

LEBEN & ERZIEHEN 2026

Target group: Families with children



FACTS

- 110.000 copies (incl. 25.000 e-paper)
- 220.000 readers
- Distribution: German speaking countries
- 12x per year
- Families with children, college of education, kindergarten teacher, paediatricians



GOOD REASONS

- 40.000 PEKiP
- 10.000 kiosk
- 30.000 subscribers
- 5.000 reading cycle

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.



Online connection possible!
www.wireltern.de

Format	€-rate 4c/sw	B	H
1/1 page	21.400,-	210 mm	270 mm
1/2 page	15.400,-	210 mm	132 mm
1/3 page	12.900,-	210 mm	88 mm
1/4 page	10.700,-	210 mm	65 mm

Edition	Date of publication	Order deadline	Edition	Date of publication	Order deadline
01-02/2026	27.01.2026	22.12.2025	08/2026	28.07.2026	22.06.2026
03/2026	24.02.2026	20.01.2026	09/2026	25.08.2026	21.07.2026
04/2026	24.03.2026	17.02.2026	10/2026	22.09.2026	18.08.2026
05/2026	21.04.2026	13.03.2026	11/2026	27.10.2026	21.09.2026
06/2026	26.05.2026	15.04.2026	12/2026	24.11.2026	16.10.2026
07/2026	23.06.2026	18.08.2026	01-02/2027	26.01.2027	15.12.2026

www.IGL.at

Unser Herz schlägt für den Tourismus.