



## MEINE FAMILIE & ICH - GOOD FOOD - BETTER LIFE

### WHY MEINE FAMILIE & ICH?

- ✓ Unique POS placement: directly at the cashier counters of more than 17,000 retail food stores
- ✓ Unique market position: the undisputed number 1 in the food magazine segment in terms of sold circulation
- ✓ Unique topic mix: recipes for everyday use with success guarantee and in the “better life” section many practical tips on topics such as health, housekeeping and legal matters.

### USP

Europe’s major food and gourmet magazine – the essential guide and companion for family managers.

### KEYFACTS

Frequency: 13 x/year

Day of publication: Wednesday

Copyprice: 3.20 €

Basic rate (1/1 page 4c): 24,900 €<sup>1.)</sup>

Reach: 1.05 Mio.<sup>2.)</sup>

Sold circulation: 277,229<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>	1.16	100.0	
<b>Sex</b>			
Men	0.06	5.0	10
Women	1.10	95.0	186
<b>Age</b>			
14-19 years	0.04	3.1	44
20-29 years	0.12	10.2	74
30-39 years	0.19	16.1	115
40-49 years	0.19	16.5	103
50-59 years	0.27	23.5	129
60-69 years	0.16	13.7	102
>= 70 years	0.20	17.0	96
<b>Qualification</b>			
Comprehensive school	0.02	1.6	34
Sec. school (without apprenticeship)	0.17	14.2	182
Sec. school (with apprenticeship)	0.31	26.6	95
Secondary modern school	0.40	34.2	115
Grammar school	0.11	9.4	71
University	0.16	14.0	85
<b>Net income</b>			
less than 1,000.00 EUR	0.07	5.8	70
1,000 to 1,250 EUR	0.06	5.3	111
1,250 to 1,500 EUR	0.08	6.8	90
1,500 to 2,000 EUR	0.12	10.5	82
2,000 to 2,500 EUR	0.15	13.1	92
2,500 to 3,000 EUR	0.18	15.4	130
3,000 EUR and more	0.50	43.1	107

Source: ma 2018 I