



**MEIN BUFFET -
YOUR MAGAZINE FOR
COOKING, ENJOYING AND
LIVING**

WHY MEIN BUFFET?

- ✓ Alone at the top: No other magazine scores so successfully with the credibility and authenticity of renowned TV experts
- ✓ Medal-winning: second best in terms of cost-effectiveness within the food segment with a CPM of € 88.6
- ✓ High response rates

USP

Mein Buffet convinces with creative recipe ideas using fresh seasonal ingredients. Everyone can find here their favourite recipe – and their favourite cook! Mein Buffet accompanies many TV shows and TV cooks and presents every month in an oversize bound-in insert the best recipes of popular TV cooks. Furthermore, Mein Buffet is a guide for all areas of life: from decorations, hospitality and exciting reports to expert interviews on consumer information, law and health.

KEYFACTS

Frequency:	monthly
Day of publication:	Wednesday
Copyprice:	2.50 €
Basic rate (1/1 page 4c):	12,400 € ^{1.)}
Sold circulation:	102,585 ^{2.)}
Editor-in-Chief:	Gabriele Mühlen

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

READERS PROFILE

	Mill.	Percent	Index
Total	0.44	100.0	
Sex			
Men	0.08	18.3	37
Women	0.36	81.7	160
Age			
14-19 years	0.01	1.3	19
20-29 years	0.03	6.9	50
30-39 years	0.04	8.6	62
40-49 years	0.07	16.6	104
50-59 years	0.08	19.3	106
60-69 years	0.09	20.2	151
>= 70 years	0.12	27.1	154
Qualification			
Comprehensive school	0.00	0.0	1
Sec. school (without apprenticeship)	0.03	6.8	86
Sec. school (with apprenticeship)	0.13	30.6	109
Secondary modern school	0.15	35.5	119
Grammar school	0.04	8.1	61
University	0.08	19.0	116
Net income			
less than 1,000.00 EUR	0.03	6.2	75
1,000 to 1,250 EUR	0.01	3.3	71
1,250 to 1,500 EUR	0.02	5.2	68
1,500 to 2,000 EUR	0.05	12.1	92
2,000 to 2,500 EUR	0.05	10.7	76
2,500 to 3,000 EUR	0.06	14.1	117
3,000 EUR and more	0.21	48.3	120

Source: ma 2017 II