

BCN.

mein schönes
Land

Mein schönes Land

Brand Profile



Mein schönes Land is a trip to the most beautiful sides of our homeland.

Nature reveals its full beauty – authentic and unpretentious. The changing of the seasons inspires DIY decoration ideas

Our recipes are tested and reflect respect for the producers: They are local, seasonal – and sensationally delicious

We visit artisan workshops and regions, meeting people who show that real country life still exists. With the breathtaking images of our photographers, we make a nature-inspired way of life tangible, pausing the hectic times for a moment



Miriam Sievert

Chiefeditor

BCN.



Mein schönes Land at a glance

Crossmedia brand world

Mein schönes Land teaches rural traditions and crafts, old gardening knowledge and recipes that grandmother used to cook to. The beauty of nature and the seasons take centre stage. The magazine offers a retreat from the stress of everyday life and satisfies the longing for a rural idyll.

- With a paid circulation, Mein schönes Land is **the top 3 magazine brand** in the **country segment**
- Offers its **discerning** and **high-income readers** a useful **variety of topics** with a **high-quality look**
- Mein schönes Land is the magazine for everyone who wants to bring the **country into their lives**

130.381 copies

Sold circulation

6 x p.a.

Frequency

0,97 m.

Readers

21.800 EUR

1/1 gross

16.200

Instagram follower

102.300

Facebook follower

90.400

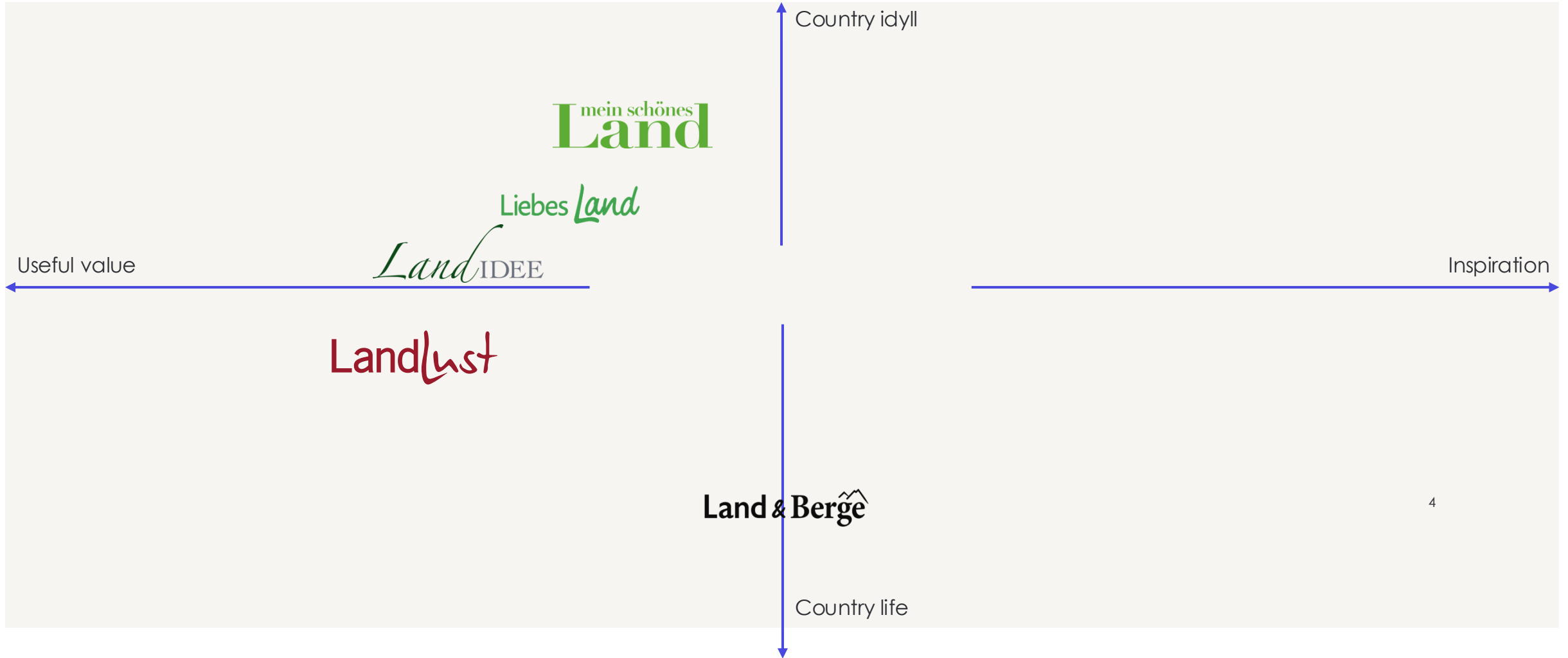
Pinterest follower

The logo for 'Mein schönes Land' is displayed within a white circular frame. The text 'mein schönes Land' is written in a green, serif font, with 'mein schönes' in a smaller size above 'Land'.

Source: IVW QIII-2025 (print), AWA 2025, price 2026, social media: as of October 2025

Positioning

Countryside magazines



Mein schönes Land Audience

Well-educated, a large proportion live in their own homes and place great value on sustainability



Target Group



Gender



Salary



Education

Print

66% of the target group
are between 30-69 years
old

80%
are women

64% have a
monthly net household
income of over 3.000€

Well-educated:
74% have attended at
least a secondary school

Mein schönes Land – Natural life

Brand world



Garden, nature & animals

Rural gardens, old fruit and vegetable varieties, and plant portraits. The life of animals in the woods and fields



Living, household & creativity

Household tips and rural reports. Craft and decoration ideas, as well as traditions for every season.



Healthy life

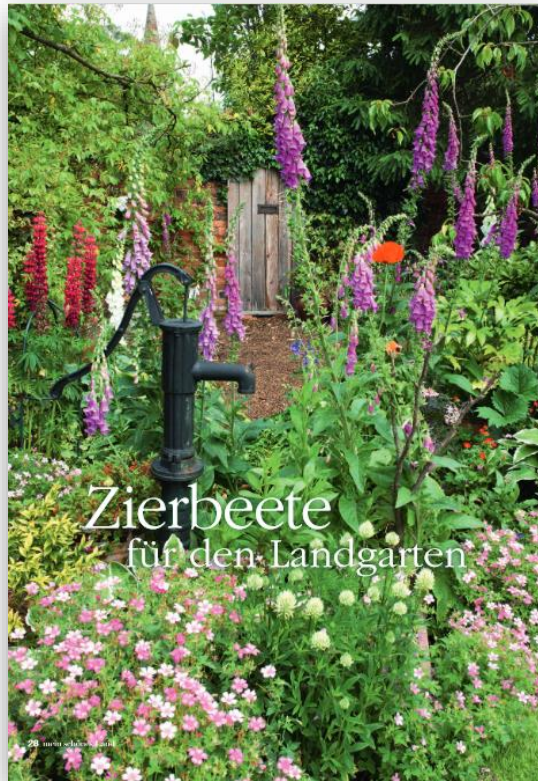
Herbs and home remedies



Recipes

Classics of rural cuisine, freshness from the market or the kitchen garden. Sweet and savory dishes

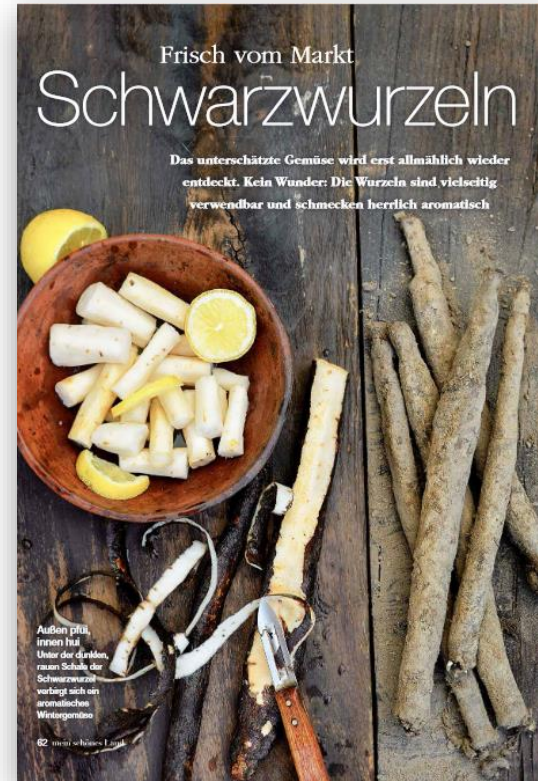
A look into the magazine



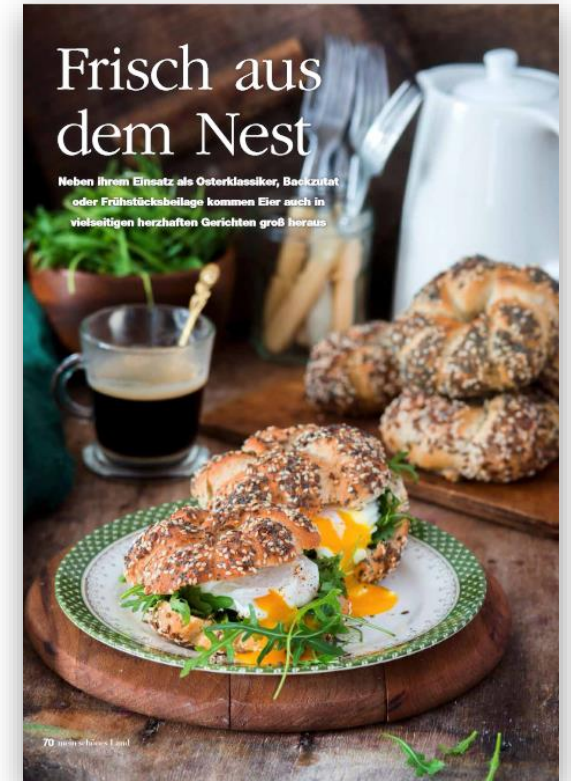
Rural gardens, old fruit and vegetable varieties & plant portraits, the life of animals in the woods and fields



Household tips and rural reports, craft and decoration ideas, as well as traditions for every season



Herbs and home remedies



Classics of rural cuisine, freshness from the market or kitchen garden, sweet and hearty dishes

Brand Family

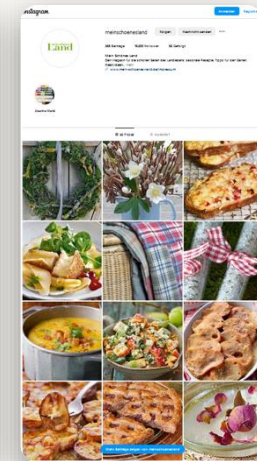
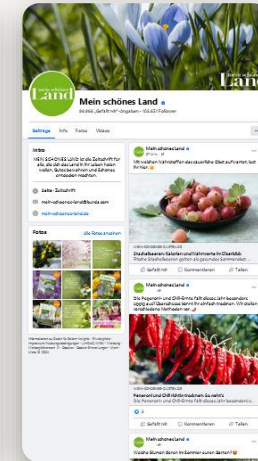
Mein schönes Land

Print & ePaper



monatlich

Social



Extensions



Ostern



Unser Wald



Heilpflanzen



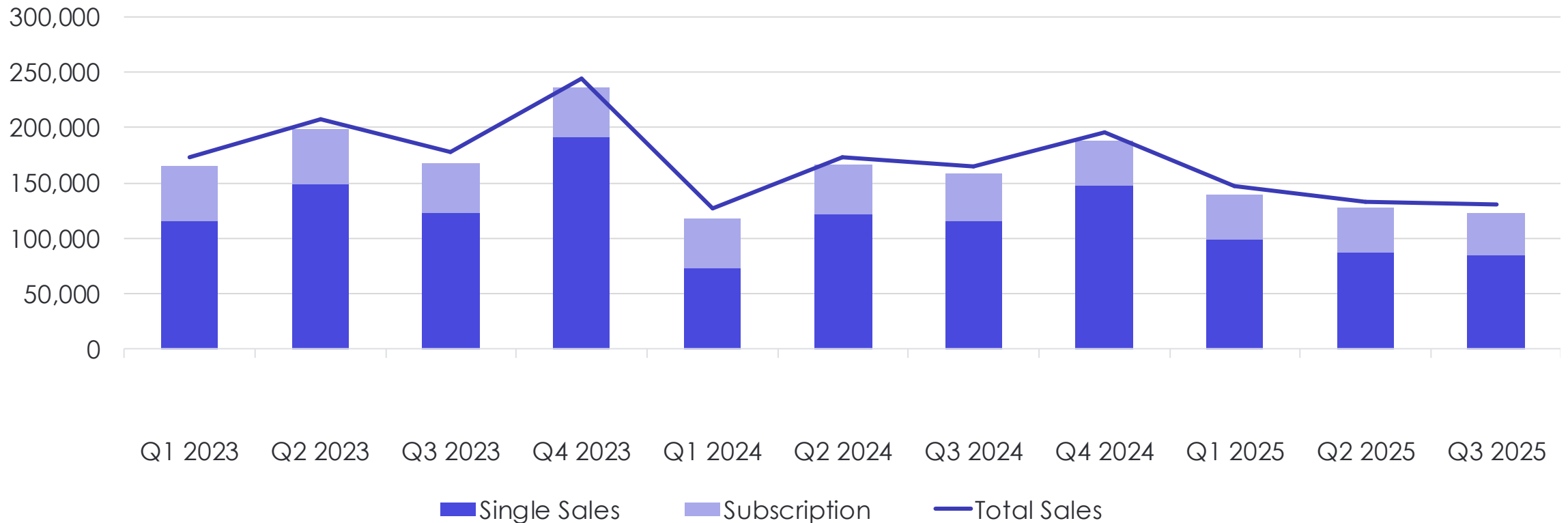
Weihnachten

Extensions

BCN.

Development of circulation

Mein schönes Land is stable & continuing to be successful



Source: IVW

BCN.