



ARD BUFFET MAGAZINE - A DELIGHT FOR BODY AND SOUL

WHY ARD BUFFET MAGAZIN?

- ✓ Unique leading position in its segment: no other magazine scores so successfully with the credibility and authenticity of a top TV show.
- ✓ Best value for money: the magazine offers good price performance ratio in the food magazine segment.

USP

ARD Buffet is more than an accompanying magazine to a successful TV format. It is a valuable guide for various areas of life and distinguishes itself by creative recipes based on fresh and seasonal ingredients.

KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **2.50 €**

Basic rate (1/1 page 4c): **12,400 €^{1.)}**

Reach: **0.44 Mio.^{2.)}**

Sold circulation: **104,550^{3.)}**

Editor-in-Chief: **Gabriele Mühlen**

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

READERS PROFILE

	Mill.	Percent	Index
Total	0.44	100.0	
Sex			
Men	0.08	18.3	37
Women	0.36	81.7	160
Age			
14-19 years	0.01	1.3	19
20-29 years	0.03	6.9	50
30-39 years	0.04	8.6	62
40-49 years	0.07	16.6	104
50-59 years	0.08	19.3	106
60-69 years	0.09	20.2	151
>= 70 years	0.12	27.1	154
Qualification			
Comprehensive school	0.00	0.0	1
Sec. school (without apprenticeship)	0.03	6.8	86
Sec. school (with apprenticeship)	0.13	30.6	109
Secondary modern school	0.15	35.5	119
Grammar school	0.04	8.1	61
University	0.08	19.0	116
Net income			
less than 1,000.00 EUR	0.03	6.2	75
1,000 to 1,250 EUR	0.01	3.3	71
1,250 to 1,500 EUR	0.02	5.2	68
1,500 to 2,000 EUR	0.05	12.1	92
2,000 to 2,500 EUR	0.05	10.7	76
2,500 to 3,000 EUR	0.06	14.1	117
3,000 EUR and more	0.21	48.3	120

Source: ma 2017 II