



USP

- The first and single Combo of a Country- and a Mindstyle Magazine.
- Quality. Sustainability. Responsibility.
- Combo savings: 10%

Target Group*

	LAND & MINDSTYLE KOMBI	Basis
■ Gender		
Women	90	51
Men	10	49
■ Women 20 – 59 years	54	30
■ Average age	55.1	48.8
■ Leading household	86	62
■ Higher education	31	35
■ Working	55	55
■ Average household nt income	€3,213	€3,163
■ Average financial margin	€460	€435

*Composition in %
Source: AWA 2019, German-speaking population 14 years and older, 70.60 million

2019 Rates and Formats

Formats	Rate
1/1	€25,600
1/2	€17,270
1/3	€11,160

Weitere Formate siehe Preisliste.

Key Figures

- Circulation: 347,584 copies (IVW II/2019)
- Reach acc. to AWA 2019:
 - Total: 2.1% / 1.45 Mio.
 - Women: 3.6% / 1.30 Mio.
 - Men: 0.4% / 0.15 Mio.