



DAS HAUS - THE GREATEST MAGAZINE OF EUROPE FOR BUILDING, RESIDING AND BETTER LIVING

WHY DAS HAUS?

- ✓ Over 75% of DAS HAUS-readers are property owners in the prime of life and well-off.
- ✓ DAS HAUS has a subscription rate of 99%.
- ✓ Cross-media community by intelligent integration on www.haus.de.

USP

„A readership with drive, courage and the desire to build something of their own. For me, they represent Germany’s golden mean: a mean that is prepared to make their dreams come true with responsibility and creativity.“ (Stefan Grünewald, managing director Rheingold-Institut)

KEYFACTS

Frequency: 10 x/year

Day of publication: Thursday

Copyprice: 1.40 €

Basic rate (1/1 page 4c): 44,000 €^{1.)}

Reach: 1.25 Mio^{2.)}

Sold circulation: 985,016^{3.)}

Editor-in-chief: Gaby Miketta

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

READERS PROFILE

	Mill.	Percent	Index
Total	1.25	100.0	
Sex			
Men	0.70	56.2	115
Women	0.55	43.8	86
Age			
14-19 years	0.03	2.1	31
20-29 years	0.07	5.5	40
30-39 years	0.19	15.3	109
40-49 years	0.35	28.0	175
50-59 years	0.32	25.2	138
60-69 years	0.20	15.6	117
>= 70 years	0.10	8.3	47
Qualification			
Comprehensive school	0.03	2.1	45
Sec. school (without apprenticeship)	0.03	2.4	31
Sec. school (with apprenticeship)	0.30	24.0	86
Secondary modern school	0.40	31.9	107
Grammar school	0.16	12.5	94
University	0.34	27.1	165
Net income			
less than 1,000.00 EUR	0.03	2.3	27
1,000 to 1,250 EUR	0.01	0.9	19
1,250 to 1,500 EUR	0.05	4.0	52
1,500 to 2,000 EUR	0.08	6.0	46
2,000 to 2,500 EUR	0.13	10.4	75
2,500 to 3,000 EUR	0.14	11.3	94
3,000 EUR and more	0.82	65.1	162

Source: ma 2017 II