



MEINE FAMILIE & ICH - GOOD FOOD - BETTER LIFE

WHY MEINE FAMILIE & ICH?

- ✓ Unique POS placement: directly at the cashier counters of more than 17,000 retail food stores
- ✓ Unique market position: the undisputed number 1 in the food magazine segment in terms of sold circulation
- ✓ Unique topic mix: recipes for everyday use with success guarantee and in the "better life" section many practical tips on topics such as health, housekeeping and legal matters.

USP

Europe's major food and gourmet magazine – the essential guide and companion for family managers.

KEYFACTS

Frequency: 13 x/year

Day of publication: Wednesday

Copyprice: 3.20 €

Basic rate (1/1 page 4c): 24,700 €^{1.)}

Reach: 1.14 Mio.^{2.)}

Sold circulation: 320,830^{3.)}

Editor-in-Chief: Gabriele Höger

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ ma 17 II, ³⁾ IVW II/2017

READERS PROFILE

	Mill.	Percent	Index
Total	1.14	100.0	
Sex			
Men	0.06	5.6	11
Women	1.08	94.4	185
Age			
14-19 years	0.02	2.2	31
20-29 years	0.10	8.5	62
30-39 years	0.21	18.8	134
40-49 years	0.20	17.2	107
50-59 years	0.28	24.2	133
60-69 years	0.14	12.7	95
>= 70 years	0.19	16.6	94
Qualification			
Comprehensive school	0.02	1.5	32
Sec. school (without apprenticeship)	0.15	13.6	173
Sec. school (with apprenticeship)	0.28	24.5	87
Secondary modern school	0.37	32.0	107
Grammar school	0.14	12.0	90
University	0.19	16.5	101
Net income			
less than 1,000.00 EUR	0.06	4.9	60
1,000 to 1,250 EUR	0.05	4.0	84
1,250 to 1,500 EUR	0.08	6.8	88
1,500 to 2,000 EUR	0.14	12.4	95
2,000 to 2,500 EUR	0.16	13.7	98
2,500 to 3,000 EUR	0.16	14.4	119
3,000 EUR and more	0.50	43.9	109

Source: ma 2017 II