



LUST AUF GENUSS – EXPERIENCE SOMETHING SPECIAL!

WHY LUST AUF GENUSS?

- ✓ Premium placement at the POS: exclusive placement at the cashier counters of retail food stores
- ✓ Premium layout: innovative visual design, outstanding food photography
- ✓ Premium target group: young readers, eager to try out new things and lifestyle-oriented gourmets

USP

Lust auf Genuss is the magazine for the gourmet and connoisseurs community. The look and feels as well as the content of the magazine create a brand which turns cooking into a special experience.

KEYFACTS

Frequency: 13 x/year

Day of publication: Wednesday

Copyprice: 4.20 €

Basic rate (1/1 page 4c): 18,200 €^{1.)}

Reach: 0.60 Mio.^{2.)}

Sold circulation: 122,485^{3.)}

Editor-in-Chief: Anke Krohmer

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ AWA 2016, ³⁾ IVW II/2017

READERS PROFILE

	Mill.	Percent	Index
Total	0.52	100.0	
Sex			
Men	0.13	24.0	50
Women	0.39	76.0	148
Age			
14-19 years	0.01	1.0	18
20-29 years	0.05	10.0	71
30-39 years	0.07	14.0	100
40-49 years	0.14	26.0	149
50-59 years	0.11	21.0	118
60-69 years	0.07	14.0	113
>= 70 years	0.07	14.0	78
Qualification			
Sec. school (without apprenticeship)	0.03	5.0	40
Sec. school (with apprenticeship)	0.12	24.0	95
Secondary modern school	0.18	34.0	97
Grammar school	0.05	10.0	86
University	0.14	27.0	173
Net income			
less than 1,000.00 EUR	0.02	4.0	58
1,000 to 1,500 EUR	0.04	8.0	64
1,500 to 2,000 EUR	0.05	11.0	69
2,000 to 2,500 EUR	0.07	13.0	90
2,500 to 3,5000 EUR	0.13	25.0	99
3,500 EUR and more	0.21	40.0	150

Source: AWA 2015 (Total population, 14 and older)