

**LIVING
AT HOME**



The magazine for the home, garden, kitchen and entertaining

- **Four magazines in one.** LIVING AT HOME is clearly divided into four major editorial sections: house, garden, cooking, and entertaining.
- **First-class editorial product.** LIVING AT HOME features opulent visuals, highly readable articles, practical ideas, and reader service.
- **Attractive readership.** The readers of LIVING AT HOME are a prime target group for upmarket advertising: mostly women, aged 30 to 49 in better-off households, lifestyle orientated, and eager, active consumers.
- **Circulation success.** LIVING AT HOME is one of the most widely-sold German home lifestyle magazines.
- **LIVING AT HOME is online.** It is a major part of the livingathome.de multimedia platform, with 1,500 furniture recommendations, 600 design ideas, 1,500 renovation tips and floor-plans – and more than 20 Mill. page impressions. (IVW 07/2015)

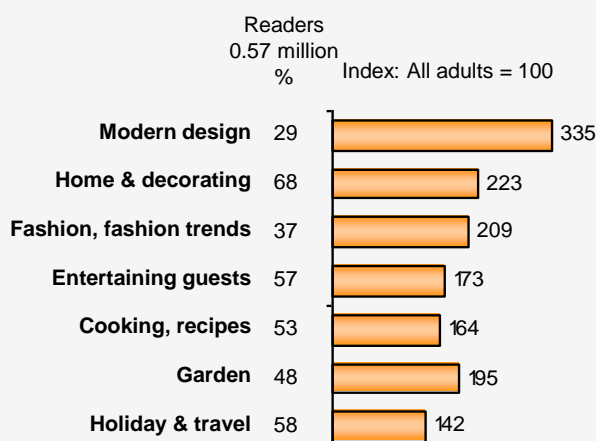
Readership Profile

	All Adults 69.24 million %	LIVING AT HOME Readers 0.57 million %	Index: All Adults = 100
Men	49	16	32
Women	51	84	165
Age			
20 - 29	14	6	47
30 - 39	14	14	104
40 - 49	18	28	157
50 - 59	18	25	144
Net monthly household income*			
€ 2,000 - 2,999	28	22	79
€ 3,000 - 3,999	21	26	125
€ 4,000 and more	18	33	186
Socio-economic status**			
Above average*	23	46	201

Source: AWA 2015; *population average € 2,874, **socio economic status 1-2 (out of 7 levels), uppermost, upper

LAH readers have many interests ...

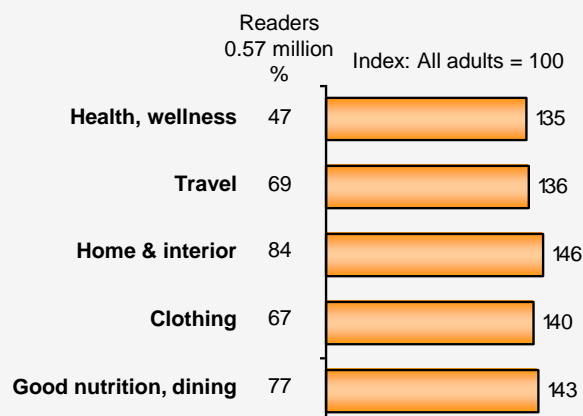
"I am extremely interested" in %



Source: AWA 2015

... and the willingness to spend on them

"High willingness to spend money" in %



Source: AWA 2015

The readers: outstanding personalities

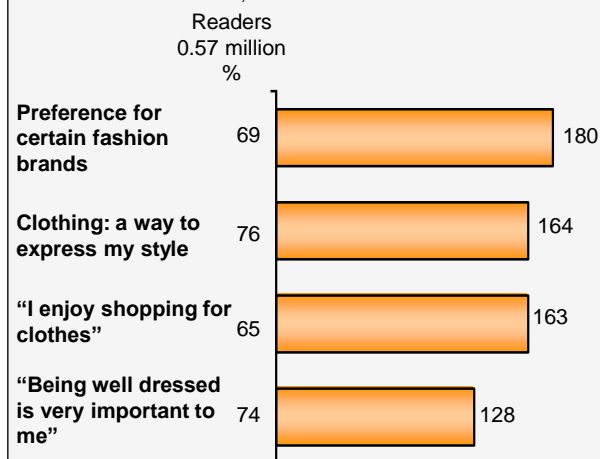
Reader characteristics; Index



Source: AWA 2015

..with a clear interest in a perfect appearance

Reader characteristics; Index



Source: AWA 2015

Cover price € 4.20
Frequency monthly
Launch year 2000

Circulation
Paid 132,156 copies (IVW III/2015)
Subscriptions 32,663 copies (25%)

2016 ad rates*
Full page multi-colour € 19,100

Discounts Start at 3% for 2 pages

www.livingathome.de 17.80 mill. Pls. (IVW 11/2015)

Coverage
Adults 0.8% / 0.57 million (AWA 2015)
Women 1.4% / 0.48 million

Cost per 1,000 readers
Adults € 33.26
Women € 39.45

Technical information
Trim size 215 mm x 280 mm

Technical Specifications: Current and binding
English-language information is available under:
www.duon-portal.de

*For complete current ad rates and data, please consult www.gujmedia.com / the information in this fact sheet is non-binding and without liability.