

Reader survey

DECO
Home

DECO readership profile survey conducted according to ZAW* advertising guidelines * ZAW = German Advertising Association

Collection form: written questionnaire

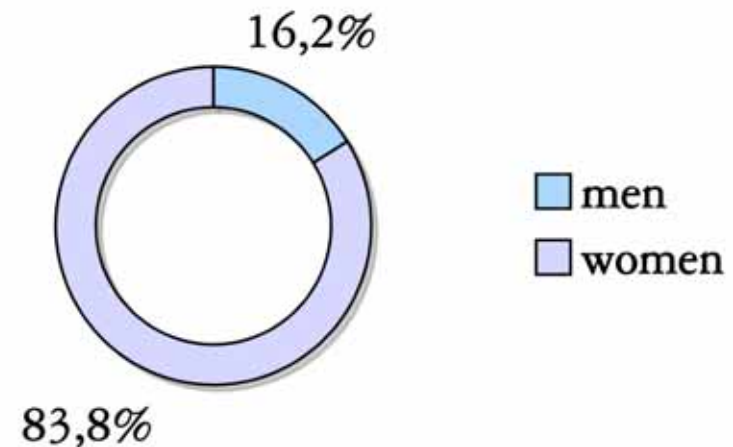
Sample: 497 DECO readers

Survey period: 2006/2007

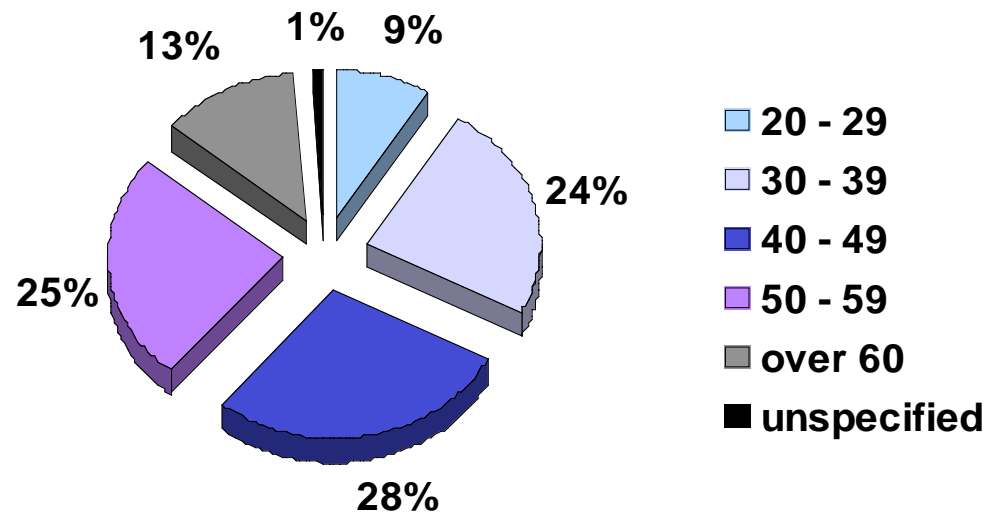
Surveyed by: Puls Marktforschung, Nuremberg

Gender

83.8% of our readers are **women**. **Women** generally have the greatest say when it comes to designing their own homes, especially in terms of interior decoration. In comparison with surveys from previous years there has been a steady increase in the proportion of **female** DECO readers.

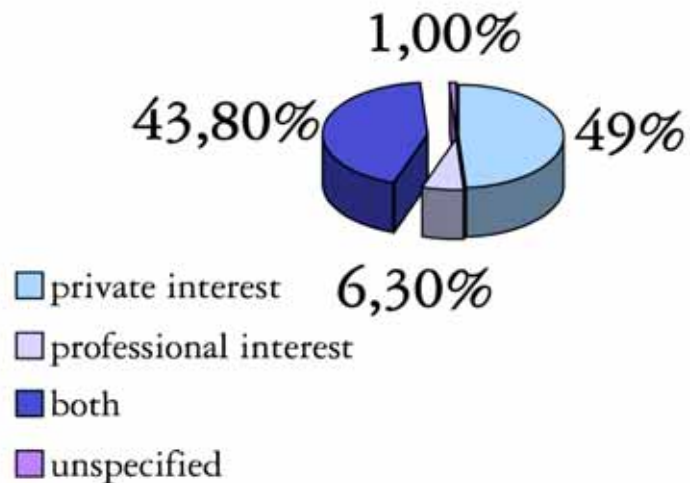


Age



77% of DECO's readership belongs to the group of affluent consumers aged between 30 and 59. During this time people invest the most money in their own home – and by extension, in home living.

Why do you read DECO



One of DECO magazine's major advantages is its appeal to two influential target groups:

- end consumers
- industry professionals

43.8% read DECO to inform themselves for both professional and private reasons.

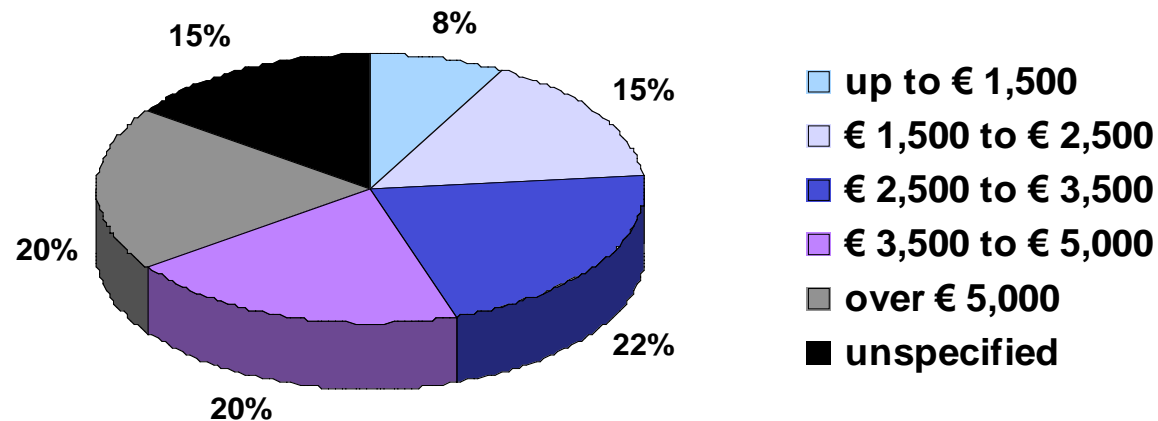
Home living over car



83.6% of DECO readers admit that – compared with cars and travel – their interest in home living is greater and ever-increasing.



Household income



The average net household income of those surveyed is 3,715 euros. Compared with the German national average of 2,402 euros (source: Annual Abstract of Statistics; StBA) our readers have access to 57.2% more net disposable income.

20% have a net household income of more than 5,000 euros.

Every reader has approx. 841 m² of **garden**

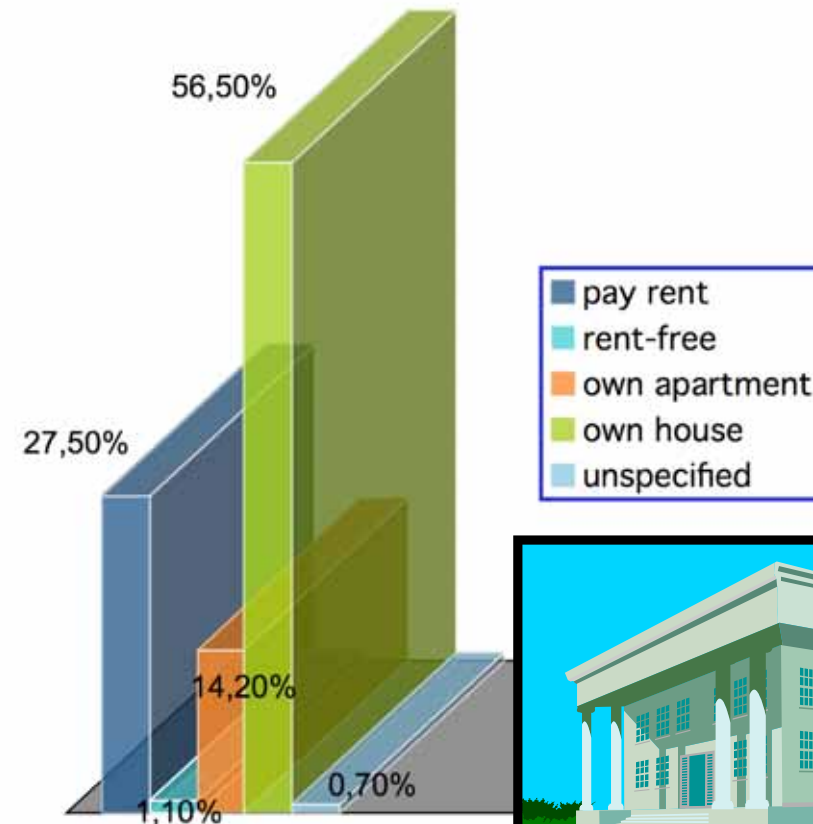
Open space - such as the balcony, the terrace, and of course the garden - is important to our readers. 67.6% of our readers own a garden with an average size of 841 m².

13.7% have gardens larger than 1,000 m².



Home-owners

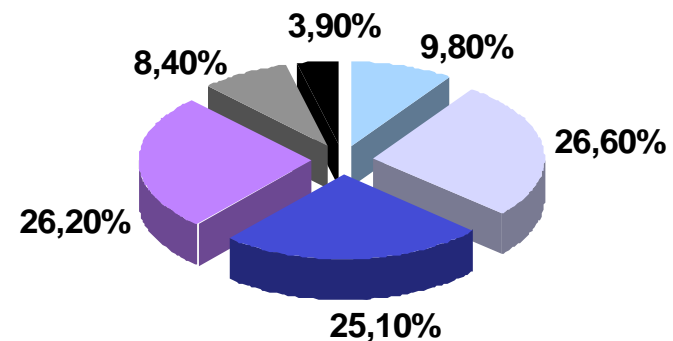
70.7% of those surveyed own their own house or apartment.
 By comparison only 40.5% of German citizens own their own four walls (source: StBA 2003).
 Experience has shown that home-owners spend far more money on interior decoration than tenants.



DECO readers live in spacious accommodation

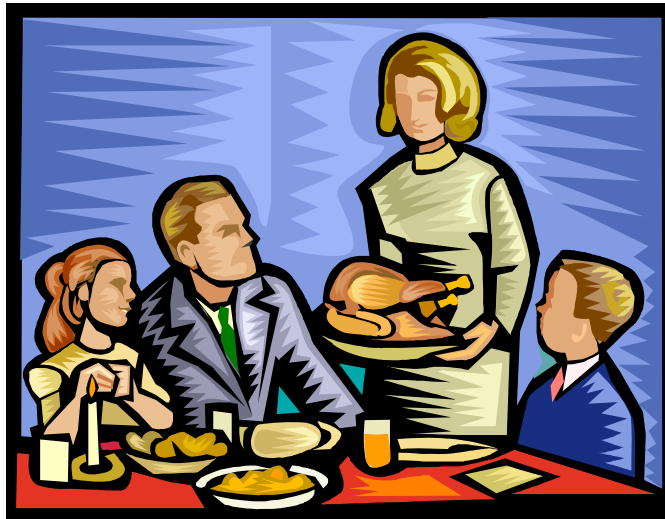
The average reader enjoys **158.8 m²** of living space. Over a third of our readers live in homes exceeding 160 m².

More money obviously needs to be invested in the interior decoration of a larger property.



■ up to 70 sqm
 ■ 71-120 sqm
 ■ 121- 160 sqm
■ 161-250 sqm
 ■ over 250 sqm
 ■ unspecified

Friends and family

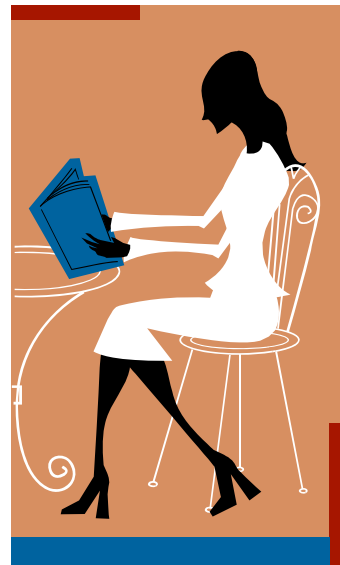


The typical DECO reader is not single, but someone who lives in a **multi-person household (68.7%)**.

Only 31.3% of DECO readers live alone (national average: 36.7%; source: StBA).

The relative majority (41.7%) of those questioned live in a 2-person household.

DECO sets decorative trends



Home living mags *	85.6%
Home living books	59.1%
Travel	54.8%
Interior decorators	51.4%
Window displays	36.1%
Friends	20.7%
Television	16.3%
Internet	18.8%

85.6% of those questioned said they derive their decorative ideas from home living magazines. The outstanding status enjoyed by home living magazines and DECO is documented by their incredible position as almost the sole source of information.

* multiple answer

Internet

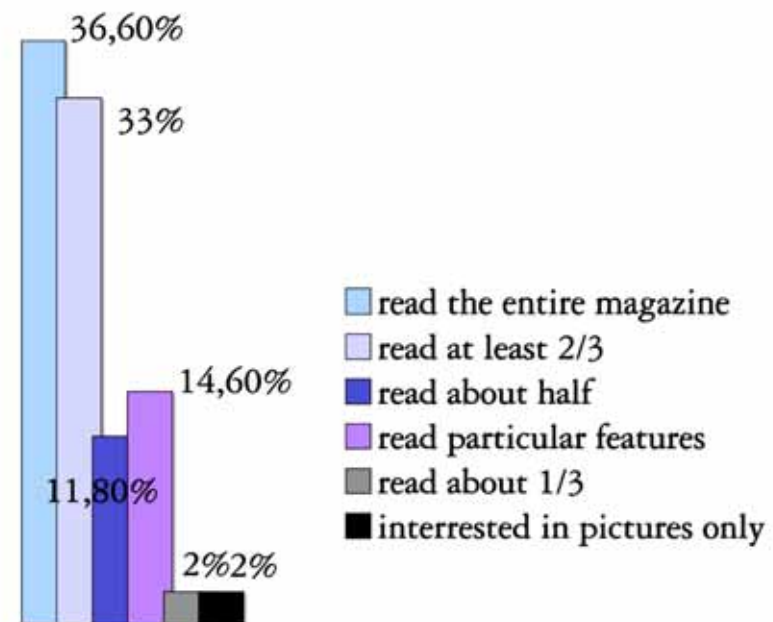


For our readers the significance of the Internet as a home living information medium has **doubled** from 9% in 2003 to **18.8%** in the present survey.

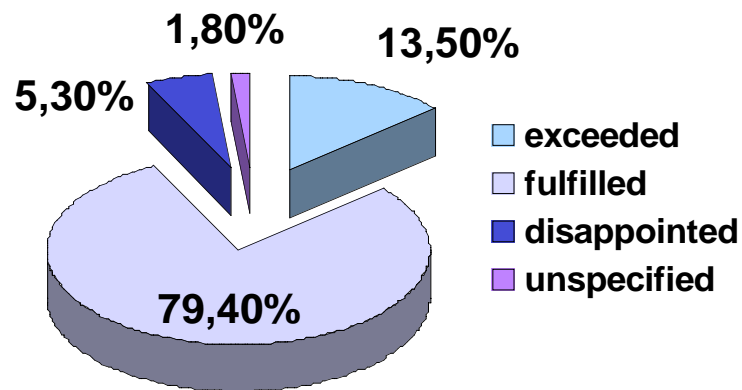
DECO is read thoroughly

69.6% of those surveyed either read the entire contents of DECO or at least two thirds.

Compared with previous reader surveys DECO is now being read even more thoroughly - an indication of the editorial quality of the magazine and of the increasing number of loyal DECO readers.



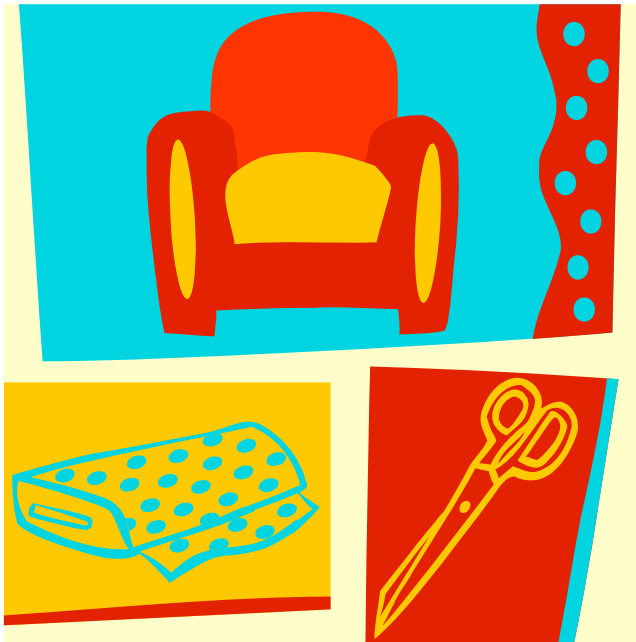
DECO and readership expectations



In terms of quality DECO lives up to reader expectations.

92.9% of those surveyed said that DECO either fulfilled or exceeded their expectations as readers.

Fabrics and decorating

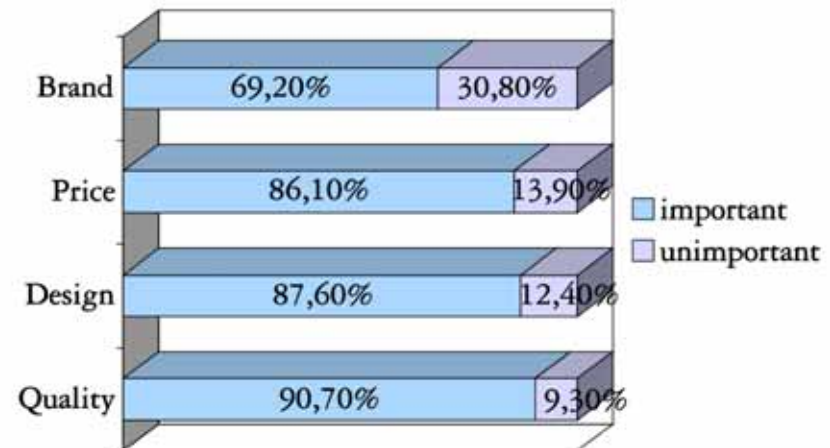


The readership's main interests are **decorating ideas and fabrics**, followed closely by home living features, the latest furniture trends and gardening topics. DECO readers are extremely interested in supplier addresses.

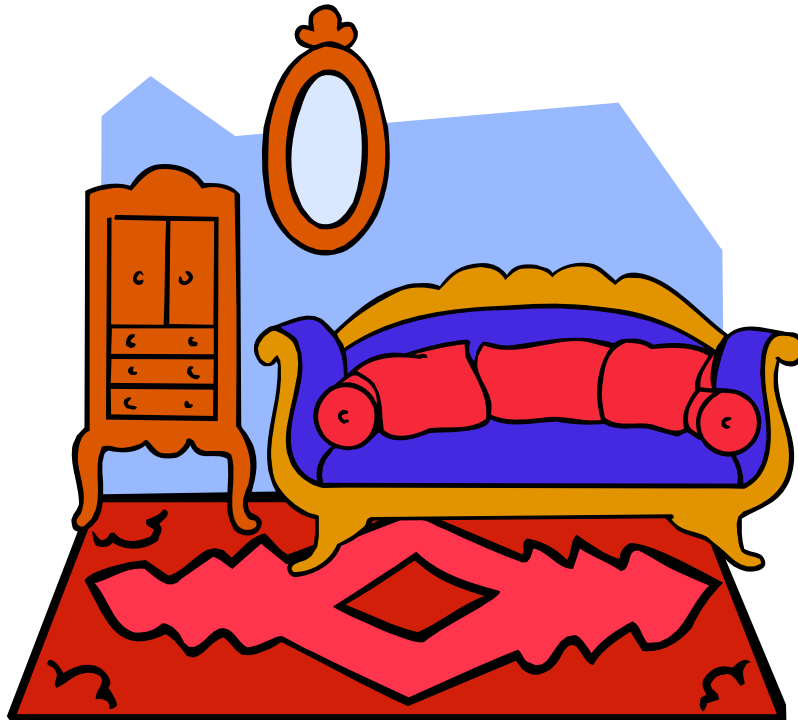
Those surveyed were invited to express their interest in particular topics using a scale of 1 (unimportant) to 4 (very important). Decorating ideas and fabrics scored 3.8, thereby achieving the highest mark.

Quality

For 90.7% of our readers quality plays a huge role when it comes to purchasing soft furnishings and furniture. 72% of those we surveyed even said they were prepared to pay higher prices for quality products. Consumer consciousness of furnishing brands is steadily increasing. When purchasing furnishing items brand image plays a major role for two thirds of our readers.



Decorate your room



83.1%* of those surveyed are convinced that the use of decorative and upholstery fabrics is the best way to give a home a face-lift. At 58.3% furniture takes 5th place after accessories (74%), pictures (71%) and lighting (67%).

The best way to change the appearance of an interior is with upholstery and decorative fabrics.

DECO transforms your home.

* multiple answers

The competition

The typical DECO reader does indeed read other home living magazines. These are primarily the following:

- Elle Decoration (50%),
- Living at Home (49%),
- Decoration (46%),
- Homes & Gardens (44%),
- A&W (39%) and
- Country (31%).

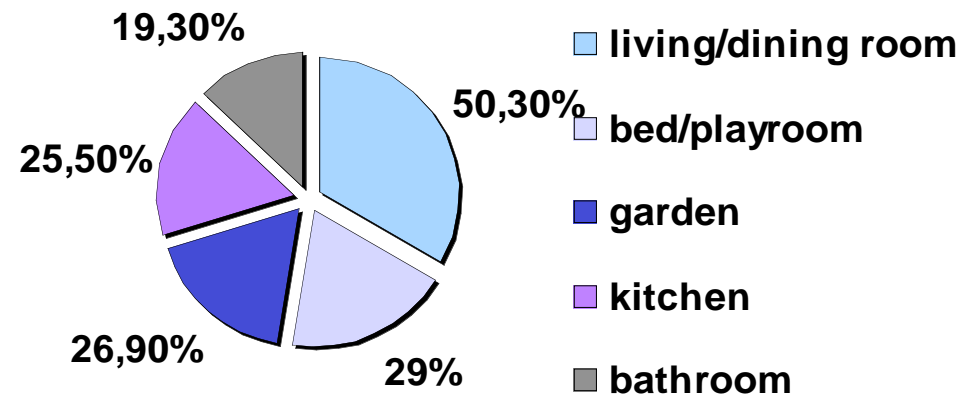


Furnishing style



38% of DECO readers
prefer a **modern look**,
34.1% **country house charm**
and 24.5% **classic elegance!**

Which room sees the most investment



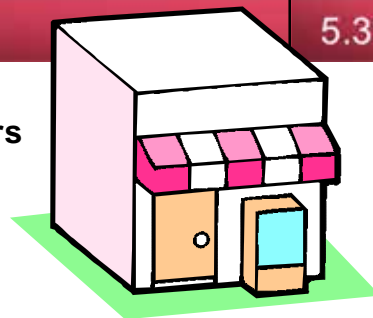
Over the next 12 months DECO readers intend to invest approx 4,150 euros in furniture, fabrics, lighting or accessories. For most readers (multiple answer format) it's the living room and dining room that are due for a face-lift/ redecoration.

Where do our readers shop

Specialist retailers (interior decorators, furniture and bed stores)*	75.0%
Furniture department stores	65.9%
Superstores (e.g. IKEA)	47.6%
Mail-order catalogues	16.3%
Antique sellers/markets	15.4%
Internet	12.0%
Interior designers/architects	10.6%
Flea markets	5.3%

When asked “Where do you buy your home furnishings?” **75%** of our readers answered that they shop at **conventional specialist retailers**. Mail-order catalogues (16.3%) or even the Internet (12%) are definitely not the main focus of our readers.

* multiple answers



Have you heard of ADO?

Brand	DECO*	W+L 6
Rolf Benz	89.8%	33%
Bulthaup	84.1%	39%
JAB Anstoetz	81.3%	11%
Poggenpohl	79.8%	48%
Lambert	73.1%	10%
ligne roset	66.8 %	14%
de sede	65.9%	11%
ADO	64.9%	65%
Designers Guild	63.9%	5%



*DECO = Puls Marktforschung reader analysis
W+L 6 = Wohnen +Leben 6 survey

DECO readers are extremely interested in home living. They are therefore more familiar with home furnishing brands than the average German (see comparative survey: Wohnen + Leben 6). Your advertising will be seen by an extremely attentive readership: success is virtually guaranteed.

The typical DECO reader



- is female
- between 35 and 45
- has a net income of 3,715 euros
- likes to give others furnishing tips
- loves furnishing fabrics or fashion
- attaches great importance to good design
- lives in her own home, 160 - 250 m²
- is independent
- prefers modern interior design
- plans to invest approx 4,150 euros in her home this year
- is one of the **opinion leaders** in her circle

...and enjoys surprising others with little gifts

Address



Here we have presented you with just a few of the reader survey results. If you wish to know more, or would like to receive DECO's media data, simply give us a call on:

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