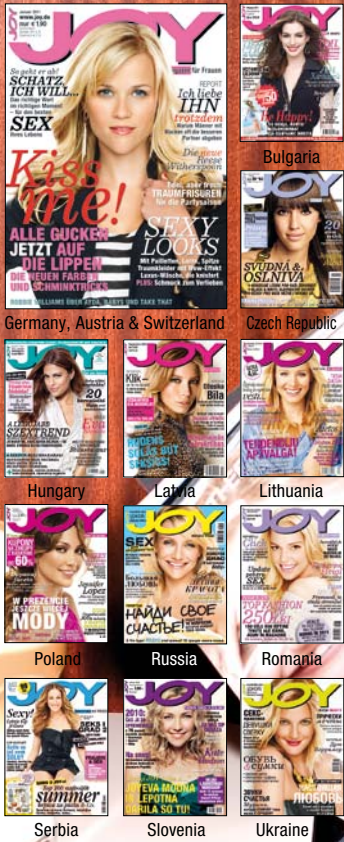


# JOY

## INTERNATIONAL RATE CARD 2011



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# JOY TO THE WORLD

**JOY**, one of the fastest growing international trend magazines for women, is the ultimate feel-good-read! The name says it all! From start to finish, each page of **JOY** promises to put a smile on the reader's face whilst delivering the hottest trends in town!

Our dynamic brand **JOY** offers a trendy mix of clever beauty tips, the hippest fashion trends, original stories about Hollywood's hottest stars and the sassiest advice on men. Our unique concept combined with our positive attitude and upbeat content makes **JOY** the number one choice for readers!

**JOY** Germany is one of the circulation market leaders in the monthly women's magazine segment, with an average circulation of 436.264 copies every month (IVW, Q1-4/2010) and an outstanding readership of 964.542 fashionistas aged 20 to 35 (ø age 27/ma I/2010). **JOY** readers are shopping queens with cash! They have high disposable incomes and love to spend money on fashion and beauty. Looking good is essential, as is wise spending - our **JOY** readers love to combine designer trends with high street styles.

The huge success of **JOY** Germany is the basis for our growing world-wide network of international editions. **JOY** now has 12 editions in 18 countries, with 1.3 million sold copies and 3.79 million readers every month and is a leading international monthly magazine.

## ADVERTISING RATES\*

## CLOSING DATES FOR ADS/PUBLICATION DATE 2-5

Edition	Print Circulation	1/1-Colour	B2	B3	B4	2/11	3/11	4/11	5/11				
Germany, Austria, Switzerland	603.000	25.000	on request	on request	on request	19.11.10	03.01.11	29.12.10	07.02.11	27.01.11	07.03.11	24.02.11	04.04.11
Hungary	80.000	6.760	9.110	8.190	9.620	03.01.11	19.01.11	25.01.11	16.02.11	15.02.11	11.03.11	25.03.11	13.04.11
Serbia	30.000	2.300	2.800	2.500	4.000	18.01.11	01.02.11	17.02.11	01.03.11	17.03.11	01.04.11	19.04.11	30.04.11
Romania	35.000	3.300	4.000	3.600	5.000	15.01.11	22.01.11	10.02.11	21.02.11	10.03.11	21.03.11	08.04.11	21.04.11
Czech Republic	80.000	8.350	12.220	10.600	12.630	30.12.10	20.01.11	27.01.11	17.02.11	24.02.11	17.03.11	24.03.11	14.04.11
Poland	230.000	16.500	19.625	17.500	23.500	06.01.11	21.01.11	08.02.11	22.02.11	08.03.11	22.03.11	07.04.11	22.04.11
Russia	300.000	6.025	7.000	6.250	7.750	10.12.10	22.01.11	14.01.11	19.02.11	11.02.11	19.03.11	18.03.11	23.04.11
Bulgaria	38.000	2.560	3.580	3.320	4.090	05.01.11	15.01.11	04.02.11	15.02.11	04.03.11	15.03.11	05.04.11	15.04.11
Ukraine	85.000	3.820	4.400	4.090	4.960	17.12.10	25.01.11	21.01.11	22.02.11	18.02.11	22.03.11	25.03.11	27.04.11
Lithuania	20.000	1.040	1.240	1.160	1.300	04.01.11	19.01.11	01.02.11	18.02.11	01.03.11	18.03.11	29.03.11	16.04.11
Latvia	20.000	1.680	1.830	2.540	2.700	04.01.11	19.01.11	01.02.11	18.02.11	01.03.11	18.03.11	29.03.11	16.04.11
Slovenia	10.000	2.800	2.800	3.350	4.100	10.12.10	20.12.10	10.02.11	20.02.11	10.03.11	20.03.11	10.04.11	20.04.11

## CLOSING DATES FOR ADS/PUBLICATION DATE 6-12

Edition	6/11	7/11	8/11	9/11	10/11	11/11	12/11	Printed							
Germany, Austria, Switzerland	30.03.11	09.05.11	27.04.11	06.06.11	25.05.11	04.07.11	30.06.11	08.08.11	28.07.11	05.09.11	24.08.11	04.10.11	23.09.11	07.11.11	Roto-gravure
Hungary	21.04.11	11.05.11	20.05.11	08.06.11	24.06.11	13.07.11	22.07.11	10.08.11	26.08.11	14.09.11	23.09.11	12.10.11	21.10.11	09.11.11	Offset
Serbia	19.05.11	01.06.11	16.06.11	01.07.11	19.07.11	02.08.11	18.08.11	01.09.11	15.09.11	01.10.11	18.10.11	01.11.11	17.11.11	01.12.11	Offset
Romania	09.05.11	20.05.11	10.06.11	21.06.11	08.07.11	21.07.11	11.08.11	22.08.11	09.09.11	21.09.11	10.10.11	21.10.11	10.11.11	21.11.11	Offset
Czech Republic	28.04.11	19.05.11	26.05.11	16.06.11	23.06.11	14.07.11	28.07.11	18.08.11	25.08.11	15.09.11	22.09.11	13.10.11	27.10.11	18.11.11	Offset
Poland	10.05.11	24.05.11	09.06.11	24.06.11	07.07.11	22.07.11	09.08.11	23.08.11	08.09.11	23.09.11	06.10.11	21.10.11	07.11.11	22.11.11	Offset
Russia	15.04.11	21.05.11	13.05.11	18.06.11	17.06.11	23.07.11	15.07.11	20.08.11	19.08.11	24.09.11	16.09.11	22.10.11	14.10.11	19.11.11	Offset
Bulgaria	05.05.11	15.05.11	03.06.11	15.06.11	05.07.11	15.07.11	05.08.11	15.08.11	05.09.11	15.09.11	05.10.11	15.10.11	04.11.11	15.11.11	Offset
Ukraine	22.04.11	24.05.11	20.05.11	22.06.11	25.06.11	26.07.11	22.07.11	23.08.11	26.08.11	27.09.11	23.09.11	25.10.11	21.10.11	22.11.11	Offset
Lithuania	02.05.11	18.05.11	31.05.11	17.06.11	28.06.11	16.07.11	01.08.11	17.08.11	30.08.11	17.09.11	02.10.11	19.10.11	30.10.11	16.11.11	Offset
Latvia	02.05.11	18.05.11	31.05.11	17.06.11	28.06.11	16.07.11	01.08.11	17.08.11	30.08.11	17.09.11	02.10.11	19.10.11	30.10.11	16.11.11	Offset
Slovenia	10.05.11	20.05.11	10.06.11	20.06.11	10.07.11	20.07.11	10.07.11	20.07.11	10.09.11	20.09.11	10.10.11	20.10.11	10.11.11	20.11.11	Offset

\*all amounts in EUR

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## PLACING ORDERS

For information on placing advertising in any of our international editions, please contact our International Licensing Department or your local advertising sales representative for further details. We will be happy to put you in touch with the local advertising managers, who will inform you about their specific technical and mechanical requirements, proofing, latest deadline delivery dates and where to send material.

You can find all further media and contact data for each edition at [www.marquardmedia.com/international-licensing/joy-international.html](http://www.marquardmedia.com/international-licensing/joy-international.html)



MARQUARD MEDIA