



The international magazine for architecture, design, art, garden and travel

- **Lead magazine for architecture, design, and an exceptionally refined lifestyle.** HÄUSER opens for its readers the doors to the world's most fascinating homes.
- **Home to the latest international trends.** Whatever is happening in the world of architecture and design, HÄUSER reports competently, extensively, and topically.
- **Unmatched editorial quality.** HÄUSER uses the world's top writers and photographers to produce a magazine with expert quality and optical brilliance.
- **Required reading for everyone planning to build.** HÄUSER has a strong reader service value and high level of topicality – on architecture, décor, design, art, the garden, and travel.
- **Top coverage of the most elite target groups.** HÄUSER communicates authoritatively with a premium readership: highly educated, well off, successful and refined.
- **HÄUSER is online.** It is a part of the livingathome.de multimedia platform, with floor plans, tips on building, renovating and modernising.

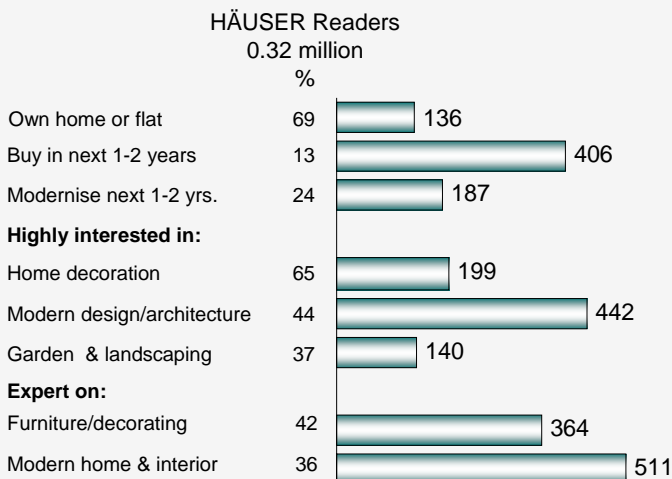
Readership Profile

	All Adults 64.85 million %	HÄUSER Readers 0.32 million %	Index: All Adults = 100
Men	48	36	75
Women	52	64	124
Age			
30 - 39	14	17	117
40 - 49	19	23	121
50 - 59	16	25	161
60 and older	30	26	87
Education			
Intermediate	34	32	94
Higher, university	23	45	195
Net monthly household income*			
€ 3,500 – 3,999	7	12	162
€ 4,000 and more	12	29	234

Source: AWA 2009; *Population average € 2,519

Exclusive Living Situation

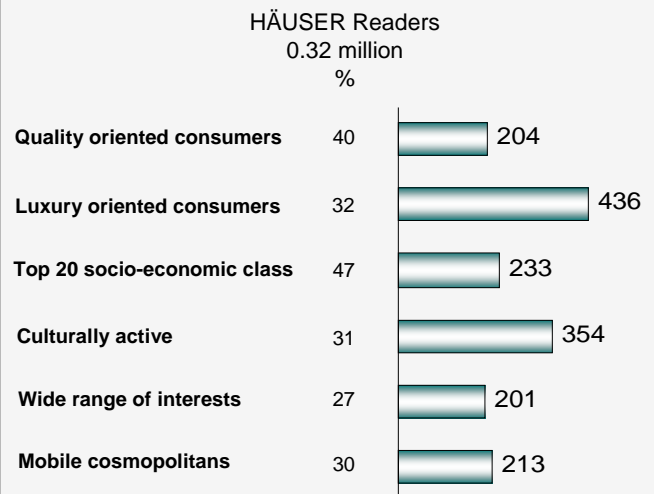
Index: All adults = 100



Source: AWA 2009

Tasteful Possession and Purchase Plans

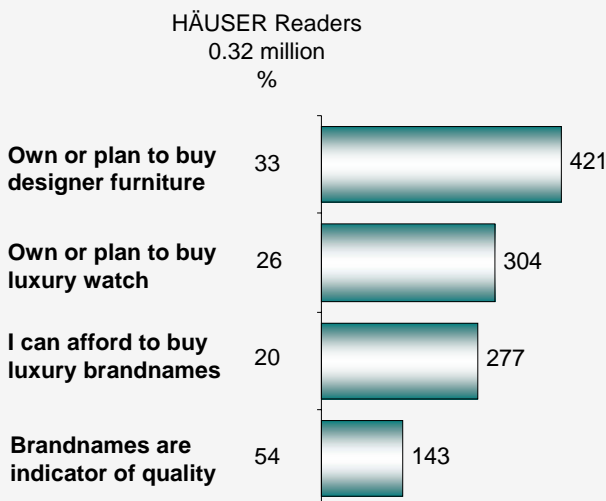
Index: All adults = 100



Source: AWA 2009

Refined Lifestyle and Consumption

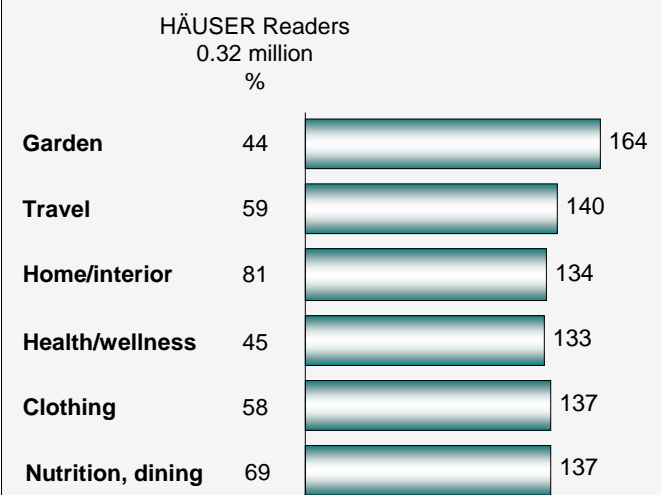
Index: All adults = 100



Source: AWA 2009

High Willingness to Spend

Index: All adults = 100



Source: AWA 2009

Cover price

€ 9.00

Frequency

Bimonthly

Launch year

1979

Circulation

Paid 34,689 copies (IVW IV/2009)

Subscriptions 17,958 copies (52%)

2010 ad rates*

Full page multi-colour € 12,650

Discounts

Start at 10% for 2 pages

www.livingathome.de

23,619,467 Pls (IVW 12/09)

Coverage

Adults 0.5% / 0.32 million

Women 0.6% / 0.20 million (AWA 2009)

Cost per 1,000 readers*

All adults € 39.45

Women € 61.95

Technical information

Trim size 222 mm x 292 mm
(8-3/4" x 11-1/2")

Printing process Cover: offset
Inner pages: offset

Binding method Perfect bound

*Average annual rate. For complete current ad rates and data, please consult www.gujmedia.com