



MEINE GUTE LANDKÜCHE – IN SEARCH OF AUTHENTIC CUISINE

WHY MEINE GUTE LANDKÜCHE?

- ✓ MEINE GUTE LANDKÜCHE represents authentic and genuine stories about regional culinary in Germany.
- ✓ MEINE GUTE LANDKÜCHE conveys seasonal highlights and culinary knowledge handed-down through the generations.
- ✓ MEINE GUTE LANDKÜCHE covers lively articles about traditional crafts and trades as well as entrepreneurship.
- ✓ MEINE GUTE LANDKÜCHE offers high-quality, large-sized images and a high-value presentation.

USP

MEINE GUTE LANDKÜCHE is more than a collection of recipes. The magazine tempts you to experience the wonderful diversity of German regional cooking. MEINE GUTE LANDKÜCHE targets those for whom cooking is a passion and who enjoy seasonal and regional inspirations.

KEYFACTS

Frequency: **bi-monthly**

Day of publication: **Wednesday**

Copyprice: **4.80 €**

Basic rate (1/1 page 4c): **11,300 €^{1.)}**

Sold circulation: **47,492^{2.)}**

Editor-in-Chief: **Susanne Peters**

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ IVW I/18

READERS PROFILE

	Mill.	Percent	Index
Total	0.54	100.0	
Sex			
Men	0.12	22.9	47
Women	0.41	77.1	151
Age			
14-19 years	0.01	1.6	23
20-29 years	0.03	6.2	45
30-39 years	0.05	10.1	72
40-49 years	0.10	18.3	114
50-59 years	0.14	25.8	142
60-69 years	0.10	18.7	140
>= 70 years	0.10	19.3	110
Qualification			
Comprehensive school	0.00	0.5	10
Sec. school (without apprenticeship)	0.04	8.2	104
Sec. school (with apprenticeship)	0.14	26.4	94
Secondary modern school	0.21	38.4	128
Grammar school	0.06	10.4	78
University	0.09	16.2	100
Net income			
less than 1,000.00 EUR	0.05	9.9	122
1,000 to 1,250 EUR	0.01	1.8	39
1,250 to 1,500 EUR	0.02	4.4	55
1,500 to 2,000 EUR	0.05	9.8	74
2,000 to 2,500 EUR	0.09	16.3	116
2,500 to 3,000 EUR	0.06	10.5	86
3,000 EUR and more	0.25	47.4	118

Source: b4p 2017 I