



## GUTER RAT - THE INDEPENDENT CONSUMER MAGAZINE

### WHY GUTER RAT?

- ✓ Germany's first independent consumer magazine
- ✓ Provides guidance and assists with decisions regarding private household management
- ✓ focuses on the essential
- ✓ high quality paper
- ✓ opinion, evaluation, recommendation

### USP

With Guter Rat you reach readers at the ideal time, i.e. at the point of decision before making a major purchase.

### KEYFACTS

Frequency: **monthly**

Day of publication: **Thursday**

Copyprice: **2.80 €**

Basic rate (1/1 page 4c): **16,880 €<sup>1.)</sup>**

Sold circulation: **152,859<sup>2.)</sup>**

Chefredakteur: **Stefan Kobus**

Source: <sup>1)</sup> Prices valid from 01.01.2017., <sup>2)</sup> IVW I/17

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	1.14	100.0	
<b>Sex</b>			
Men	0.69	60.8	124
Women	0.45	39.2	77
<b>Age</b>			
14-19 years	0.01	0.9	14
20-29 years	0.08	6.8	49
30-39 years	0.11	10.1	73
40-49 years	0.20	17.2	102
40-59 years	0.50	43.8	126
50-59 years	0.30	26.7	148
60-69 years	0.21	18.8	145
>= 70 years	0.22	19.6	110
<b>Qualification</b>			
Comprehensive school	0.01	0.7	16
Sec. school (without apprenticeship)	0.02	1.7	24
Sec. school (with apprenticeship)	0.23	19.8	68
Secondary modern school	0.53	46.2	155
Grammar school	0.11	9.3	72
University	0.25	22.2	139
<b>Net income</b>			
less than 1,000.00 EUR	0.05	4.8	78
1,000 to 1,250 EUR	0.07	6.0	134
1,250 to 1,500 EUR	0.08	7.3	105
1,500 to 2,000 EUR	0.20	17.9	116
2,000 to 2,500 EUR	0.22	19.2	115
2,000 - 2,999 EUR	0.36	31.8	105
2,500 to 3,000 EUR	0.14	12.6	92
3,000 EUR and more	0.37	32.2	88

Source: ma 2017 I