

LandIDEE Wohnen & Deko



Editorial Concept

LandIDEE Wohnen & Deko (CountryIDEA Living & Decorating) – NATURAL LIVING IDEAS FOR YOUR HOME

LandIDEE Wohnen & Deko presents natural living ideas with its unique editorial characteristic.

It enchants with its creative feature articles on living and handicrafts and shows how diverse and innovative country living in Germany can be.

Whether traditional or more modern, simple or playful, everything in wood, white or colourful – every house that the editorial team presents has its very own style.

Due to the inviting topic mix of creative living reports, stylistics and current living trends, as well as decorating and craft ideas that can also be made at home, **LandIDEE Wohnen & Deko** is the **inspiring living magazine** for those who seek their own living style and want to find new ideas.

Target Group*

	LandIDEE Wohnen & Deko	Basis
■ Gender		
Women	92	51
Men	8	49
■ Women 20 – 59 years	59	30
■ Average age	53.4	48.8
■ Leading household	88	62
■ Higher education	28	35
■ Working	55	55
■ Average household net income	€3,518	€3,163
■ Average financial margin	€496	€435

*Composition in %

Source: AWA 2019, German-speaking population 14 years and older, 70.60 million

2019 Rates and Formats

Formats	Rate
1/1	€8,300
1/2	€5,500
1/3	€3,850

See rate card for additional formats.

Key Figures

- Publication day: Wednesday
- Frequency of publication: bimonthly
- Copy price: €4.00
- Circulation: 81,491 copies incl. pocket edition (IVW II/2019)
- Reach acc. to AWA 2019:
 - Total: 0.9% / 0.66 million
 - Women: 1.7% / 0.60 million
 - Men: 0.1% / 0.04 million

*The deadlines apply to ads and ad specials.

Status: July 2019; subject to change; errors and omissions possible.