

Hubert Burda Media

The leading cookery magazine for 50 years



Meine Familie & ich is Germany's best-selling food and enjoyment magazine. As its name – which translates as “My Family and Me” – suggests, the monthly magazine provides suggestions and tips for the whole family. Its recipes are guaranteed to be suitable for everyday use – after all, they are all developed by the editorial team, prepared by the chef in the *Meine Familie & ich* kitchen and tested by the team.

Meine Familie & ich has been setting standards for food magazines since 1966. Its editors are experts and incorporate the latest trends. Regional, vegetarian and vegan recipes are specially labelled. “Kucki” explains new foods to young readers and shows how kids can help with cooking and baking. With the motto “Live better”, the magazine presents an array of practical tips for health, beauty, wellness, travel, cars, the household, money and legal matters – a mix of topics that draws in our readers every month.

The *Meine Familie & ich* brand is growing continuously and with meine-familie-und-ich.de has its own online presence where editorial competence is digitally extended.

With *Meine Familie & ich* books, the brand has its own cookbook and guidebook series, which is published every four weeks in a small paperback format.

With the annual “Supermarket of the Year” award, *Meine Familie & ich* have established Germany's biggest consumer and retail award and make food a tangible experience at the Plaza Culinaria indulgence fair or at Food Blog Days and the Food Blog Award.

Links: [Meine Familie & ich](#), [Meine Familie & ich](#) on [Pinterest](#), [Supermarket of the year](#), [Burda food shop](#)



Gabriele Höger

Editor-in-chief

Having studied nutritional science, Gaby Höger began working for *Meine Familie & ich* in 1989. She became deputy editor-in-chief in 2004 and was appointed editor-in-chief in 2012. In addition to *Meine Familie & ich* and *Meine Familie & ich* books, she has been editor-in-chief of *Das Kochrezept* since 2013 and *Lisa Kochen & Backen* since late 2014.

Facts

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| Division | BurdaHome |
| Managing director | Nina Winter |
| Editor-in-chief | Gabriele Höger |
| Headquarters | München |
| Frequency | 13 x year |
| Price | €3.20 |
| Published since | 1966 |
| Reach | 1.11 million readers (ma 2016/II) |
| Circulation | 260.928 (total paid circulation, IVW I/2019) |
| Senior brand manager | Sabine Mecklenburg |
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