



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

**WHY LISA KOCHEN & BACKEN?**

- ✓ Strong reach: ranks as one of the strongest title in the food magazines segment counting 550,000 readers per issue according to media Analysis 2018 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): **14,000 €<sup>1.)</sup>**

Reach: **0.55 Mio.<sup>2.)</sup>**

Sold circulation: **72,470<sup>3.)</sup>**

Editor-in-Chief: **Gabriele Höger**

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> ma 2018 II, <sup>3)</sup> IVW II/18

**READERS PROFILE**

	Mill.	Percent	Index
<b>Total</b>	0.69	100.0	
<b>Sex</b>			
Men	0.04	5.8	12
Women	0.65	94.2	185
<b>Age</b>			
14-19 years	0.02	2.4	35
20-29 years	0.09	13.0	94
30-39 years	0.09	13.6	97
40-49 years	0.12	17.7	111
50-59 years	0.15	22.4	123
60-69 years	0.11	16.5	123
>= 70 years	0.10	14.3	81
<b>Qualification</b>			
Comprehensive school	0.01	1.4	30
Sec. school (without apprenticeship)	0.05	7.2	92
Sec. school (with apprenticeship)	0.27	39.2	140
Secondary modern school	0.24	34.5	116
Grammar school	0.07	9.5	71
University	0.06	8.2	50
<b>Net income</b>			
less than 1,000.00 EUR	0.04	6.4	77
1,000 to 1,250 EUR	0.03	4.3	89
1,250 to 1,500 EUR	0.05	8.0	105
1,500 to 2,000 EUR	0.09	13.6	106
2,000 to 2,500 EUR	0.13	18.4	129
2,500 to 3,000 EUR	0.08	11.6	98
3,000 EUR and more	0.26	37.8	93

Source: ma 2018 I