



## LISA WOHNEN & DEKORIEREN – THE YOUNG AND CREATIVE HOME MAGAZINE

### WHY LISA WOHNEN & DEKORIEREN?

✓ LISA WOHNEN & DEKORIEREN market leader in terms of newsstand sales.

### 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 €<sup>1.)</sup>**

Reach: **0.38 Mio.<sup>2.)</sup>**

Sold circulation: **122,829<sup>3.)</sup>**

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

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

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.38	100.0	
<b>Sex</b>			
Men	0.05	13.7	28
Women	0.33	86.3	170
<b>Age</b>			
14-19 years	0.01	1.9	27
20-29 years	0.07	17.8	127
30-39 years	0.10	26.7	189
30-40 years	0.18	47.5	157
40-49 years	0.08	20.8	129
50-59 years	0.07	19.0	104
60-69 years	0.04	10.4	78
>= 70 years	0.01	3.5	20
<b>Qualification</b>			
Comprehensive school	0.00	1.2	27
Sec. school (without apprenticeship)	0.02	4.9	63
Sec. school (with apprenticeship)	0.06	16.1	61
Secondary modern school	0.16	42.9	144
Grammar School / University	0.30	77.7	127
Grammar school	0.05	13.9	99
University	0.08	20.9	122
<b>Net income</b>			
less than 1,000.00 EUR	0.02	5.4	72
1,000 to 1,250 EUR	0.01	1.9	43
1,250 to 1,500 EUR	0.02	4.0	57
1,500 to 2,000 EUR	0.03	9.0	70
2,000 to 2,500 EUR	0.05	13.3	94
2,500 to 3,000 EUR	0.05	13.9	123
3,000 EUR and more	0.20	52.5	123

Source: ma 2018 II