

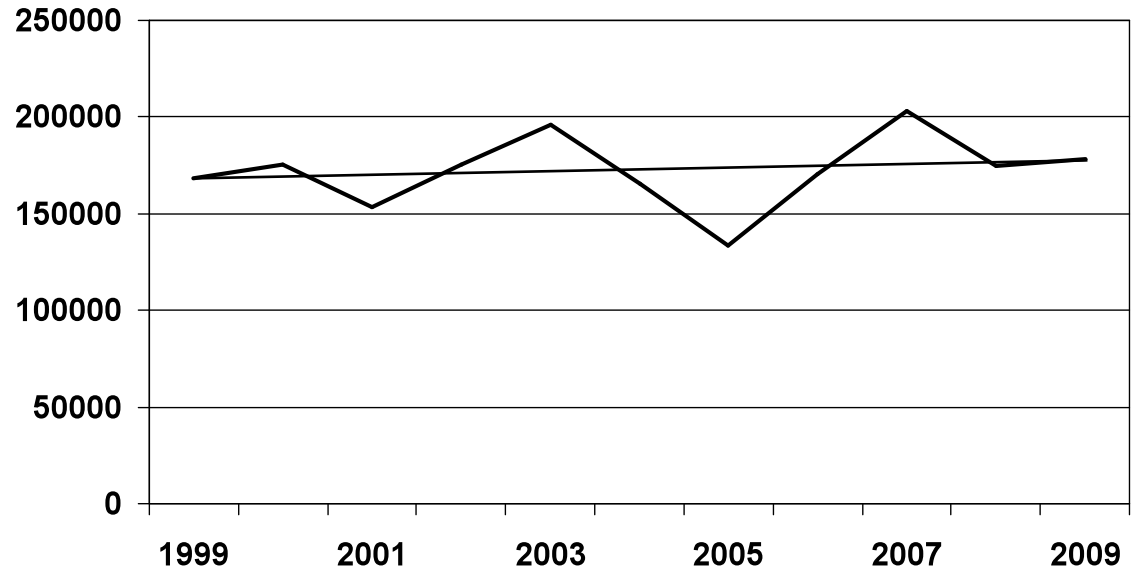
GEO EPOC – The History Magazine

International Licensing Package

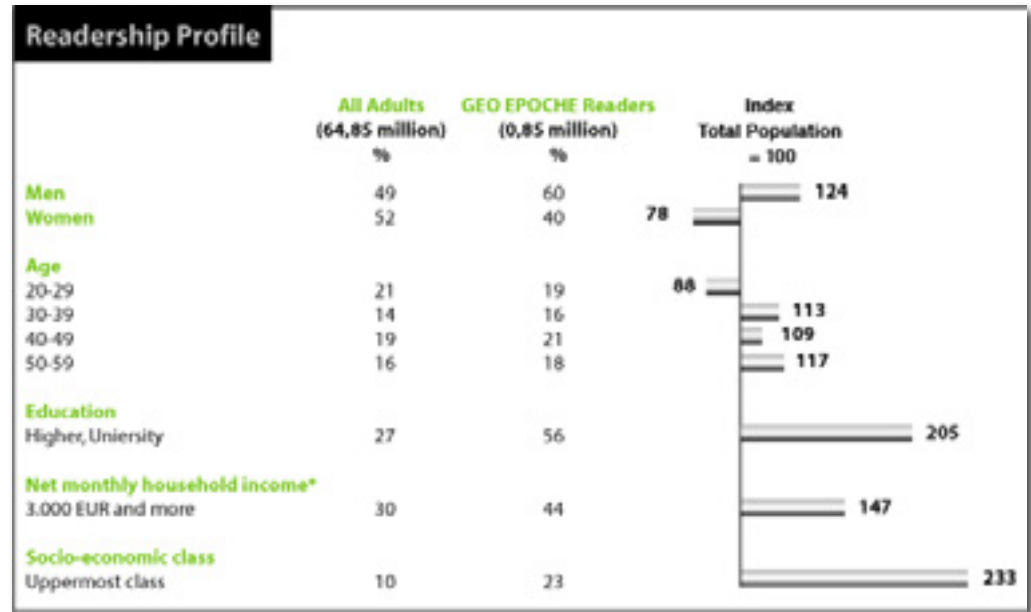
G+J International Brands and Licenses, Hamburg 2011



GEO EPOCHE is GEO's bi-monthly history magazine with the same extraordinary journalistic standards combined with outstanding photography, that made the GEO magazine renowned around the world. Each GEO EPOCHE edition is dedicated to a specific era or historical theme such as the Industrial Revolution, the Pharaohs in Ancient Egypt or a world religion such as Judaism. The reportages present important personalities and dramatic incidents, they deal with different cultures and political aspects. Precise historical reconstructions, opulent photo essays, expert interviews and information boxes complete the readers mindset and bring back to life a complete historical epoch.



GEO EPOCHE was launched in 1999 as a line extension of GEO magazine and has become the market leader among all history magazines in terms of sold circulation and reach in the German market. After more than 10 years in a competitive environment, the circulation of GEO Epoche is still growing and today more than 155.000 copies are reaching 840.000 readers (AWA 2009).



GEO EPOCHE readers are mainly male (60:40). Within the strong consumer and income group of 30 to 59 years, GEO EPOCHE readers are represented by 55%. The readership's net household income is very high: More than 44% have a disposable household income of 3.000 Euro and more per month. The readers education is considerably higher-than-average; every third reader has an university degree.

Exclusive **illustrations**,
precise **maps** and
ancient reconstructions
for visualization

Opulent **photography**
essays

Deeply investigated reportages
with chronological representation
of meaningful **eras and themes**

Detailed biographies of
historically **important**
personalities

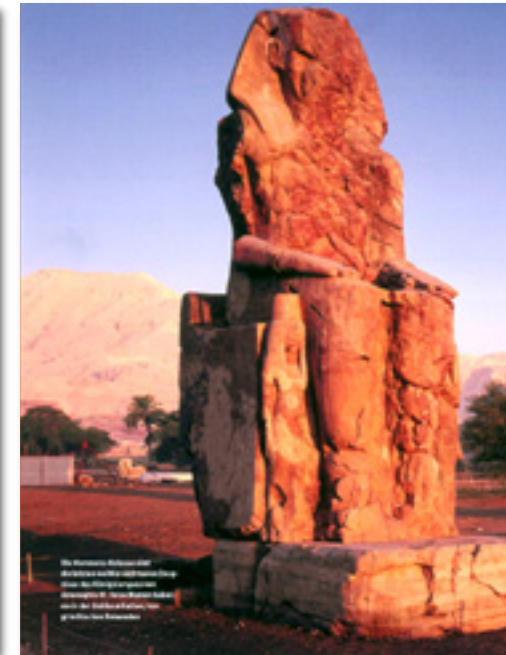
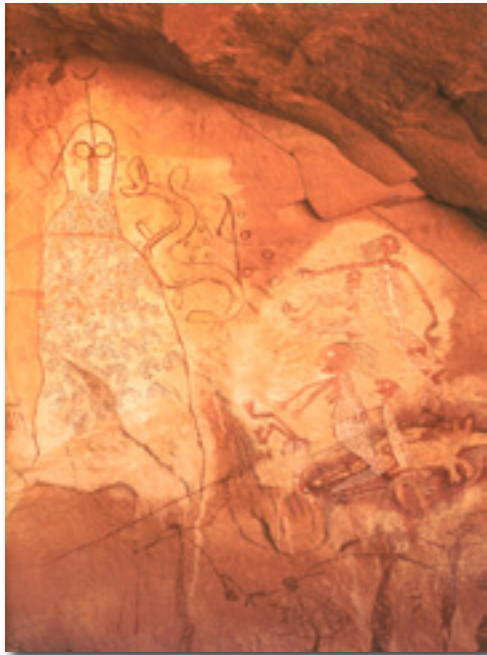
GEO EPOCHE as GEO's monothematic history magazine has completely set aside the dry rigor of classic history lessons for more than 10 years. The magazine provides exciting reading matter and serious information – always at the cutting edge of research.



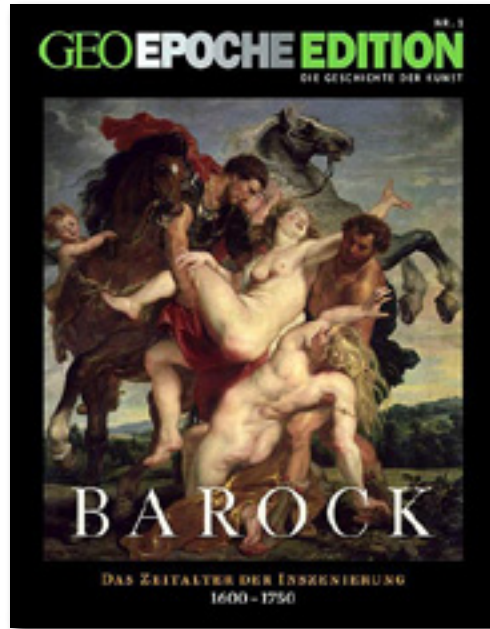
GEO EPOCHE presents the most significant historic incidents such as Thirty Years' War, the Industrial Revolution, or Australia's development from colonization up to the integration of the Aborigines into today's society.



GEO EPOCHE identifies the most important personalities in history of all time. By this a wide range of different topics and time periods is covered from a personal point of view. Due to the broad spectrum this can be a politician like John F. Kennedy, who is still indirectly influencing today's world order or the Pharaoh Echnaton famous for his unparalleled reformation of the Egyptian religion.



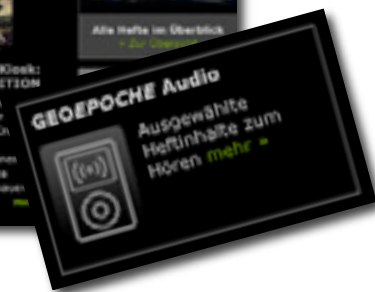
GEO EPOCHE's characteristic premium photography is closely connected to the mother brand GEO. One core competence of both magazines is the high quality and unique pictures content. To catch the readers attention each GEO EPOCHE issue starts with a first-class photo gallery.



GEO EPOCHE launched its own line extension in April 2010. GEO EPOCHE EDITION is a magazine about the history of art. The characters of the magazine are the large format, premium paper and highest print quality. GEO EPOCHE EDITION is published every six months and will take its topic from one of the most important era of art history. With a copy price of 15.90 Euro this line extension is financed through sales only.



GEO EPOCHE can be bought with a topic related DVD add-on. The extraordinary and beautiful photography as well as the historical knowledge are transferred to a DVD. GEO EPOCHE about the times when Spain commanded the world was enriched with a DVD about the conquistadors. The copy price for the magazine with DVD is 15.90 Euro for the one without it is 9,00 Euro.

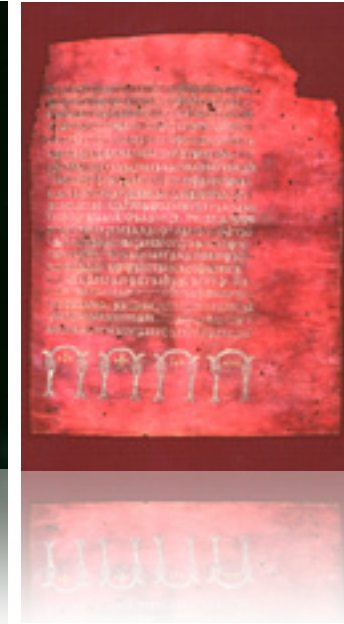
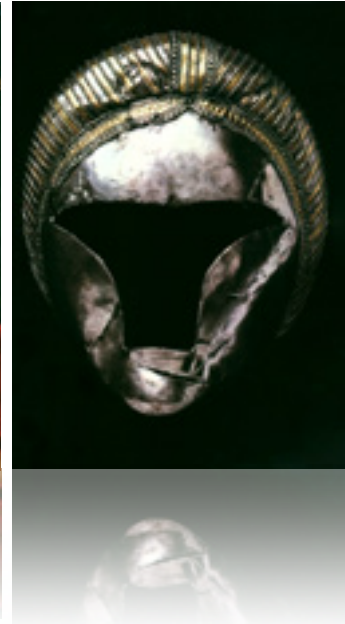
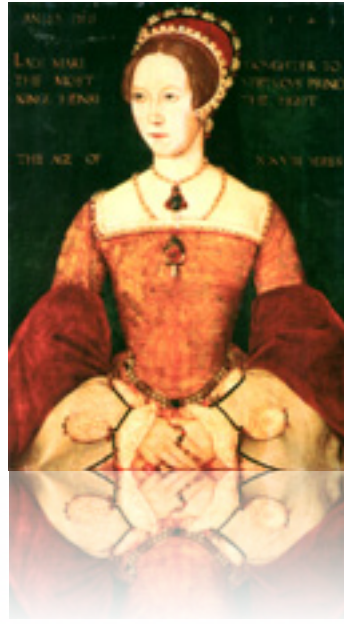


GEO EPOCHE's online activities are focused on selling and enriching the magazine. While the reader flips through the first online magazine pages he can get a first impression of the print magazine content. For those GEO EPOCHE issues where audio content is suitable to integrate, the magazine is enhanced by audio files on the website. For example GEO EPOCHE about New York from 1625 to 1945 is enriched with audio content about the great crash.



GEO EPOCHE International offers the following core benefits:

- It enriches a publisher's premium portfolio as an unique international brand with high reputation in the history segment
- Cost saving potential is offered thanks to an already existing magazine from Germany
- In times of changing revenue structures it provides a shift from advertising to distribution market
- A huge and increasing magazine archive of more than 40 editions about different historical topics
- Professional support and experience from Europe's largest magazine publisher Gruner+Jahr



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