

MACH BASIC 2010*

	No. of LpA n	Coverage %	Proj 1'000	+/- %	WLK 1'000	1/1 b/w Price 10 Fr.	+/- %	1/1 4-color Price 10 Fr.	+/- %
Universum Sample Size		100 16'972	4'293						
Swiss home decorating magazines									
RAUM UND WOHNEN		6.3	270		711	7'300.00		7'300.00	
IDEALES HEIM		3.4	147	-45.6	421	6'980.00	-4.4	6'980.00	-4.4
WOHNREVUE	Aucun relevé par «Mach Basic 2010»					5'500.00	-24.6	6'400.00	-12.3
Additional publications with affinity for home decorating/lifestyles									
ANNABELLE		8.1	346	28.1	1'151	19'510.00	167.3	19'510.00	167.3
BOLERO		2.3	100	-63.0	338	10'570.00	44.8	10'570.00	44.8



* According to the advertising industry, the MACH Basic Media Analysis performed by WEMF AG is the most important tool for researching the readership of publications in Switzerland. The annual study consists of data gathered by phone on the coverage of newspapers and magazines in this population (broken down by sociodemographic criteria). Roughly 24,000 persons over the age of 14 with their primary residence in Switzerland or Liechtenstein are surveyed. The defined population amounts to approximately 5.9 million people divided into three language groups..

RAUM UND WOHNEN Etzel-Verlag AG		Net coverage in 1'000	Affinity affinità	Structure %	Switzerl. %
	Raum und Wohnen Total	270	100	100	100
Readership by sex	Males	117	88	43	49
	Females	153	112	57	51
Readership by age	14-34 anni	76	85	28	33
	35-54 anni	117	119	43	36
	55++ anni	77	94	29	31
Readership by employment status	Autonomous	27	131	10	8
	Superior	55	136	21	15
	Staff	101	100	37	37
Readership by household income (in Francs/month)	under 4'000	27	67	10	15
	4'000 – 8'000	112	93	41	45
	over 8'000	132	120	49	41
Social classification	Learners	13	49	5	10
	Young Nokids	47	92	17	19
	Young Withkids	51	125	19	15
	Nokids	70	117	26	22
	Withkids	49	117	18	15
	Pensioners	41	81	15	19
Readership by place	Agglo./City	199	101	74	73
	Countryside	71	96	26	27
Readership by region	Alps/Alpine foothills	87	102	32	31
	Western Mittelland	82	102	30	30
	Eastern Mittelland	100	97	37	38

RAUM UND WOHNEN

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