



LISA - ...AND A NORMAL DAY TURNS INTO YOUR FAVOURITE DAY

WHY LISA?

- ✓ LISA is clearly the market leader in the segment of young women's weeklies.
- ✓ The print run reflects in terms of volume and stability the high quality of the product design and of the editorial content.
- ✓ With its three special monthly titles Lisa Kochen & Backen, Lisa Wohnen & Dekorieren, Lisa Blumen & Pflanzen, the homepage Lisa.de and Lisa Facebook, Lisa offers a unique brand world in its segment.
- ✓ The most successful international title (in 10 countries)!

THE WAY WOMEN LIVE TODAY

Lisa readers are active, modern women, who like to stay informed, give or seek advice and discuss with their real and virtual friends. Lisa offers practical ideas for everyday life: it provides with living, fashion and beauty trends as well as news and tips around the topic medicine, health and a section with gourmet recipes.

Maria Sandoval

KEYFACTS

Frequency: **weekly**

Day of publication: **Wednesday**

Copyprice: **1.30 €**

Basic rate (1/1 page 4c): **19,200 €^{1.)}**

Reach: **1.17 Mio.^{2.)}**

Sold circulation: **217,163^{3.)}**

Editor-in-chief: **Maria Sandoval**

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ ma 2018 II, ³⁾ IVW III/18

READERS PROFILE

	Mill.	Percent	Index
Total	1.17	100.0	
Sex			
Men	0.06	4.7	10
Women	1.12	95.3	188
Age			
14-19 years	0.04	3.5	50
20-29 years	0.16	13.4	96
30-39 years	0.20	16.8	119
40-49 years	0.18	15.4	96
50-59 years	0.24	20.3	111
60-69 years	0.20	17.0	127
>= 70 years	0.16	13.6	78
20-69 years	0.97	82.9	110
Qualification			
Comprehensive school	0.03	2.6	56
Sec. school (without apprenticeship)	0.08	7.2	91
Sec. school (with apprenticeship)	0.33	28.4	107
Secondary modern school	0.44	37.4	125
Grammar school	0.11	9.2	66
University	0.18	15.2	89
Net income			
less than 1,000.00 EUR	0.09	7.3	97
1,000 to 1,250 EUR	0.05	4.6	104
1,250 to 1,500 EUR	0.11	9.5	135
1,500 to 2,000 EUR	0.17	14.2	110
2,000 to 2,500 EUR	0.21	18.1	128
2,500 to 3,000 EUR	0.15	12.6	112
3,000 EUR and more	0.40	33.8	79

Source: ma 2018 II