

SCHÖNER  
WOHNEN



Europe's leading home and decorating magazine

- **SCHÖNER WOHNEN is the market leader.** With 2,7 million readers every month, it is the most widely-read design magazine in Europe.
- **SCHÖNER WOHNEN is exclusive.** Its readers are in leading occupations, are quite well off, and have correspondingly high, discerning tastes.
- **SCHÖNER WOHNEN is optically stunning.** It presents the best in tasteful home furnishing and design – from living and dining rooms, bedrooms and baths, to kitchens and child's rooms.
- **SCHÖNER WOHNEN is a trendsetter.** It recognizes and creates current trends, presents new furniture and materials, lighting and accessories for tasteful modern living.
- **SCHÖNER WOHNEN is cost efficient.** It is clearly the best media buy with the highest coverage and lowest cost per 1,000 readers .
- **SCHÖNER WOHNEN is online.** The [schoenerwohnen.de](http://schoenerwohnen.de) portal features high-resolution photos, an extensive furniture data bank, architects' houses, a shopping guide and video centre.

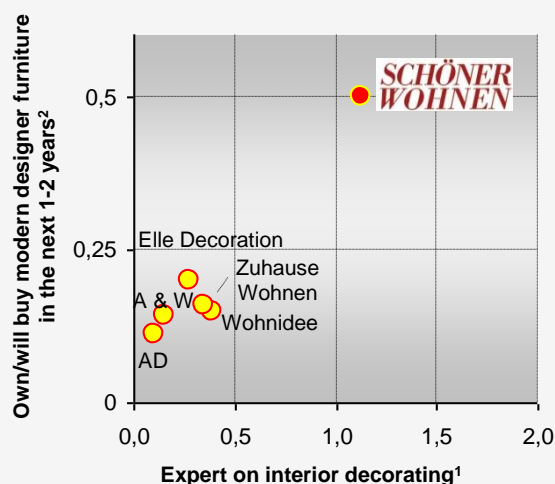
**Readership Profile**

	All Adults 69.24 million %	SCHÖNER WOHNEN Readers 2.73 million %	Index: All Adults = 100
<b>Men</b>	49	22	44
<b>Women</b>	51	78	153
<b>Age</b>			
20 - 29	14	8	57
30 - 39	14	13	95
40 - 49	18	22	127
50 - 59	18	23	133
<b>Education</b>			
Intermediate	35	43	122
Higher, university	27	30	112
<b>Net monthly household income*</b>			
€ 3,000 – 3,999	21	24	117
€ 4,000 and more	18	27	153

Source: AWA 2015; \*population average € 2,874

## Reach Germany's decorators

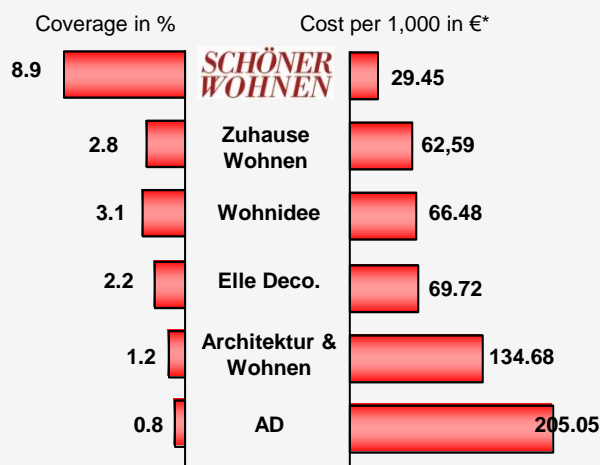
Coverage in million



Source: AWA 2015, <sup>1</sup>TG size: 12,61 m / <sup>2</sup>5,93 m

## ... with top media efficiency

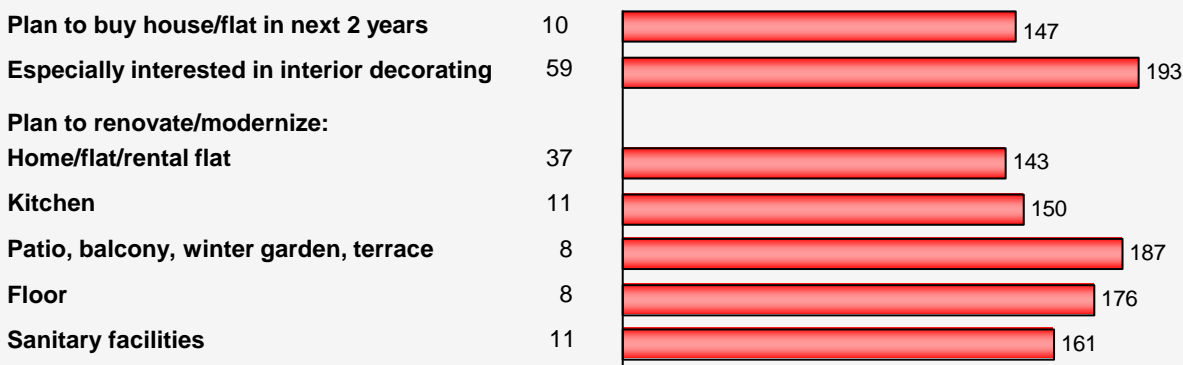
Target group: Expert on interior decorating (12.61 mill.)



Source: AWA 2015, \*based on rates 2016

## Refined and exclusive living situation

SCHÖNER WOHNEN  
Readers 2.73 million  
%



Source: AWA 2015

<b>Cover price</b>	€ 4.80	<b>Coverage</b>	
<b>Frequency</b>	monthly	Adults	3.9% / 2.73 million
<b>Launch year</b>	1960	Women	6.0% / 2.14 million (AWA 2015)
<b>Circulation</b>		<b>Cost per 1,000 readers</b>	
Paid	216,055 copies (IVW IV/2015)	All adults	€ 12.17
Subscriptions	43,827 copies (20%)	Women	€ 15.52
<b>2016 ad rates*</b>		<b>Technical information</b>	
Full page multi-colour	€ 33,200	Trim size	215 mm x 280 mm
<b>Discounts</b>	start at 3% for 2 pages	<b>Technical Specifications:</b>	Current and binding
<b>www.schoener-wohnen.de</b>	16,37 Mill. online Pls. (IVW 12/2015)		English-language information is available under:
	2,70 Mill. Pls. mobile web (IVW 12/2015)		<a href="http://www.duon-portal.de">www.duon-portal.de</a>

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