

Print: COUCH readers



- COUCH readers are innovators and trendsetters. They love to be inspired and value quality and design.
- COUCH readers are more keen to spend than average and consciously treat themselves to higher-priced products.
- The typical COUCH reader lives in an urban area, is in work and, in some cases, has children.



75 per cent of COUCH readers are women



COUCH readers are, on average, 37 years old



COUCH readers have an average monthly disposable income of €4,161



Digital: COUCH users



- COUCH users have an above-average affinity for high-quality, inspiring and carefully curated content; topics relating to home, lifestyle, quality and an open, modern way of life are particularly popular.
- With over 150,000 community members, COUCH creates authentic content by and for users; 86 per cent of users regularly use social media.
- COUCH reaches a higher-than-average number of high-income households, thereby offering an attractive platform for premium, quality-focused brands.



61% of COUCH users are female



COUCH users are aged between 20 and 49



COUCH users have a higher-than-average monthly disposable income.

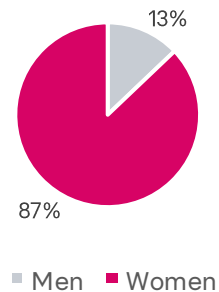


Home, Style & Inspiration Content on COUCH Instagram

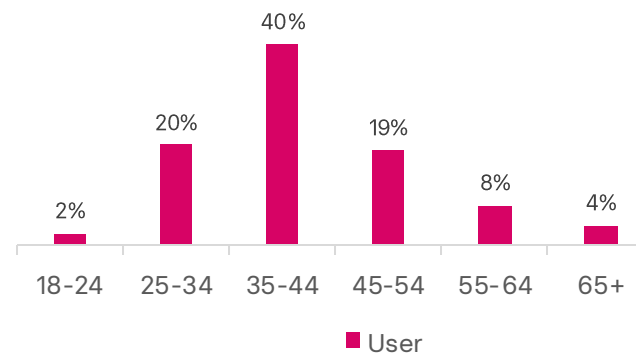


COUCH's Instagram channel is the go-to destination for anyone who loves a stylish and personalised home. The editorial team provides creative inspiration for home décor and DIY, showcases the latest fashion and beauty trends, and shares authentic home stories from the community. On @couch_magazin, you can place your message right at the heart of a design- and fashion-loving audience – inspiring, approachable and trend-conscious.

Gender

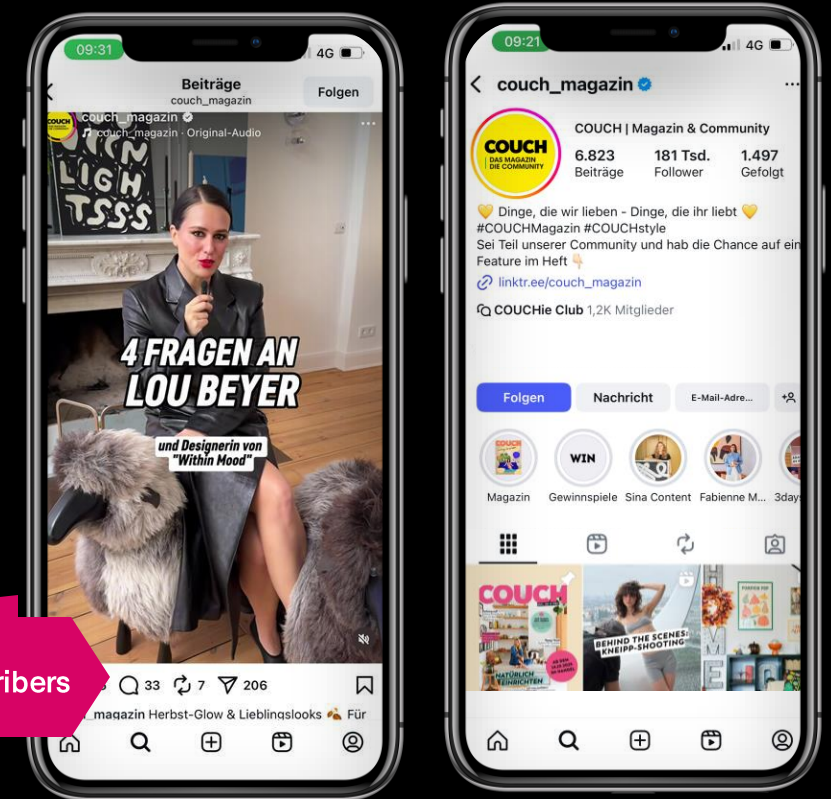


Age



Source: Meta Business Suite

COUCH | DAS MAGAZIN
DIE COMMUNITY

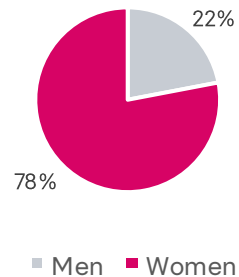


Homestorys, DIYs & Beautytrends Content auf COUCH TikTok

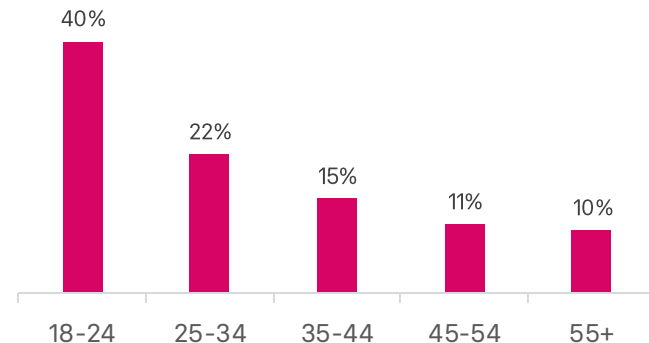


Home & beauty trends, home features and event highlights – stylish, approachable, cheerful. Interviews, DIYs, shopping tips and micro-makeovers bring trends to life; with its close ties to the community and a fresh take on interior design, COUCH is becoming the go-to source for modern living. For quick inspiration, clever ideas and genuine feel-good updates – our close connection to the community and our contemporary take on living make COUCH truly unique.

Gender



Age



COUCH | DAS MAGAZIN
DIE COMMUNITY

