

# 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		
Women	93	51
Men	7	49
■ Age		
14–19 years	2	7
20–29 years	6	14
30–39 years	12	14
40–49 years	15	16
50–59 years	23	18
60–69 years	21	13
70 years and older	21	18
■ Household net income		
Up to €1,000	7	8
€1,000–€1,249	5	5
€1,250–€1,499	10	8
€1,500–€1,999	14	13
€2,000 and above	64	66

\*Composition in %  
Source: b4p 2017 II, German-speaking population 14 years and older, 70.09 million

## Key Figures

- Publication day: Friday
- Frequency of publication: 6 times per year
- Copy price: €1.95
- Sold Circulation: 110,106 copies (IVW IV/2017)
- Reach acc. to b4p 2017 II:
  - Total: 1.8% / 1.24 million
  - Women: 3.2% / 1.15 million
  - Men: 0.3% / 0.09 million

## Rates und Formats 2018

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

## Dates 2018

Issue No.	Publication Date	Ad and Cancellation Deadline*	Printing Materials and Data Delivery Deadline	Delivery of Ad Specials
1	05.01.2018	05.12.2017	08.12.2017	18.12.2017
2	02.03.2018	02.02.2018	07.02.2018	15.02.2018
3	27.04.2018	28.03.2018	04.04.2018	12.04.2018
4	22.06.2018	24.05.2018	29.05.2018	07.06.2018
5	24.08.2018	26.07.2018	31.07.2018	08.08.2018
6	19.10.2018	20.09.2018	25.09.2018	04.10.2018

\*The deadlines apply to ads and ad specials.

Status: January 2018; changes and errors possible.