



LISA - THIS IS THE WAY WOMEN LIVE TODAY

WHY LISA?

- ✓ Lisa is a segment starter (1994) in the women's weeklies environment, targeting younger readers. It has been an established and successful brand for more than 20 years.
- ✓ The magazine reaches 1.25 mill. readers every week.
- ✓ 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: **1.25 Mio.^{2.)}**

Sold circulation: **227,657^{3.)}**

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

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ ma 2017 II, ³⁾ IVW III/2017

READERS PROFILE

	Mill.	Percent	Index
Total	1.25	100.0	
Sex			
Men	0.07	5.7	12
Women	1.18	94.4	185
Age			
14-19 years	0.05	4.2	59
20-29 years	0.18	14.1	102
20-59 years	0.84	67.7	109
30-39 years	0.20	16.2	115
40-49 years	0.20	16.1	101
50-59 years	0.27	21.3	117
60-69 years	0.16	12.7	95
>= 70 years	0.19	15.5	88
Qualification			
Comprehensive school	0.03	2.1	45
Sec. school (without apprenticeship)	0.14	10.9	139
Sec. school (with apprenticeship)	0.37	29.4	105
Secondary modern school	0.49	39.1	131
Sec. school (with apprenticeship) o. secondary modern school	0.85	68.5	119
Grammar school	0.12	9.5	71
University	0.11	9.0	55
Net income			
less than 1,000.00 EUR	0.09	7.1	86
1,000 to 1,250 EUR	0.04	3.5	74
1,250 to 1,500 EUR	0.10	8.2	106
1,500 to 2,000 EUR	0.14	11.4	87
2,000 to 2,500 EUR	0.21	16.7	119
2,000 - 2,999 EUR	0.38	30.2	116
2,500 to 3,000 EUR	0.17	13.6	113
3,000 EUR and more	0.49	39.7	99

Source: ma 2017 II