



WOHNEN & GARTEN - STYLE GUIDE FOR THE HOME SOCIETY

WHY WOHNEN & GARTEN?

- ✓ number one in terms of retail sales plus subscriptions (IVW IV/2017).
- ✓ 75% of the readers collect every single issue of WOHNEN & GARTEN
- ✓ Exceptional reading time: our readers spend more than 4 hours with every issue.
- ✓ 10 times on average our readers pick up a single issue. (source: telephone survey, ISMA Buntru & Eiden GbR, April 2011)

USP

WOHNEN & GARTEN – the inspirational magazine – provides ideas for a superior living environment. An emotional visual concept depicts the harmonious fusion of inside and outside, of house and garden.

KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **4.00 €**

Basic rate (1/1 page 4c): **18,500 €^{1.)}**

Sold circulation: **214,096^{2.)}**

Editor-in-chief: **Andrea Kögel**

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ IVW IV/2017

READERS PROFILE

	Mill.	Percent	Index
Total	0.66	100.0	
Sex			
Men	0.14	20.7	42
Women	0.53	79.3	156
Age			
14-19 years	0.01	1.0	14
20-29 years	0.05	6.9	50
30-39 years	0.06	9.1	65
40-49 years	0.13	19.8	124
50-59 years	0.17	25.1	138
60-69 years	0.12	18.1	136
>= 70 years	0.13	20.0	114
Qualification			
Comprehensive school	0.01	0.9	19
Sec. school (without apprenticeship)	0.03	4.2	54
Sec. school (with apprenticeship)	0.12	18.1	65
Secondary modern school	0.23	35.3	118
Grammar school	0.09	13.2	99
University	0.19	28.3	173
Net income			
less than 1,000.00 EUR	0.04	6.2	75
1,000 to 1,250 EUR	0.02	3.1	64
1,250 to 1,500 EUR	0.02	3.4	45
1,500 to 2,000 EUR	0.08	12.7	99
2,000 to 2,500 EUR	0.08	12.0	84
2,500 to 3,000 EUR	0.08	12.4	104
3,000 EUR and more	0.33	50.4	125

Source: ma 2018 I