

GEO Ado



The entertaining educational magazine for adolescents

Identity

Launch Date	: 2002
Frequency	: Monthly
On-Sale Date	: Beginning of each Month
Cover Price	: 3.95 €
Issues per year	: 11
Average pages per issue	: 80
Format	: 21.3 x 27 cm

Circulation

(OJD DSH 2006 / 2007)

France Paid	: 74 537 copies
Newsstand Sales	: 33%

Readership

(Consojunior 2006)

Total 8-19 ans	: 538 000 readers
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■ **Editorial Concept:** The discovery magazine for children that provides knowledge and information about geography, history, ethnology and biology in a uniquely playful and educational manner.

A true innovation in its market, ever since its launch *Geo Ado* increased its circulation by 17% and subscriptions jumped by 45%!

■ **Core Audience:** Savvy boys and girls from age 10-15 keen on the internet, high-technology, entertainment and fashion, belonging to high socio-economic households with strong cultural interests and affluent consumption patterns.

■ **News Flash:** As of December 2005, a new look with more visually stimulating photos, modern colorful layouts, and new columns to incite more dynamic forms of education.

■ Journalistic Approach:

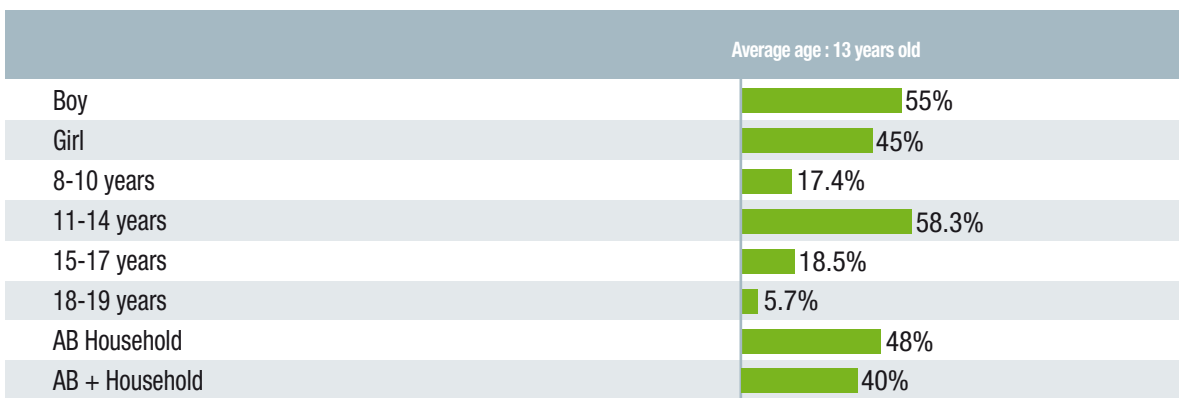
Geo Ado keeps in line with *GEO*'s tradition of excellence through lavish photography and thoroughly researched stories. It answers all of childrens' curiosities from their growing bodies to particularities of other world cultures. The special, child-friendly treatment of topics makes *Geo Ado* different than other classic childrens' magazines. It is the only tailor-made youth magazine where children actively participate in the editorial content of the magazine through monthly meetings and a highly-interactive website.

■ Branded Products:

From books to photo albums, educational DVDs and games that make learning an active and fun experience.

■ **Worldwide G&J Counterparts:** *Geolino* in Germany 1996, *Geolenok* in Russia 2003

Readership profile



Educated and open-minded teens

- 43% go to the movies at least once a month
- 70% visited a museum or monument in the past 12 months
- 12 books read on average per year (excluding comics and school literature)

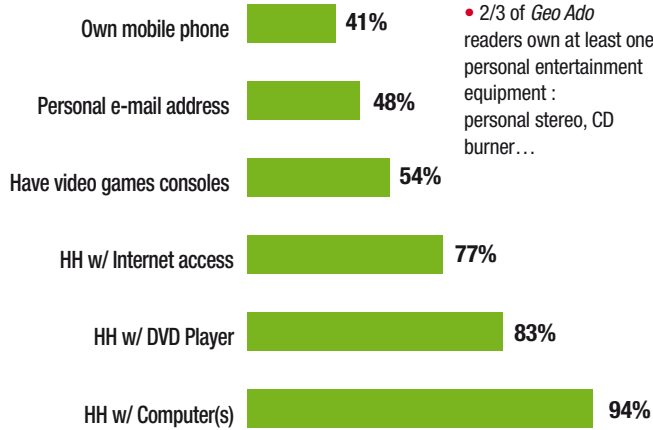
Source: Geo Ado Subscribers Survey, March 2004 issue

Kids With Purchasing Power

On average they have **14 € of pocket money per month**, that they spend mostly on CDs, books, clothes and sweets

Source: Geo Ado Subscribers Survey, March 2004 issue

Heavy technology users



- Geo Ado readers live in well-equipped households.
- 2/3 of Geo Ado readers own at least one personal entertainment equipment : personal stereo, CD burner...

Source: Geo Ado Subscribers Survey, March 2004 issue

Savvy girl consumers in beauty and fashion

75% use a facial beauty product at least once a week

55% use a make-up product at least once a week

47% use perfume every day

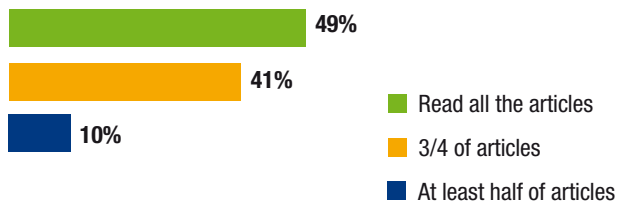
72% read a fashion or youth magazine to follow the latest trends

Clothing is their 2nd most important pocket money spending. They make decisions by themselves of what brand to wear.

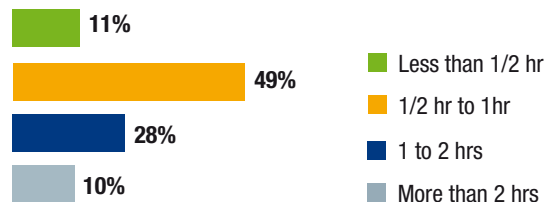
Source: Geo Ado Subscribers Survey, March 2004 issue

Readers passionate about Geo Ado

90% read at least 3/4 of Geo Ado



89% spend more than 1/2 Hour reading a GEO Ado issue



Source: Geo Ado Readers Survey, June 2004

Readers seduced by advertising

51% like looking at magazine advertisements

They also like implicating ads such as special operation games and contests

Source: Geo Ado Subscribers Survey, March 2004 issue

www.geoado.fr

For Website Advertising Opportunities contact us :
International Advertising Department
Phone : + 33 1 44 15 34 05
Fax : + 33 1 44 15 34 86

2008 Ad rates

Full page 4C 7 650 €
1/2 page 4C 5 700 €

2007 Discounts

Volume from 7 650 € 4%
from 15 300 € 6%
from 22 950 € 8%...

Agency Commission

15%
For proposals, please contact us.

Technical information

Page size: Bleed 213 X 270
Non-Bleed 178 X 236
File format : Tiff-It/P1
Resolutions : CT 12l/mm
LW 100l/mm

A 10mm gap around the page is needed.
The space must contain registration and trim marks.