



### Editorial Concept

LandIDEE Altes Wissen picks up the trend of "Life Hacks" and conveys the topic in the high-quality and trustworthy LandIDEE presentation. The tips and tricks, which were already resource-saving and sustainable in grandma's time, are now more up-to-date than ever.

LandIDEE Altes Wissen collects the high-quality contents of LandIDEE from the fields of household, nutrition, garden and naturopathy and prepares them in a user-friendly way under the aspect of "grandma's tricks rediscovered". Traditional remedies and homespun remedies are presented in a contemporary way and supposedly lost knowledge is rediscovered together with the reader.

Old knowledge -rediscovered! What Grandma already knew and is still up to date

### 2020 Rates and Formats

Formats	Prices
1/1	€ 5,900
1/2	€ 3,930
1/3	€ 2,580

See Rate Card for additional formats.

### Key Figures

- ✓ Publication date: Wednesday
- ✓ Frequency of publication: 3 times a year
- ✓ Copy price: € 5,20
- ✓ Print run: 120.000 copies (own figures)

