



## 2019 Rates and Formats

| Formats | Rate    |
|---------|---------|
| 1/1     | €15,900 |
| 1/2     | €10,620 |
| 1/3     | €6,830  |

See rate card for additional formats.

## Key Figures

- Publication day: Wednesday
- Frequency of publication: bimonthly
- Copy price: €4.20
- Circulation: 272,898 copies (IVW I/2019)
- Reach acc. to AWA 2018:
  - Total: 2.0% / 1.38 million
  - Women: 3.4% / 1,21 million
  - Men: 0.5% / 0.17 million
- The following combination are available for booking:



## Editorial Concept

### LandIDEE – LIVE AND ENJOY THE COUNTRYSIDE

**LandIDEE** the premium magazine of great importance on the market for everyone who loves country lifestyle and nature.

With its broad and qualitatively sustained range of editorial topics and especially affectionate approach, the magazine fulfils its readers' longing to slow down, relax and enjoy a naturally healthy and fulfilled life.

Instead of just the core readers of previously published lifestyle magazines that are primarily focused on a countryside readership, **LandIDEE** aims to guide those who have space for a large garden and just as competently inform city dwellers who make buy products based on sustainability.

**Tradition is trendy within LandIDEE.**

## Target Group\*

|                                | LandIDEE | Basis  |
|--------------------------------|----------|--------|
| ■ Gender                       |          |        |
| Women                          | 88       | 51     |
| Men                            | 12       | 49     |
| ■ Women 20 – 59 years          | 53       | 31     |
| ■ Average age                  | 55.8     | 48.6   |
| ■ Leading household            | 86       | 62     |
| ■ Higher education             | 29       | 34     |
| ■ Working                      | 54       | 58     |
| ■ Average household net income | €3,339   | €3,068 |
| ■ Average financial margin     | €500     | €416   |

\*Composition in %

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