



## MEINE GUTE LANDKÜCHE – IN SEARCH OF AUTHENTIC CUISINE

### WHY MEINE GUTE LANDKÜCHE?

- ✓ MEINE GUTE LANDKÜCHE represents authentic and genuine stories about regional culinary in Germany.
- ✓ MEINE GUTE LANDKÜCHE conveys seasonal highlights and culinary knowledge handed-down through the generations.
- ✓ MEINE GUTE LANDKÜCHE covers lively articles about traditional crafts and trades as well as entrepreneurship.
- ✓ MEINE GUTE LANDKÜCHE offers high-quality, large-sized images and a high-value presentation.

### USP

MEINE GUTE LANDKÜCHE is more than a collection of recipes. The magazine tempts you to experience the wonderful diversity of German regional cooking. MEINE GUTE LANDKÜCHE targets those for whom cooking is a passion and who enjoy seasonal and regional inspirations.

### KEYFACTS

Frequency: **bi-monthly**

Day of publication: **Wednesday**

Copyprice: **4.80 €**

Basic rate (1/1 page 4c): **11,300 €<sup>1.)</sup>**

Sold circulation: **53,374<sup>2.)</sup>**

Editor-in-Chief: **Susanne Peters**

Source: <sup>1)</sup> Prices valid from 01.01.2017, <sup>2)</sup> IVW II/2017

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	0.56	100.0	
<b>Sex</b>			
Men	0.15	26.2	53
Women	0.41	73.9	145
<b>Age</b>			
14-19 years	0.01	1.1	16
20-29 years	0.04	6.8	49
30-39 years	0.05	9.4	68
40-49 years	0.11	20.4	122
50-59 years	0.14	25.1	140
60-69 years	0.11	20.3	157
>= 70 years	0.09	16.9	95
<b>Qualification</b>			
Comprehensive school	0.00	0.0	0
Sec. school (without apprenticeship)	0.06	10.3	139
Sec. school (with apprenticeship)	0.16	28.0	96
Secondary modern school	0.20	35.8	120
Grammar school	0.06	9.9	76
University	0.09	16.0	101
<b>Net income</b>			
less than 1,000.00 EUR	0.05	8.6	135
1,000 to 1,250 EUR	0.02	3.0	67
1,250 to 1,500 EUR	0.03	5.0	70
1,500 to 2,000 EUR	0.07	12.5	78
2,000 to 2,500 EUR	0.08	13.6	78
2,500 to 3,000 EUR	0.09	15.7	118
3,000 EUR and more	0.23	41.8	117

Source: best for planning 2016 II