



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): **17,220 €^{1.)}**

Sold circulation: **141,264^{2.)}**

Chefredakteur: **Stefan Kobus**

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

READERS PROFILE

	Mill.	Percent	Index
Total	1.13	100.0	
Sex			
Men	0.63	55.5	113
Women	0.50	44.5	87
Age			
14-19 years	0.01	0.8	11
20-29 years	0.07	6.2	45
30-39 years	0.13	11.5	82
40-49 years	0.21	19.0	119
50-59 years	0.26	22.8	125
60-69 years	0.18	16.0	120
>= 70 years	0.27	23.7	135
Qualification			
Comprehensive school	0.01	0.5	10
Sec. school (without apprenticeship)	0.03	3.1	40
Sec. school (with apprenticeship)	0.21	18.4	66
Secondary modern school	0.52	46.1	155
Grammar school	0.08	7.3	55
University	0.28	24.7	150
Net income			
less than 1,000.00 EUR	0.05	4.1	49
1,000 to 1,250 EUR	0.05	4.7	97
1,250 to 1,500 EUR	0.07	6.0	80
1,500 to 2,000 EUR	0.13	11.4	89
2,000 to 2,500 EUR	0.19	16.8	118
2,500 to 3,000 EUR	0.17	15.5	130
3,000 EUR and more	0.47	41.6	103

Source: ma 2018 I