



## WOHNEN & GARTEN – STYLE GUIDE FOR THE HOME SOCIETY

### WHY WOHNEN & GARTEN?

- ✓ number one in terms of sold circulation (IVW III/2018).
- ✓ 75% of the readers collect every single issue of WOHNEN & GARTEN
- ✓ Exceptional reading time: our readers spend more than 4 hours with every issue.
- ✓ 10 times on average our readers pick up a single issue. (source: telephone survey, ISMA Buntru & Eiden GbR, April 2011 )

### USP

WOHNEN & GARTEN – the inspirational magazine – provides ideas for a superior living environment. An emotional visual concept depicts the harmonious fusion of inside and outside, of house and garden.

### KEYFACTS

Frequency: **monthly**

Day of publication: **Wednesday**

Copyprice: **4.00 €**

Basic rate (1/1 page 4c): **18,500 €<sup>1.)</sup>**

Reach: **0.57 Mio.<sup>2.)</sup>**

Sold circulation: **196,631<sup>3.)</sup>**

Editor-in-chief: **Andrea Kögel**

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>	0.57	100.0	
<b>Sex</b>			
Men	0.12	21.7	44
Women	0.45	78.3	154
<b>Age</b>			
14-19 years	0.01	1.5	21
20-29 years	0.04	6.7	48
30-39 years	0.06	10.8	77
40-49 years	0.16	27.3	170
40-69 years	0.39	67.3	141
50-59 years	0.12	21.5	118
60-69 years	0.11	18.5	139
>= 70 years	0.08	13.7	79
<b>Qualification</b>			
Comprehensive school	0.00	0.7	15
Sec. school (without apprenticeship)	0.02	3.8	48
Sec. school (with apprenticeship)	0.09	16.1	61
Secondary modern school	0.15	25.3	85
Grammar school	0.10	16.7	119
University	0.21	37.4	218
<b>Net income</b>			
less than 1,000.00 EUR	0.03	5.2	68
1,000 to 1,250 EUR	0.01	1.6	35
1,250 to 1,500 EUR	0.01	2.4	34
1,500 to 2,000 EUR	0.06	9.6	74
2,000 to 2,500 EUR	0.06	10.2	72
2,500 to 3,000 EUR	0.08	14.5	129
3,000 EUR and more	0.32	56.6	133

Source: ma 2018 II