



## MEIN SCHÖNES LAND – THE ESSENCE OF COUNTRY LIVING

### WHY MEIN SCHÖNES LAND?

- ✓ MEIN SCHÖNES LAND is amongst the top 3 in the market segment.
- ✓ MEIN SCHÖNES LAND offers a broad range of editorial topics combined with an interested, active and high-income readership. For this reason it is a relevant title for advertising customers – extending far beyond the garden sector.
- ✓ MEIN SCHÖNES LAND covers topics such as traditional rural crafts, age-old gardening knowledge and grandmother’s recipes. The beauty of the countryside and the wonderful variety of the seasons are central issues, as well as the fascinating fauna and flora.

### USP

MEIN SCHÖNES LAND targets countryside lovers, offering them an escape from their stressful daily lives and a chance to slow down by savouring all that is best about our beautiful countryside. Authenticity and tradition are important to our readers, who dream of an idyllic life in the countryside.

### KEYFACTS

Frequency: 6 x/year

Day of publication: Wednesday

Copyprice: 4.00 €

Basic rate (1/1 page 4c ): 17,600 € <sup>1.)</sup>

Sold circulation: 246,924 <sup>2.)</sup>

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

### READERS PROFILE

|                                      | Mill. | Percent | Index |
|--------------------------------------|-------|---------|-------|
| <b>Total</b>                         | 1.50  | 100.0   |       |
| <b>Sex</b>                           |       |         |       |
| Men                                  | 0.30  | 19.9    | 41    |
| Women                                | 1.20  | 80.1    | 157   |
| <b>Age</b>                           |       |         |       |
| 14-19 years                          | 0.01  | 0.9     | 12    |
| 20-29 years                          | 0.07  | 4.4     | 32    |
| 30-39 years                          | 0.14  | 9.3     | 66    |
| 40-49 years                          | 0.25  | 16.8    | 105   |
| 50-59 years                          | 0.36  | 24.0    | 132   |
| 60-69 years                          | 0.35  | 23.5    | 176   |
| >= 70 years                          | 0.32  | 21.2    | 120   |
| <b>Qualification</b>                 |       |         |       |
| Comprehensive school                 | 0.00  | 0.1     | 3     |
| Sec. school (without apprenticeship) | 0.13  | 8.6     | 109   |
| Sec. school (with apprenticeship)    | 0.39  | 25.9    | 92    |
| Secondary modern school              | 0.59  | 39.3    | 132   |
| Grammar school                       | 0.12  | 8.2     | 61    |
| University                           | 0.27  | 18.0    | 111   |
| <b>Net income</b>                    |       |         |       |
| less than 1,000.00 EUR               | 0.09  | 6.2     | 76    |
| 1,000 to 1,250 EUR                   | 0.04  | 2.6     | 57    |
| 1,250 to 1,500 EUR                   | 0.10  | 6.4     | 80    |
| 1,500 to 2,000 EUR                   | 0.20  | 13.4    | 101   |
| 2,000 to 2,500 EUR                   | 0.23  | 15.3    | 109   |
| 2,500 to 3,000 EUR                   | 0.16  | 10.7    | 88    |
| 3,000 EUR and more                   | 0.68  | 45.5    | 113   |

Source: b4p 2017 I