



## GARTENSPASS – SIMPLY MORE FUN IN THE GARDEN

### WHY GARTENSPASS?

- ✓ GARTENSPASS is the practical magazine for hobby gardeners.
- ✓ GARTENSPASS is the ideal complementary magazine to MEIN SCHÖNER GARTEN to reach an extended target group
- ✓ GARTENSPASS offers simple solutions for beginner gardeners. Each issue includes numerous step-by-step photo instructions, illustrating how to look after plants. The editorial concept also includes tips for garden design, such as putting in a pond or a terrace.

### USP

The magazine GARTENSPASS describes in easy steps how to create your own dream garden, using low maintenance plants, simple layout tips and other creative ideas.

### KEYFACTS

Frequency: **monthly**

Day of publication: **Thursday**

Copyprice: **2.30 €**

Basic rate (1/1 page 4c): **9,100 €<sup>1.)</sup>**

Reach: **0.52 Mio.<sup>2.)</sup>**

Sold circulation: **68,384<sup>3.)</sup>**

Editor-in-chief: **Andrea Kögel**

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>	0.59	100.0	
<b>Sex</b>			
Men	0.21	36.1	74
Women	0.38	63.9	125
<b>Age</b>			
14-19 years	0.01	1.7	24
20-29 years	0.04	5.9	43
30-39 years	0.07	11.0	78
40-49 years	0.13	22.5	141
50-59 years	0.14	23.3	128
60-69 years	0.10	16.3	122
>= 70 years	0.11	19.3	109
<b>Qualification</b>			
Comprehensive school	0.00	0.6	12
Sec. school (without apprenticeship)	0.02	3.3	42
Sec. school (with apprenticeship)	0.16	27.3	98
Secondary modern school	0.22	36.5	123
Grammar school	0.07	12.2	91
University	0.12	20.2	123
<b>Net income</b>			
less than 1,000.00 EUR	0.03	4.3	52
1,000 to 1,250 EUR	0.02	3.6	75
1,250 to 1,500 EUR	0.04	6.2	82
1,500 to 2,000 EUR	0.05	9.0	70
2,000 to 2,500 EUR	0.08	13.5	94
2,500 to 3,000 EUR	0.08	12.9	108
3,000 EUR and more	0.30	50.6	125

Source: ma 2018 I