

# BILD der FRAU–Gut kochen & backen



## Rates und Formats 2019

Formats	Rates
1/1	€14,000
1/2	€10,080
1/3	€7,790
1/4	€5,880

## Editorial Concept

The magazine is a competent guide and gives ideas for everyone who is excited about cooking and baking – from beginners to experienced hobby chefs. It offers many new recipes, as well as additional tips and tricks. Furthermore, it supports readers with their daily meal planning and helps their families to live on a healthy way.

**BILD der FRAU–Gut kochen & backen** is a colourful mix of magazine sections, optically generous presentations and double pages packed with information.

## Other Key Topics

- Regional and international gourmet cuisine
- Baking lessons and desserts
- Hospitality and party ideas with decoration tips
- Fitness cuisine with background information and recipes

## Target Group\*

	BILD der FRAU Gut kochen & backen	Basis
■ Gender		
Women	93	51
Men	7	49
■ Age		
14–19 years	2	7
20–29 years	6	14
30–39 years	12	14
40–49 years	15	16
50–59 years	23	18
60–69 years	21	13
70 years and older	21	18
■ Household net income		
Up to €1,000	7	8
€1,000–€1,249	5	5
€1,250–€1,499	10	8
€1,500–€1,999	14	13
€2,000 and above	64	66

\*Composition in %

Source: b4p 2017 III, German-speaking population 14 years and older, 70.09 million

## Key Figures

- Publication day: Friday
- Frequency of publication: 6 times per year
- Copy price: €1.95
- Sold Circulation: 73,995 copies (IVW III/2018)
- Reach acc. to b4p 2017 III:
 

Total:	1.8% / 1.24 million
Women:	3.2% / 1.15 million
Men:	0.3% / 0.09 million

Status: October 2018; changes and errors possible.