



MEIN SCHÖNER GARTEN – EUROPE'S BIGGEST GARDEN MAGAZINE

WHY MEIN SCHÖNER GARTEN?

- ✓ The trend is clear: An increasing number of people are spending more and more of their leisure time in their gardens. Gardening is one of the most favourite leisure-time activities.
- ✓ MEIN SCHÖNER GARTEN is Europe's best selling garden magazine.
- ✓ MEIN SCHÖNER GARTEN combines the advantages of both, a special interest magazine and a general interest title: An excellent target group and loyal readership in addition to extensive coverage and good value ad space.
- ✓ MEIN SCHÖNER GARTEN is an ideal advertising medium, extending far beyond the garden sector.

USP

MEIN SCHÖNER GARTEN targets an active, open, high-income readership with its informative, creative and service-orientated content every month. With 40 years experience, MEIN SCHÖNER GARTEN guarantees high quality and editorial competence.

KEYFACTS

Frequency: **monthly**

Day of publication: **Thursday**

Copyprice: **3.80 €**

Basic rate (1/1 page 4c): **27,500 €^{1.)}**

Reach: **2.36 m^{2.)}**

Sold circulation: **325,509^{3.)}**

Editor-in-chief: **Andrea Kögel**

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

READERS PROFILE

	Mill.	Percent	Index
Total	2.36	100.0	
Sex			
Men	0.87	37.1	76
Women	1.48	62.9	123
Age			
14-19 years	0.01	0.3	4
20-29 years	0.06	2.7	20
30-39 years	0.17	7.1	51
40-49 years	0.43	18.1	113
50-59 years	0.62	26.3	145
60-69 years	0.47	19.9	149
>= 70 years	0.60	25.6	145
Qualification			
Comprehensive school	0.01	0.3	6
Sec. school (without apprenticeship)	0.11	4.9	62
Sec. school (with apprenticeship)	0.70	29.9	107
Secondary modern school	0.88	37.2	125
Grammar school	0.19	8.1	61
University	0.46	19.7	120
Net income			
less than 1,000.00 EUR	0.08	3.5	43
1,000 to 1,250 EUR	0.08	3.2	69
1,250 to 1,500 EUR	0.11	4.8	63
1,500 to 2,000 EUR	0.33	14.0	107
2,000 to 2,500 EUR	0.33	14.1	101
2,500 to 3,000 EUR	0.29	12.2	101
3,000 EUR and more	1.13	48.1	120

Source: ma 2017 II