

**BCN.**

*Wohnen & Garten*

**Wohnen & Garten**

*Brand Profile*



## *Wohnen & Garten is a hostess.*

Inspiring, seasonal, and energizing, WOHNEN & GARTEN welcomes its readers every month to a sophisticated break from everyday life.

What does WOHNEN & GARTEN stand for? For over twenty years, WOHNEN & GARTEN has embodied the romantic and elegant lifestyle in all its facets. This includes stylish interior design ideas, practical gardening tips, seasonal decorations, and recipes that invite you to enjoy life.

**Miriam Sievert**

editor-in-chief



# Wohnen & Garten at a glance

*The inspirational magazine for a sophisticated lifestyle*

Wohnen & Garten inspires with elegant living ideas, dreamy gardens and seasonal decoration trends - all in a romantic country house style. The magazine combines aesthetics and joie de vivre with a love of detail. With home reports, garden design and recipes, Wohnen & Garten presents a stylish ambience for the home and garden to create both with heart and dedication.

- The inspirational magazine for a sophisticated lifestyle in 'classic style'.
- Elegantly seasonally inviting: stylish ambience for home and garden
- Market leader of monthly home magazines in total sales as well as individual sales plus subscription.

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**122.512 copies**

Sold circulation

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**monthly**

Frequency

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**0,27 m.**

Readers

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**22.800 EUR**

1/1 gross

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**114.500**

Facebook Follower

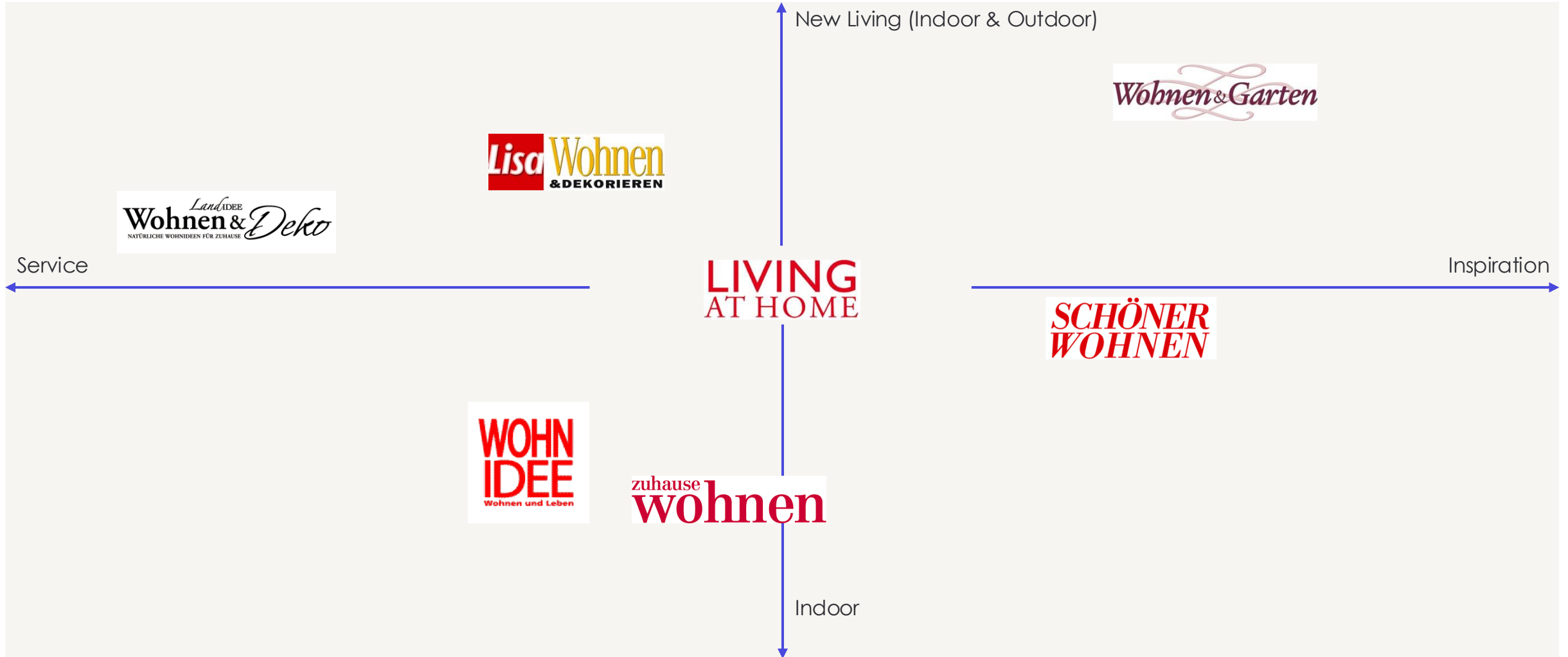


Source: IVW QIII-2025 (print), ma 2025-II, price 2026, Social Media: as of October 2025

**BCN.**

# Positioning

## Living magazines



# Wohnen & Garten Audience

*High-income readership in their prime from established social classes*



## Target Group



## Gender



## Salary



## Education

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## Print

59% of the target group are between 30-59 years old

76% are women

78% have a monthly net household income of over 3.000€

Well-educated: 85% have attended at least a secondary school

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# Wohnen & Garten – The inspirational magazine

*Wide range of topics*



## Furnishing & Living

Living and furniture inspirations as well as helpful tips and product recommendations



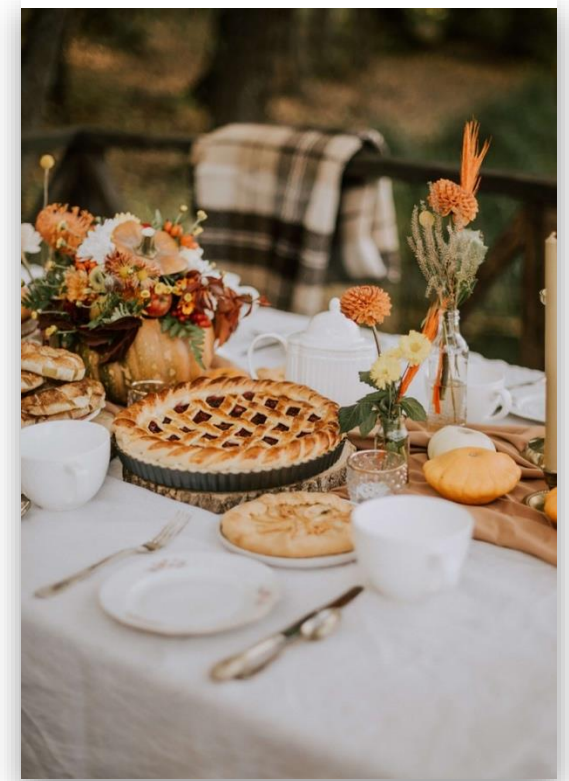
## Kitchen & Bath

Various interior design ideas for kitchen and bathroom



## Gardening design & Tools

Design and planting ideas as well as gardening tips and product recommendations

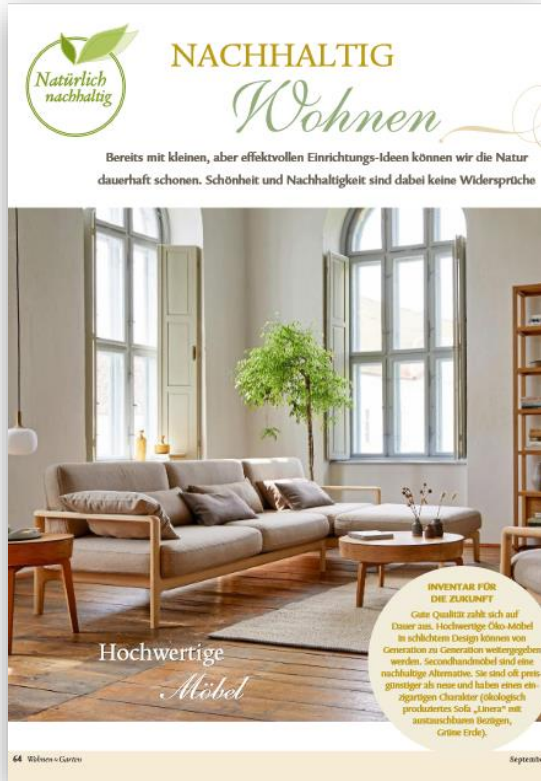


## Hospitality & Travel

Culinary and hospitality as well as travel stories from Germany and abroad

# Wohnen & Garten

## A look into the magazine



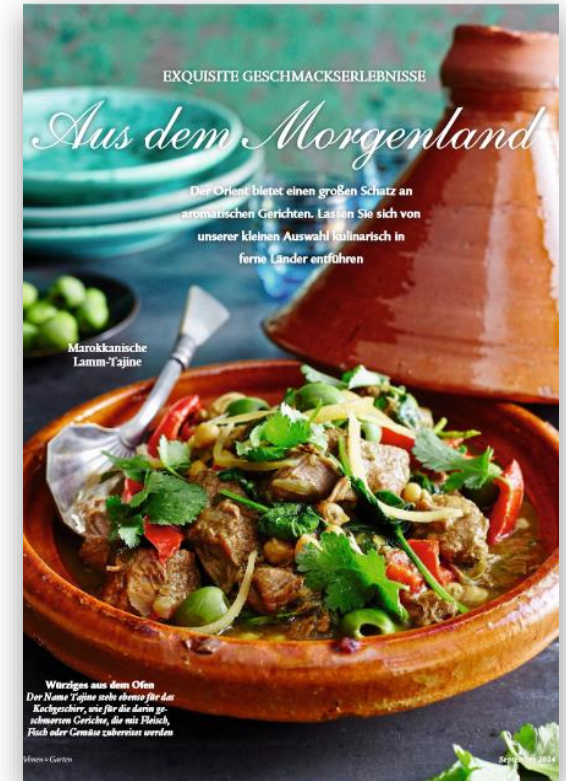
Living and furniture inspirations



Various interior design ideas for kitchen and bathroom



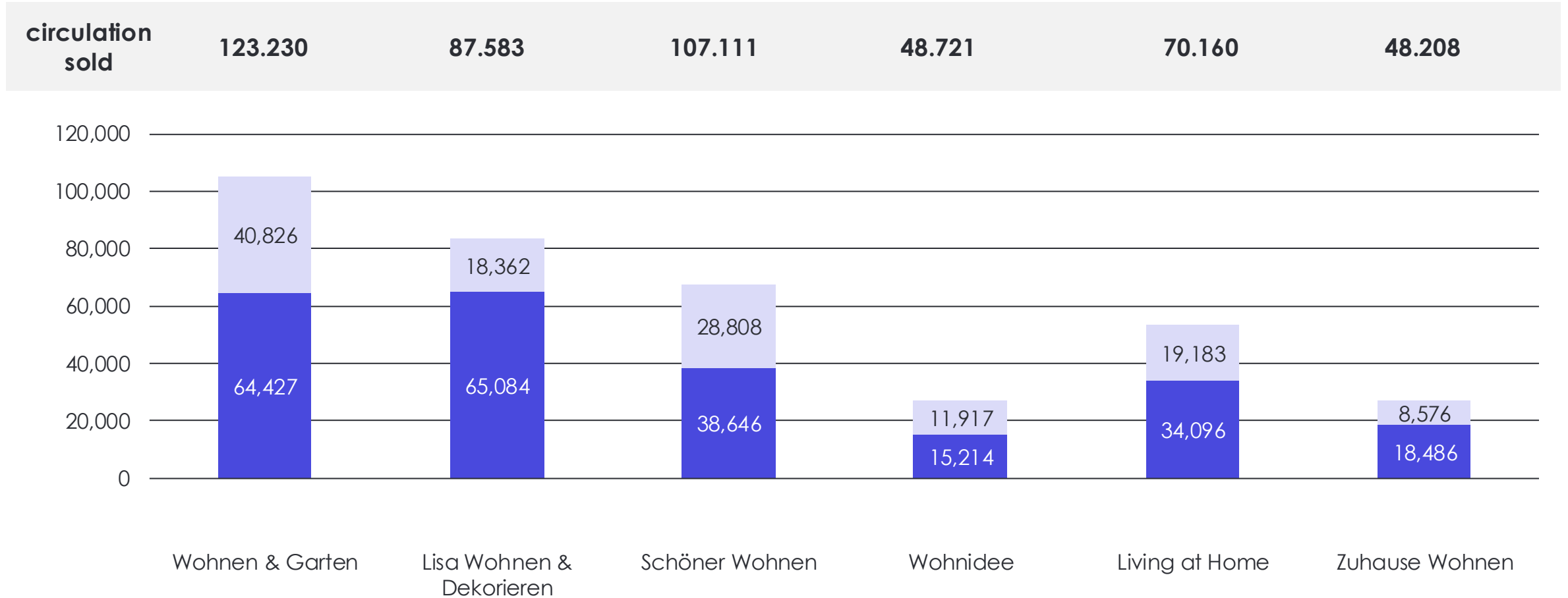
Design and planting ideas as well as gardening tips and product recommendations



Culinary and hospitality as well as travel stories from Germany and abroad

# Circulation market leader

*Wohnen & Garten is the undisputed market leader in the competitive landscape (Single Sales & Subscriptions)*



Source: IVW III/2025, Single Sales + Subscriptions