

BILD DER FRAU-GUT KOCHEN & BACKEN



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		
Men	8	49
Women	92	51
– Managing household	82	58
– Age		
14 - 19 years	2	7
20 - 29 years	5	14
30 - 39 years	9	15
40 - 49 years	15	15
50 - 59 years	20	19
60 - 69 years	21	14
70+ years	27	17

Rates and Formats 2020

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

Additional formats on request.

Key Figures

- ✓ Publication day: Friday
- ✓ Publication frequency: 6 times per year
- ✓ Copy price: € 1.95
- ✓ Print run IVW III/2019: 78,776 copies
- ✓ Reach (LpA) acc. to b4p 2019 I:
 - Total: 1.2 % / 0.84 million

*Composition in %, Source: ma 2019 Presse II, total 70,60 million