



# Print: TINA Koch&Back-Ideen readers



- TINA KOCH & BACK-IDEEN reaches readers with a great passion for cooking and baking.
- TINA KOCH & BACK-IDEEN readers are family managers, brand-conscious and passionate in the kitchen. They are amateur cooks and baking enthusiasts who appreciate the wide range of recipes and tips in the magazine.
- Readers are looking for inspiring and practical suggestions for the family kitchen and fresh and new recipe ideas.



87% of TINA Koch & Back Ideen readers are female



TINA Koch & Back Ideen readers are Ø 57.5 years old



The readers have an average monthly HHNE of € 3.396

