

# HÄUSER



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 editorial 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, decor and design, along with 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 to download, architect's tips, and guidance on building, renovating and modernising.

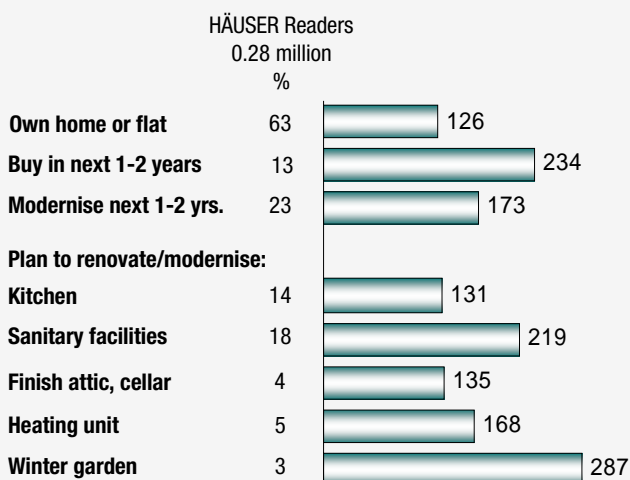
## Readership Profile

	All Adults 64.82 million %	HÄUSER Readers 0.28 million %	Index: All Adults = 100
<b>Men</b>	48	49	101
<b>Women</b>	52	51	99
<b>Age</b>			
30 - 39	16	15	98
40 - 49	18	25	132
50 - 59	14	20	140
60 and older	30	28	92
<b>Education</b>			
Intermediate	32	28	88
Higher, university	23	39	170
<b>Net monthly household income*</b>			
Up to €3,500	83	65	79
€3,500 and more	17	35	206

Source: AWA 2007 \*Population average €2,395

## Exclusive Living Situation

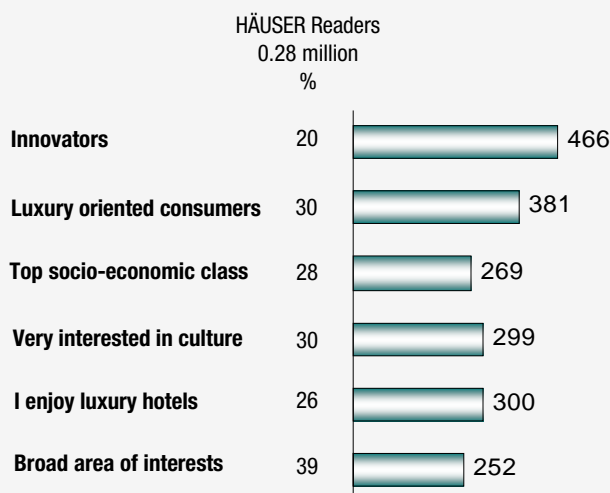
Index: All adults = 100



Source: AWA 2007

## Tasteful Possession and Purchase Plans

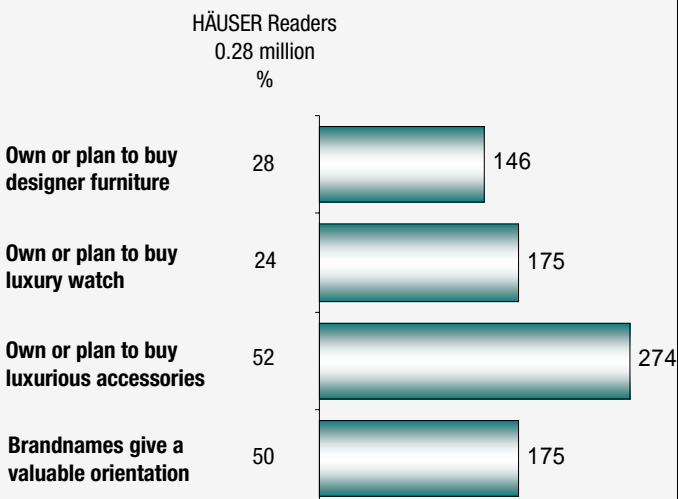
Index: All adults = 100



Source: AWA 2007

## Refined Lifestyle and Consumption

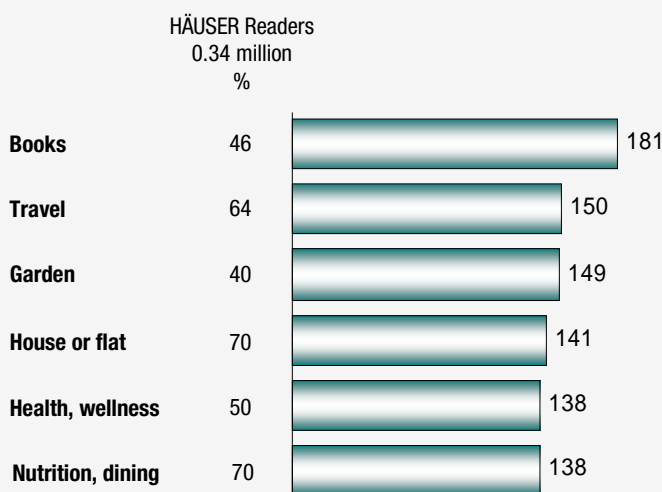
Index: All adults = 100



Source: AWA 2007

## Broad Range of Reader Interests

High willingness to spend; Index: All adults = 100



Source: AWA 2007

**Cover price** €8.50  
**Frequency** Bimonthly  
**Ad closing** 7 weeks prior to on sale date  
**Launch year** 1979

**Circulation**  
 Paid 50,771 copies (IVW IV/2007)  
 Subscriptions 18,903 copies (37%)

**2008 ad rates\***  
 Full page mono, multi-colour €11,550

**Discounts** Start at 10% for 2 pages  
**Agency commission** 15%

**Coverage**  
 Adults 0.4% / 0.28 million  
 Women 0.4% / 0.14 million (AWA 2007)

**Cost per 1,000 readers\***  
 All adults €41.36  
 Women €80.94

### 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](http://www.gujmedia.com)