

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.