

## Time to live!

### BurdaHome

**BurdaHome** is one of the four national publishing groups within Hubert Burda Media. The division publishes numerous special-interest media brands on cooking, enjoyment & hospitality, and gardening, countryside & homes. At BurdaHome, the focus is always on offering consumers a 360° brand experience. BurdaHome brands reach over 7 million readers (ma I/2016) and speak directly to their consumers' lives via all communication channels.

The portfolio includes around 25 periodical magazines, including Europe's largest gardening magazine, *Mein schöner Garten* – a multi-channel brand with a large online community, online shopping system and retail collaborations. Another brand steeped in tradition is *Meine Familie & ich*, Germany's biggest-selling food and enjoyment magazine. Be it *Wohnen & Garten*, *Wohnenträume*, *Lisa Wohnen & Dekorieren* or *Home & Style* – to name just a few – BurdaHome brands offer lifestyle and home trends for every taste and budget. Another huge success is the strongly growing family of countryside magazines based around *Mein schönes Land* with line extensions such as *Mein schönes Landhaus*, *Mein schöner Landgarten*, *Meine gute Landküche* and *LandEdition*.

**Links:** [Mein schöner Garten](#), [Das Kochrezept](#), [Meine Familie & ich](#), [Lust auf Genuss](#), [Mein schönes Land](#), [Wohnen & Garten](#)



**Frank-Jörg Ohlhorst**

Managing director

After positions in retail, industry and the business press, Frank-Jörg Ohlhorst joined Hubert Burda Media in 1995 as publishing director. From 2002, he was one of the managing directors of Medien Park Verlage, which in 2013 merged with the *Super Illu* publisher in Berlin and was renamed BurdaLife. Following BurdaLife's division into two publishing groups, Frank-Jörg Ohlhorst became managing director of BurdaHome in 2016.

## **Facts**

**Division** BurdaHome

**Managing director** Frank-Jörg Ohlhorst

**Locations** Offenburg (headquarters), Munich

**Reach** 7.02 million readers (ma I/2016)

**Magazines** Around 25 periodicals