

LEBEN & ERZIEHEN 2022

Target group: Families with children



FACTS

- 95.000 copies
- 290.000 readers
- Distribution: German speaking countries
- 12x per year
- Families with children, college of education, kindergarten teacher, paediatricians



GOOD REASONS

- 20.000 PEKiP
- 15.000 kiosk
- 30.000 pediatricians / gynecologist
- 30.000 subscribers

The magazine "Leben & Erziehen" accompanies young mothers and fathers throughout the eventful period of pregnancy through the baby and kindergarten period to school enrollment. 12 issues a year present sensitive reports from the everyday family life as well as current topics such as travelling.

Format	€-rate 4c/sw	B	H
1/1 page	15.300,-	210 mm	270 mm
1/2 page	10.900,-	210 mm	132 mm
1/3 page	8.500,-	210 mm	88 mm
1/4 page	5.900,-	210 mm	65 mm



Online connection possible!
www.wireltern.de

Edition	ET	AS	Edition	ET	AS
02/2022	27.01.2022	21.12.2021	09/2022	28.07.2022	23.06.2022
03/2022	24.02.2022	20.01.2022	10/2022	25.08.2022	21.07.2022
04/2022	24.03.2022	17.02.2022	11/2022	29.09.2022	24.08.2022
05/2022	28.04.2022	22.03.2022	12/2022	27.10.2022	20.09.2022
06+07/2022	25.05.2022	19.04.2022	01/2023	24.11.2022	17.10.2022
08/2022	28.07.2022	23.06.2022	02/2023	30.01.2023	02.01.2023

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Unser Herz schlägt für den Tourismus.