients the immune system needs now; Nest-building: What to look out for when buying furniture; Winter skin care (plus neurodermatitis)	27.10.26	21.09.26	29.09.26	06.10.26
12/2026 incl. Christmas Special	Happy Christmas: Celebrating, crafting, presents. Plus: A Christmas menu that everyone will enjoy; Getting baby's bottle ready – how to do it right every time	24.11.26	16.10.26	23.10.26	02.11.26
1-2/2027 incl. Summer Travel Special	Outlook: Holiday trends 2027; Tips and tricks for breast feeding and breast pumps; A good night's sleep: mattresses, air humidifiers and baby phones	26.01.27	15.12.26	21.12.26	05.01.27



The special issue **Leben & Gesundheit** gives simple and practical tips that help parents ensure that their children grow up healthy. From cradle cap to teething, fever and baby colds to stomach ache, allergies and minor wounds and injuries – this guide helps all parents of babies, nursery-school and school children to respond correctly when their child is ill, alleviate symptoms themselves and know when it's better to visit a paediatrician.

Facts and Figures

DISTRIBUTION CHANNEL

(Publisher's figures)

Paediatricians

80,000

Subscriptions

30,000

110,000 in total

Target group

Families with babies, pre-school and primary school children

Print circulation

110,000 copies

Publication frequency

Once a year

Distribution

Nationwide

Themes & Dates **Leben & Gesundheit**

Publication date	Advertising/withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements	Themes
06.10.2026	31.08.2026	07.09.2026	14.09.2026	Sleep, teething and dental care, mandatory health examinations, vaccinations, nutrition, skin care, stomach ache, head lice, warts, colds, immune system, exercise: Outdoor activities, first aid, sun and insect protection, health apps/media (for relaxation, playful introduction to health topics), etc. Can't you find THE TOPIC YOU WOULD LIKE TO SEE? Please feel free to contact us.

Dates and themes subject to changes. Changes possible.



Schwangerschaft & Geburt guides expectant mothers and their partners through the 40 exciting and unique weeks of pregnancy. Midwives, paediatricians, breastfeeding and sleep advisers and other experts are also on hand to answer any questions you may have about childbirth and the first weeks with your newborn baby. Alongside prenatal preparation, health specials or breast-feeding tips, it also includes features typical for women's magazines like beauty news, fashion and wellness.

The **Klinikführer**, our guide to maternity clinics from all regions, is part of the magazine.



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: 18,600 euros*

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

Themes & Dates Schwangerschaft & Geburt

Issue	Themes	Publication date	Advertising/withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements
1/2026	What insurances and pension plans do young parents need?; Carrying aids, baby buggies, child seats- mobility with baby; Well prepared for giving birth	27.01.26	22.12.25	29.12.25	06.01.26
2/2026	Eating right during pregnancy; Caring for your baby bump; The first toy; Rompers, bodysuits and more: a shoppers' guide	24.03.26	17.02.26	24.02.26	03.03.26
3/2026	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	23.06.26	18.05.26	26.05.26	02.06.26
4/2026 Special issue, Hurra, ich bin schwanger	Eating well – which nutrients are important; New fashion for expecting mums; Nursery furnishing – nest-building tips; Travelling with baby	22.09.26	18.08.26	25.08.26	01.09.26
5/2026	Vitamins and minerals during pregnancy; Beauty treatments for your baby bump; Sleep tips for little stay-awakes	24.11.26	16.10.26	23.10.26	02.11.26



The special issue, 'Hurra, ich bin schwanger', addresses parents to be. This informative compact guide takes you chronologically from family planning through pregnancy to toddling age and provides answers on everything you want to know about babies: Nutrients during pregnancy, baby development, birth, bonding, breastfeeding, personal care, nest building, layettes.



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
Nationwide

Advertisement price 1/1 page: 18,600 euros*

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

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
22.09.26	18.08.26	25.08.26	01.09.26	Nutrition, vitamins, layettes, care products for expecting mums and babies, mobility with a baby, holiday travel for expecting mums and young families, pension plans and insurance etc. Can't you find THE TOPIC YOU WOULD LIKE TO SEE? Please feel free to contact us.



junge familie helps (expecting) mothers and fathers in the first years of their life with a child. The trusted guide in magazine format helps parents with expert tips about baby's health, nutrition and development. And more: shopping tips, furnishing ideas and all you need to know about well-being, for instance body care, the role of play and travelling with babies.



Facts and Figures

junge
familie

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

Nationwide

Advertisement price

1/1 page: 22,800 euros*

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

Themes & Dates junge familie

Issue	Themes	Publication date	Advertising/withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements
1/2026	Carriers and slings – why they are so popular; Safe sleep with baby phones & co; Baby changing basics; The right things to eat during pregnancy and breastfeeding; Travelling with baby	24.02.26	20.01.26	27.01.26	03.02.26
2/2026	Tips for spoon-feeding starters; Nutrients for family planning; Pushchair & baby buggy check – the latest models; Teething alarm	26.05.26	15.04.26	22.04.26	29.04.26
3/2026	Care for mother and child; pension plans and insurance – what families need; How to breastfeed (and wean); Out and about with baby: the best car seats, baby carriers and baby buggies; Nest building: Furnishing baby's room	25.08.26	21.07.26	28.07.26	04.08.26
4/2026	On holiday with baby: family-friendly holiday destinations; Staying fit through the winter; Layettes: what every baby needs; Vaccinations in the first year; The A-Z of baby bottles	27.10.26	21.09.26	29.09.26	06.10.26

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.

NEW: In 2026, each issue will feature a special section for parents with children in (pre-)puberty.

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

Nationwide

Advertisement prices

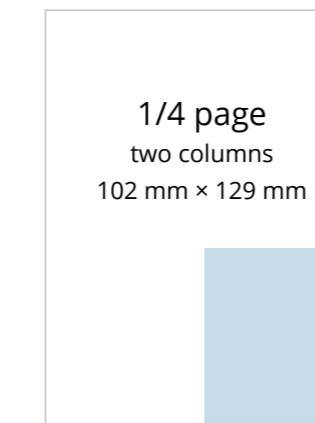
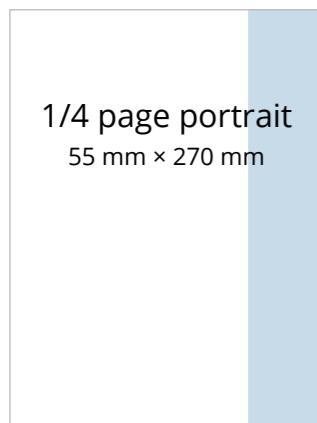
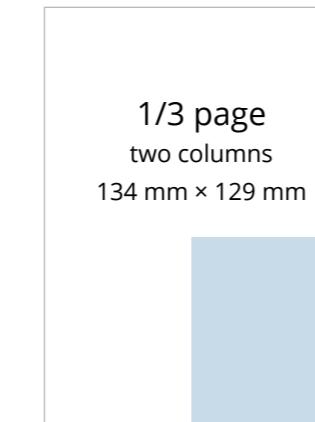
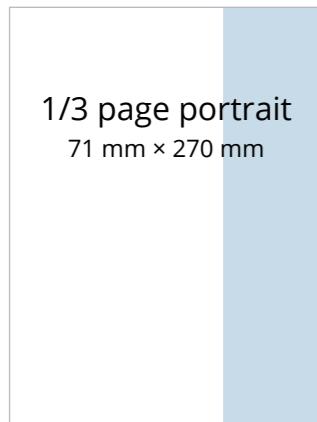
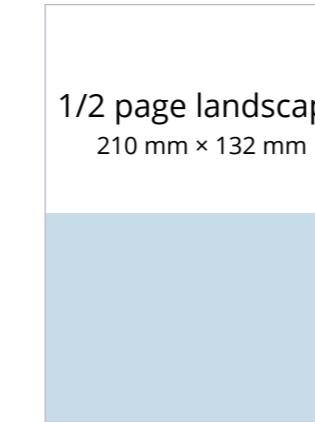
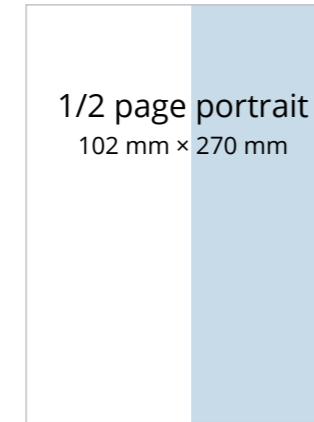
1/1 page: 14,400 euros*

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

Themes & Dates Schule

Issue	Themes	Publication date	Advertising/withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements
1/2026 Special: Self-discovery & (Mental) Health	Empowering children in times of pressure to perform, uncertainty and growing challenges; The big school satchel and rucksack check; Help with reading and writing difficulties	12.02.26	08.01.26	15.01.26	22.01.26
2/2026 Special: Understanding puberty without despairing	What happens in a child's body – how to get through puberty with knowledge, patience and humour; Preparing for secondary school; Preventive healthcare: vaccinations, teeth straightening, skincare etc.	14.05.26	07.04.26	14.04.26	21.04.26
3/2026 Special: Between letting go and giving support PLUS: Back to School	The struggle for freedom and limits; Tips and tricks for a good start to school; Stay safe on the way to school; How students and teachers use AI; Online tuition providers	06.08.26	01.07.26	09.07.26	16.07.26
4/2026 Special: Pocket money, jobs and more – how parents can get their children financially fit	Finance apps for young people; The first part-time job; Introducing pocket money correctly; Eyesight tests or kids in school; Travel tips and outdoor activities	12.11.26	07.10.26	14.10.26	21.10.26

Ad formats



Ad size
plus 5 mm trimming
border on all sides

Magazine format
210 mm (width)
270 mm (height)

Special formats
on request

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

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)

Klinikfhrer Hurra, ich bin schwanger!

PSOcoated_v3.ic (Fogra 51L)

Data 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.

'Junior Medien – Magazine / Issue'

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.

Ad prices

Leben & erziehen/ Leben & Gesundheit

FORMAT	PRICE
2/1	€37,600
1/1 C4	€26,700
1/1 C2	€25,700
1/1	€21,400
1/2	€15,400
1/3	€12,900
1/4	€10,700

Schwangerschaft & Geburt/ Hurra, ich bin schwanger

FORMAT	PRICE
2/1	€30,400
1/1 C4	€23,300
1/1 C2	€22,100
1/1	€18,600
1/2	€13,200
1/3	€10,250
1/4	€7,100

junge familie

FORMAT	PRICE
2/1	€41,100
1/1 C4	€24,150
1/1 C2	€23,500
1/1	€22,800
1/2	€14,200
1/3	€10,900
1/4	€7,200

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.	

Inserts

Insert prices per thousand copies or part thereof (plus VAT)	Partial booking
up to 20 g	€142
up to 30 g	€148
up to 40 g	€155
up to 50 g	€163
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:
210 mm x 270 mm
190 mm x 250 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.

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.

Supplements

Insert prices per thousand copies or part thereof (plus VAT)	Partial booking
4 pages	€130
8 pages	€147
12 pages	€165
16 pages	€183
Grammage	
4-pager, at least	100 g/m ²

Glued-in inserts

Glued-in insert prices per thousand copies or part thereof (plus VAT)	Partial booking
Postcards	€107
Booklet - 20 g	€135
Product sample	€142
Glued insert on cover	€177
	€236

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.

Schule

FORMAT	PRICE
2/1	€26,600
1/1 C4	€15,900
1/1 C2	€15,300
1/1	€14,400
1/2	€9,600
1/3	€7,100
1/4	€5,800

Klinikführer (clinic guide)

FORMAT	PRICE	PRICE
	Full edition*	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

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

* Price applies nationwide, with 12-month uptime.

Advertisorials

Advertisorials are labelled as such with 'ADVERTISEMENT' in at least 12 pt caps with a higher contrast font style. Advertisorials 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

General terms & conditions

^①

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.

Contact persons



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