



MEINE GUTE LANDKÜCHE - IN SEARCH OF AUTHENTIC CUISINE

WHY MEINE GUTE LANDKÜCHE?

- ✓ MEINE GUTE LANDKÜCHE represents authentic and genuine stories about regional culinary in Germany.
- ✓ MEINE GUTE LANDKÜCHE conveys seasonal highlights and culinary knowledge handed-down through the generations.
- ✓ MEINE GUTE LANDKÜCHE covers lively articles about traditional crafts and trades as well as entrepreneurship.
- ✓ MEINE GUTE LANDKÜCHE offers high-quality, large-sized images and a high-value presentation.

USP

MEINE GUTE LANDKÜCHE is more than a collection of recipes. The magazine tempts you to experience the wonderful diversity of German regional cooking. MEINE GUTE LANDKÜCHE targets those for whom cooking is a passion and who enjoy seasonal and regional inspirations.

KEYFACTS

Frequency: **bi-monthly**

Day of publication: **Wednesday**

Copyprice: **4.80 €**

Basic rate (1/1 page 4c): **11,300 €^{1.)}**

Sold circulation: **40,996^{2.)}**

Editor-in-Chief: **Susanne Peters**

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ IVW II/18

READERS PROFILE

| | Mill. | Percent | Index |
|--------------------------------------|-------|---------|-------|
| Total | 0.54 | 100.0 | |
| Sex | | | |
| Men | 0.12 | 22.9 | 47 |
| Women | 0.41 | 77.1 | 151 |
| Age | | | |
| 14-19 years | 0.01 | 1.6 | 23 |
| 20-29 years | 0.03 | 6.2 | 45 |
| 30-39 years | 0.05 | 10.1 | 72 |
| 40-49 years | 0.10 | 18.3 | 114 |
| 50-59 years | 0.14 | 25.8 | 142 |
| 60-69 years | 0.10 | 18.7 | 140 |
| >= 70 years | 0.10 | 19.3 | 110 |
| Qualification | | | |
| Comprehensive school | 0.00 | 0.5 | 10 |
| Sec. school (without apprenticeship) | 0.04 | 8.2 | 104 |
| Sec. school (with apprenticeship) | 0.14 | 26.4 | 94 |
| Secondary modern school | 0.21 | 38.4 | 128 |
| Grammar school | 0.06 | 10.4 | 78 |
| University | 0.09 | 16.2 | 100 |
| Net income | | | |
| less than 1,000.00 EUR | 0.05 | 9.9 | 122 |
| 1,000 to 1,250 EUR | 0.01 | 1.8 | 39 |
| 1,250 to 1,500 EUR | 0.02 | 4.4 | 55 |
| 1,500 to 2,000 EUR | 0.05 | 9.8 | 74 |
| 2,000 to 2,500 EUR | 0.09 | 16.3 | 116 |
| 2,500 to 3,000 EUR | 0.06 | 10.5 | 86 |
| 3,000 EUR and more | 0.25 | 47.4 | 118 |

Source: b4p 2017 I