



## WOHNEN & GARTEN – STYLE GUIDE FOR THE HOME SOCIETY

### WHY WOHNEN & GARTEN?

- ✓ number one in terms of sold circulation (IVW II/2018).
- ✓ 75% of the readers collect every single issue of WOHNEN & GARTEN
- ✓ Exceptional reading time: our readers spend more than 4 hours with every issue.
- ✓ 10 times on average our readers pick up a single issue. (source: telephone survey, ISMA Buntru & Eiden GbR, April 2011 )

### USP

WOHNEN & GARTEN – the inspirational magazine – provides ideas for a superior living environment. An emotional visual concept depicts the harmonious fusion of inside and outside, of house and garden.

### KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **4.00 €**

Basic rate (1/1 page 4c): **18,500 €<sup>1.)</sup>**

Reach: **0.57 Mio.<sup>2.)</sup>**

Sold circulation: **199,250<sup>3.)</sup>**

Editor-in-chief: **Andrea Kögel**

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

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.66	100.0	
<b>Sex</b>			
Men	0.14	20.7	42
Women	0.53	79.3	156
<b>Age</b>			
14-19 years	0.01	1.0	14
20-29 years	0.05	6.9	50
30-39 years	0.06	9.1	65
40-49 years	0.13	19.8	124
50-59 years	0.17	25.1	138
60-69 years	0.12	18.1	136
>= 70 years	0.13	20.0	114
<b>Qualification</b>			
Comprehensive school	0.01	0.9	19
Sec. school (without apprenticeship)	0.03	4.2	54
Sec. school (with apprenticeship)	0.12	18.1	65
Secondary modern school	0.23	35.3	118
Grammar school	0.09	13.2	99
University	0.19	28.3	173
<b>Net income</b>			
less than 1,000.00 EUR	0.04	6.2	75
1,000 to 1,250 EUR	0.02	3.1	64
1,250 to 1,500 EUR	0.02	3.4	45
1,500 to 2,000 EUR	0.08	12.7	99
2,000 to 2,500 EUR	0.08	12.0	84
2,500 to 3,000 EUR	0.08	12.4	104
3,000 EUR and more	0.33	50.4	125

Source: ma 2018 I