



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

### WHY LISA BLUMEN & PFLANZEN?

- ✓ 92% of the readers are women who love creating an individually styled home, such as flower arranging and table decorating. (ma 2018 I)
- ✓ 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): **9,100 €<sup>1.)</sup>**

Sold circulation: **70,813<sup>2.)</sup>**

Editor-in-chief: **Andrea Kögel**

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> IVW IV/2017

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.71	100.0	
<b>Sex</b>			
Men	0.05	7.7	16
Women	0.65	92.3	181
<b>Age</b>			
14-19 years	0.01	1.9	27
20-29 years	0.04	6.3	46
30-39 years	0.07	9.2	66
40-49 years	0.12	16.4	103
50-59 years	0.17	23.8	131
60-69 years	0.14	20.1	150
>= 70 years	0.16	22.3	127
<b>Qualification</b>			
Comprehensive school	0.01	1.7	37
Sec. school (without apprenticeship)	0.07	9.5	121
Sec. school (with apprenticeship)	0.24	33.5	120
Secondary modern school	0.24	34.3	115
Grammar school	0.04	6.3	47
University	0.10	14.8	90
<b>Net income</b>			
less than 1,000.00 EUR	0.04	5.9	72
1,000 to 1,250 EUR	0.05	7.3	152
1,250 to 1,500 EUR	0.03	4.9	65
1,500 to 2,000 EUR	0.07	10.3	80
2,000 to 2,500 EUR	0.11	15.1	106
2,500 to 3,000 EUR	0.10	14.3	120
3,000 EUR and more	0.30	42.1	104

Source: ma 2018 I