



LISA BLUMEN & PFLANZEN – THE CREATIVE GARDENING MAGAZINE FOR THE BALCONY AND TERRACE OWNERS

WHY LISA BLUMEN & PFLANZEN?

- ✓ 90% of the readers are women who love creating an individually styled home, such as flower arranging and table decorating. (ma 2017 II)
- ✓ LISA BLUMEN & PFLANZEN covers not only gardening topics, but includes a range of related subjects such as indoor decorating, food and health.

USP

LISA BLUMEN & PFLANZEN is the creative gardening magazine for the balcony and terrace owners. The magazine targets the growing interest in creativity, design and decoration in a limited space.

KEYFACTS

Frequency: **monthly**

Day of publication: **Thursday**

Copyprice: **1.90 €**

Basic rate (1/1 page 4c): **8,900 €^{1.)}**

Reach: **0.74 mio.^{2.)}**

Sold circulation: **91,884^{3.)}**

Editor-in-chief: **Andrea Kögel**

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ ma 2017 II, ³⁾ IVW II20/17

READERS PROFILE

	Mill.	Percent	Index
Total	0.74	100.0	
Sex			
Men	0.08	10.2	21
Women	0.66	89.8	176
Age			
14-19 years	0.01	1.2	17
20-29 years	0.05	6.3	46
30-39 years	0.11	15.0	107
40-49 years	0.12	16.8	105
50-59 years	0.17	23.6	130
60-69 years	0.12	16.3	122
>= 70 years	0.15	20.9	119
Qualification			
Comprehensive school	0.00	0.2	4
Sec. school (without apprenticeship)	0.06	8.2	105
Sec. school (with apprenticeship)	0.22	30.3	108
Secondary modern school	0.28	38.3	129
Grammar school	0.08	10.2	77
University	0.09	12.9	78
Net income			
less than 1,000.00 EUR	0.05	6.4	78
1,000 to 1,250 EUR	0.05	6.6	141
1,250 to 1,500 EUR	0.04	5.6	73
1,500 to 2,000 EUR	0.11	15.2	116
2,000 to 2,500 EUR	0.10	14.1	101
2,500 to 3,000 EUR	0.11	14.8	122
3,000 EUR and more	0.28	37.3	93

Source: ma 2017 II