

# MEDIA INFORMATION 2012



## CIRCULATION

26,254 copies every month

## READERSHIP

144,000

Source: OJD Apr10-Mar11

COVER PRICE

1,95 €

FREQUENCY

Monthly

ON SALE DATE

Normally the 21st of each month (subject to change)

MAGAZINE SIZE

230 x 300 mm

PRINTING METHOD

Offset (colour)

*“The magazine for children, teenagers and parents who love animals and nature”*

### AGE



From 8 - 14    From 14 - 24    From 25 - 34

From 35 - 44    From 45 +

### READER PROFILE



Men    Women

Source: Publisher's own data



## OUR READERS

Our readers are usually families, some of them pet owners but all are interested in animals and the natural world.

This magazine is a favorite with parents and children especially because it promotes animal welfare and respect for the environment.

## EDITORIAL CONTENT

The magazine covers an interesting mixture of features on the natural world including domestic and wild animals and with a special focus on encouraging the conservation of animal species and the welfare of our pets.

With a bias towards education the magazine delivers useful and practical information using extensive photography.



## ADVERTISING RATES

DISPLAY ADVERTISING	Dimensions	£
Inside page	(230 x 300)	5,115
First Odd	(230 x 300)	5,385
Back cover	(230 x 300)	6,640
Inside front cover	(230 x 300)	6,140
Inside back cover	(230 x 300)	5,340
Double page	(460 x 300)	9,690
1/2 Page (hor)	(230 x 150)	3,030
1/2 Page (vert)	(115 x 300)	3,030
Page footer	(230 x 50)	1,930



## MAIN CONTACTS

For further information or to discuss your advertising requirements please contact our International Advertising Representatives:

Major Media Sales Ltd,  
Tel 0044 1453 756388 or via email,  
enquiries@majormediasales.com

Artwork should be sent to,  
Ana Cid  
acid@grupov.es

## GRUPO V OFFICES:

Valportillo Primera 11  
28108 Alcobendas (Madrid)  
Telephone 91 662 21 37  
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C/ Moià, 1, floor 2  
08006 Barcelona  
Telephone 93 241 42 51 /  
625155153

## GUARANTEED PREMIUM POSITIONS

+20% surcharge

**AD BOOKING DEADLINE:** e.g. 10th of previous month to publication

**CANCELLATIONS:** minimum of at least 30 days advance notice, in writing, prior to publication date.