



## WOHNEN & GARTEN – STYLE GUIDE FOR THE HOME SOCIETY

### WHY WOHNEN & GARTEN?

- ✓ the market leader in the field of monthly living magazines (IVW II/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): **18,100 €<sup>1.)</sup>**

Reach: **0.61 Mio.<sup>2.)</sup>**

Sold circulation: **224,338<sup>3.)</sup>**

Editor-in-chief: **Andrea Kögel**

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

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.61	100.0	
<b>Sex</b>			
Men	0.11	17.5	36
Women	0.50	82.5	162
<b>Age</b>			
14-19 years	0.02	3.5	51
20-29 years	0.03	5.8	42
30-39 years	0.06	9.1	65
40-49 years	0.13	21.9	137
50-59 years	0.13	21.0	115
60-69 years	0.11	18.1	136
>= 70 years	0.12	20.6	117
<b>Qualification</b>			
Comprehensive school	0.02	3.4	73
Sec. school (without apprenticeship)	0.01	1.1	13
Sec. school (with apprenticeship)	0.11	18.4	66
Secondary modern school	0.19	32.2	108
Grammar school	0.11	18.0	135
University	0.16	27.0	164
<b>Net income</b>			
less than 1,000.00 EUR	0.02	4.0	48
1,000 to 1,250 EUR	0.02	2.9	62
1,250 to 1,500 EUR	0.02	3.5	46
1,500 to 2,000 EUR	0.06	10.4	79
2,000 to 2,500 EUR	0.06	9.7	70
2,500 to 3,000 EUR	0.08	12.5	104
3,000 EUR and more	0.35	57.0	142

Source: ma 2017 II