



LISA KOCHEN & BACKEN – COOKING WITH PASSION – BAKING WITH LOVE – EATING WITH PLEASURE

WHY LISA KOCHEN & BACKEN?

- ✓ Strong reach: ranks as the third-strongest title in the food magazines segment counting 670,000 readers per issue according to media Analysis 2017 II
- ✓ Offers good value for money: ranks as second title in the food segment in terms of CPM (women)
- ✓ Very useful for everyday cooking: simple and inspiring.

USP

Lisa Kochen & Backen offers inspiration for cuisine and lifestyle – ideal for young couples and families who despite limited time are very discerning as far as food and hospitality are concerned.

KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **1.95 €**

Basic rate (1/1 page 4c): **13,800 €^{1.)}**

Reach: **0.67 Mio.^{2.)}**

Sold circulation: **82,253^{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	0.67	100.0	
Sex			
Men	0.02	2.9	6
Women	0.65	97.2	191
Age			
14-19 years	0.03	4.6	66
20-29 years	0.09	13.6	98
30-39 years	0.08	11.7	83
40-49 years	0.12	17.4	109
50-59 years	0.17	25.7	141
60-69 years	0.09	14.0	105
>= 70 years	0.09	13.0	74
Qualification			
Comprehensive school	0.03	4.0	87
Sec. school (without apprenticeship)	0.05	7.5	96
Sec. school (with apprenticeship)	0.20	29.7	106
Secondary modern school	0.26	39.2	132
Grammar school	0.05	7.3	55
University	0.08	12.2	75
Net income			
less than 1,000.00 EUR	0.04	6.3	76
1,000 to 1,250 EUR	0.05	6.8	144
1,250 to 1,500 EUR	0.03	4.8	62
1,500 to 2,000 EUR	0.09	13.3	102
2,000 to 2,500 EUR	0.10	15.4	110
2,500 to 3,000 EUR	0.12	17.6	146
3,000 EUR and more	0.24	35.9	89

Source: ma 2017 II