

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 | 1 | 7 |
| 20–29 years | 6 | 14 |
| 30–39 years | 13 | 14 |
| 40–49 years | 16 | 16 |
| 50–59 years | 21 | 18 |
| 60–69 years | 19 | 13 |
| 70 years and older | 23 | 18 |
| ■ Household net income | | |
| Up to €1,000 | 10 | 8 |
| €1,000–€1,249 | 6 | 5 |
| €1,250–€1,499 | 7 | 8 |
| €1,500–€1,999 | 14 | 13 |
| €2,000 and above | 63 | 66 |

*Composition in %

Source: b4p 2018 III, German-speaking population 14 years and older, 70.45 million

Key Figures

- Publication day: Friday
- Frequency of publication: 6 times per year
- Copy price: €1.95
- Sold Circulation: 61,780 copies (IVW II/2019)
- Reach acc. to b4p 2018 III:

| | |
|--------|---------------------|
| Total: | 1.5% / 1.07 million |
| Women: | 2.8% / 0.99 million |
| Men: | 0.2% / 0.08 million |

Status: July 2019; changes and errors possible.