



LISA WOHNEN & DEKORIEREN – THE YOUNG AND CREATIVE HOME MAGAZINE

WHY LISA WOHNEN & DEKORIEREN?

- ✓ LISA WOHNEN & DEKORIEREN is placed second in terms of newsstand sales (IVW III/2017)
- ✓ LISA WOHNEN & DEKORIEREN is one of the the most economical magazines in the segment of home decorating magazines, CPI 101,06 € (IVW III/2017)

USP

LISA WOHNEN & DEKORIEREN is the comprehensive monthly interior decoration magazine featuring the latest furniture trends, exciting home stories and useful information. The LISA world of living is young, modern, creative, colourful – and full of emotional warmth.

KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **2.80 €**

Basic rate (1/1 page 4c): **13,700 €^{1.)}**

Reach: **0.50 Mio.^{2.)}**

Sold circulation: **132,593^{3.)}**

Editor-in-chief: **Manfred Heidt**

Source: ¹⁾ Prices valid from 01.01.2018., ²⁾ ma 17 II, ³⁾ IVW III/2017

READERS PROFILE

	Mill.	Percent	Index
Total	0.50	100.0	
Sex			
Men	0.03	6.3	13
Women	0.47	93.7	184
Age			
14-19 years	0.01	2.9	42
20-29 years	0.10	19.2	139
20-49 years	0.29	58.8	134
30-39 years	0.10	20.9	149
40-49 years	0.09	18.8	117
50-59 years	0.09	17.5	96
60-69 years	0.07	13.7	103
>= 70 years	0.03	7.0	40
Qualification			
Comprehensive school	0.01	2.0	43
Sec. school (without apprenticeship)	0.01	2.3	29
Sec. school (with apprenticeship)	0.11	22.8	82
Secondary modern school	0.21	43.2	145
Grammar school	0.07	13.7	102
University	0.08	16.1	98
Net income			
less than 1,000.00 EUR	0.02	3.8	46
1,000 to 1,250 EUR	0.02	3.6	77
1,250 to 1,500 EUR	0.04	7.6	99
1,500 to 2,000 EUR	0.07	13.5	103
2,000 to 2,500 EUR	0.05	11.0	78
2,500 to 3,000 EUR	0.05	9.4	78
3,000 EUR and more	0.25	51.2	127

Source: ma 2017 II