



LUST AUF GENUSS – EXPERIENCE SOMETHING SPECIAL!

WHY LUST AUF GENUSS?

- ✓ Premium placement at the POS: exclusive placement at the cashier counters of retail food stores
- ✓ Premium layout: innovative visual design, outstanding food photography
- ✓ Premium target group: young readers, eager to try out new things and lifestyle-oriented gourmets

USP

Lust auf Genuss is the magazine for the gourmet and connoisseurs community. The look and feels as well as the content of the magazine create a brand which turns cooking into a special experience.

KEYFACTS

Frequency: 13 x/year

Day of publication: Wednesday

Copyprice: 4.20 €

Basic rate (1/1 page 4c): 18,400 €^{1.)}

Sold circulation: 134,576^{2.)}

Editor-in-Chief: Anke Krohmer

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

READERS PROFILE

	Mill.	Percent	Index
Total	0.50	100.0	
Sex			
Men	0.11	21.3	43
Women	0.39	78.7	154
Age			
14-19 years	0.01	1.9	27
20-29 years	0.05	9.8	71
30-39 years	0.08	16.8	120
30-69 years	0.37	74.2	120
40-49 years	0.07	14.1	88
50-59 years	0.12	24.4	134
60-69 years	0.09	18.8	141
>= 70 years	0.07	14.2	81
Net income			
less than 1,000.00 EUR	0.02	3.4	55
1,000 to 1,500 EUR	0.04	8.0	73
1,500 to 2,000 EUR	0.04	7.6	53
2,000 to 2,500 EUR	0.07	13.5	102
2,500 to 3,5000 EUR	0.14	29.0	113
3,500 EUR and more	0.19	38.6	130
Social-economic standing			
Level 1 (top)	0.07	13.7	138
Level 2	0.11	21.0	168
Level 3	0.08	16.4	99
Level 4	0.11	23.0	104
Level 5	0.07	13.2	81
Level 6	0.05	9.3	74
Level 7 (low)	0.02	3.3	33

Source: AWA 2017