

# [interior|fashion] advertising rates

more than | furniture





**Outdoor-Special** > Whether it's a large terrace or a small balcony, the outdoor living room is becoming more popular. Hotels and restaurants are increasingly paying attention to their outdoor spaces. And even companies set up outdoor areas for their employees – for lunch or just for a quick rest. We dedicate this topic its own magazine – together with **InteriorFashion issue 2|2019**.



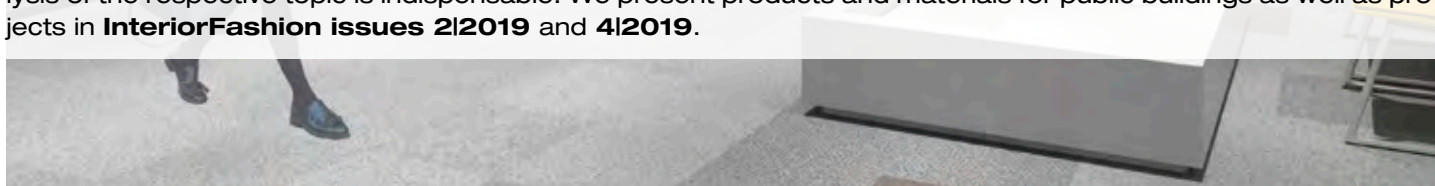
InteriorFashion – the unique special interest magazine dedicated to high quality interior furnishings for both the private and contract segments.

Sector news, professional articles, retailers' stories, company and designer portraits, as well as trade fair reports provide a comprehensive view of what is happening in the sector – in Germany as well as internationally. The focus is on the entire spectrum of interior furnishings, from furniture to wall and design, illumination, technical and lighting systems, baths, and outdoor facilities to cover materials, home textiles, and accessories.

The topics are well-researched and presented in an insightful way. As a result, InteriorFashion is an indispensable guide for interior designers, architects, interior decorators, contract furnishers, designers, premium specialized furniture retailers, and producers of premium interior furnishings.



**Public Buildings** > can be found in all areas of everyday life. Whether schools, playschools, museums or public authority buildings – all facilities challenge planners with special requirements. In any case, a profound analysis of the respective topic is indispensable. We present products and materials for public buildings as well as projects in **InteriorFashion issues 2|2019** and **4|2019**.



# Target groups and distribution

[interior|fashion]

Interior designers, architects, interior decorators, contract furnishers, designers, premium specialized furniture retailers, and producers of high quality interior furnishings.

Publication dates: 6 times a year  
(February, April, June, August, October, December)

Print run: 7,500  
Distribution: 7,000

Recipient group:

Interior designers, architects, designers, contract furnishers 64%

Interior decorators 7%

Furniture retailers 19%

Producers of high quality interior furnishings 10%

InteriorFashion will continue to provide an extra edition at trade fairs inside and outside Germany.





Photo: raumPROBE

**Smart Materials** > Issue 3 of InteriorFashion is traditionally the big material booklet. Here you will find the latest material developments as well as new technologies and design approaches for furniture and interior design. Especially in the year of Tectextil/Texprocess and Interzum there are numerous innovations expected, which we present to you in **issue 3|2019** of **InteriorFashion**.



# Your contact persons

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# Facts

**Magazine format** 250 mm width x 350 mm height plus 3 mm trimming allowance

## Prices for advertisement

Format	width x height	b/w	4c
2/1 pages (bleed)	500 mm x 350 mm	9,700.– Euro	10,990.– Euro
1/1 page (bleed)	250 mm x 350 mm	4,320.– Euro	5,610.– Euro
½ page high (bleed)	115 mm x 350 mm	1,940.– Euro	3,230.– Euro
½ page across (bleed)	250 mm x 165 mm	1,940.– Euro	3,230.– Euro
¼ page high (bleed)	62 mm x 350 mm	1,060.– Euro	2,350.– Euro
¼ page across (bleed)	250 mm x 82 mm	1,060.– Euro	2,350.– Euro

## Prices for special positions

2 <sup>nd</sup> and 3 <sup>rd</sup> coversheet	6,170.– Euro
4 <sup>th</sup> coversheet	6,520.– Euro

## Colour supplementary charges

per normal colour (European scale)	430.– Euro
4-colour, total	1,290.– Euro
per special colour	630.– Euro

## Advertorials

2/1 pages	6,120.– Euro
1/1 page	3,370.– Euro
1/2 page	1,840.– Euro

## Cover Page Package

The cover page package includes the following Cover picture (in agreement with the editorial department), including 2/1 pages advertorial (alternatively 1/1 page), mentioning of the cover page partner in the magazine's table of contents as well as on the website [www.interiorfashion.de](http://www.interiorfashion.de)

Price on request

We would like to point out that the cover page package and advertorials are not subject to discounts for advertisement representatives.



## Discounts

Within a contract year  
(commences with the appearance of the first advertisement)

2 appearances	5%
3 appearances	10%
4 appearances	15%
5 appearances	20%
6 appearances	25%

## Supplements (total circulation)

max. 245 mm width x 340 mm height

Price up to 25 g	2,500.– Euro
Price up to 30 g	3,000.– Euro
Price up to 35 g	3,500.– Euro
Price up to 40 g	4,000.– Euro
Price up to 45 g	4,500.– Euro

Supplements weighing 50 g or more on request.

No discounts can be granted for inserts.

## Bound inserts (total circulation)

max. 250 mm width x 350 mm height

1 sheet	4,200.– Euro
2 sheets	7,100.– Euro
Every further sheet	990.– Euro

Discountable onto frequency scale.

Special forms of advertising such as glued-on postcards, product samples, or bookmarks: price on request or after submission of a sample.



## Print specifications

Print: sheet offset. Printed on 120 g offset paper, PK4 (envelope 300 g). Binding method: adhesive binding. Colors: printing inks (CMYK) according to ISO Coated V2 300%. Special colors are available on request. Data formats: Please deliver your ads as high resolution PDF files in CMYK mode with a minimum resolution of 300 dpi and embedded fonts.

Print/proof: For testing purposes at least one proof according to Fogra 47 is required for the printer in order to facilitate color matching. If no proof is available, the file will be checked for technical printability and passed on to the print shop. In this case we assume no liability for completeness and the correct representation of colours.

# Theme plan 2019

[interior|fashion]

## Issue **IF 1|2019**

DOP CW 9 (25<sup>th</sup> February – 1<sup>st</sup> March)

ADL 24<sup>th</sup> January 2019

CD 4<sup>th</sup> February 2019

### Themes ▶ **Preview ISH**

- ▶ **Interior Dreams** – the comprehensive trade show review on imm cologne, Heimtextil and Domotex
- ▶ **Kitchen Architecture** – the latest trends from LivingKitchen
- ▶ **Special Section Wallpapers**
- ▶ **Review BAU**

Fairs	Heimtextil, Frankfurt	8 <sup>th</sup> – 11 <sup>th</sup> January 2019
	Domotex, Hanover	11 <sup>th</sup> – 14 <sup>th</sup> January 2019
	HOGA, Nürnberg	13 <sup>th</sup> – 15 <sup>th</sup> January 2019
	imm cologne/LivingKitchen	14 <sup>th</sup> – 20 <sup>th</sup> January 2019
	BAU München	14 <sup>th</sup> – 19 <sup>th</sup> January 2019
	Déco Off, Paris	17 <sup>th</sup> – 21 <sup>st</sup> January 2019
	Maison & Objet, Paris	18 <sup>th</sup> – 22 <sup>nd</sup> January 2019
	Südbund Wohntage	23 <sup>rd</sup> – 24 <sup>th</sup> January 2019
	Stockholm Furniture Fair	5 <sup>th</sup> – 9 <sup>th</sup> February 2019
	Stockholm Design Week	4 <sup>th</sup> – 10 <sup>th</sup> February 2019
	Ambiente, Frankfurt	8 <sup>th</sup> – 12 <sup>th</sup> February 2019

## IF 2|2019

CW 18 (29<sup>th</sup> April – 3<sup>rd</sup> May)

20<sup>th</sup> March 2019

2<sup>nd</sup> April 2019

- ▶ **Public Buildings** – Solutions and products for schools, play-schools, museums and public authority buildings
- ▶ **Salone del Mobile** – News, trends, products
- ▶ **Preview Techtexsil/Texprocess**
- ▶ **Preview Interzum**
- ▶ Review Ambiente
- ▶ Hospitality – News, trends, products
- ▶ Healthcare – News, trends, products
- ▶ **Outdoor Special** – the special issue focusing on outdoor furniture and accessories for easy outdoor living

Munich Creative Business Week	9 <sup>th</sup> – 18 <sup>th</sup> March 2019
ISH, Frankfurt	11 <sup>th</sup> – 15 <sup>th</sup> March 2019
Internorga, Hamburg	9 <sup>th</sup> – 13 <sup>th</sup> March 2019
Münchner Stoff Frühling, Munich	22 <sup>nd</sup> – 25 <sup>th</sup> March 2019
iSaloni, Milan	9 <sup>th</sup> – 14 <sup>th</sup> April 2019

## IF 3|2019

CW 26 (24<sup>th</sup> – 28<sup>th</sup> June)

14<sup>th</sup> May 2019

28<sup>th</sup> May 2019

- ▶ **Smart materials** – News from the world of materials – Review from Techtexsil/Texprocess and Interzum
- ▶ **Textile trends in residential and commercial buildings:** Cover materials and decoration fabrics from the trade shows Proposte and Münchner Stoff Frühling
- ▶ **Architectural acoustics** – Effective solutions for commercial buildings
- ▶ Office: News, trends, products
- ▶ Shop, trade show, trade fair booth: News, trends, products

Proposte, Cernobbio (Como)	15 <sup>th</sup> – 17 <sup>th</sup> April 2019
Küchenwohntrends, Salzburg	8 <sup>th</sup> – 10 <sup>th</sup> May 2019
Techtextil/Texprocess, Frankfurt	14 <sup>th</sup> – 17 <sup>th</sup> May 2019
Interzum, Cologne	21 <sup>st</sup> – 24 <sup>th</sup> May 2019

Issue **IF 4|2019**  
DOP CW 35 (26<sup>th</sup> August – 1<sup>st</sup> September)  
ADL 16<sup>th</sup> July 2019  
CD 30<sup>th</sup> July 2019

- Themes
- ▶ **Hospitality** – Welcome in your temporary home
  - ▶ **Healthcare** – Healing design
  - ▶ Lighting, floors and bathrooms – News, trends and products
  - ▶ Public Buildings – News, trends and products
  - ▶ **Outdoor trends 2020:** Preview on Spoga and review gardiente

**IF 5|2019**  
CW 43 (21<sup>st</sup> – 27<sup>th</sup> October)  
10<sup>th</sup> September 2019  
30<sup>th</sup> September 2019

- ▶ **Office** – Cultural change in the work environment
- ▶ Acoustics – News, trends, products
- ▶ Lighting – News, trends, products
- ▶ **Smart Home** – Intelligently networked
- ▶ Kitchen – News, trends, products

**IF 6|2019**  
CW 50 (9<sup>th</sup> – 13<sup>th</sup> December)  
29<sup>th</sup> October 2019  
11<sup>th</sup> November 2019

- ▶ **Shop, trade show, trade fair booth:** Focus on storytelling and emotion
- ▶ **Interior furnishing trends 2020** – Raising the curtain for imm cologne, Heimtextil and Domotex
- ▶ **The base of the room** – textile and hard flooring materials

Fairs Tendence, Frankfurt 29<sup>th</sup> June – 2<sup>nd</sup> July 2019  
gardiente, Hofheim/Wallau 30<sup>th</sup> June – 2<sup>nd</sup> July 2019

Spoga, Cologne 1<sup>st</sup> – 3<sup>rd</sup> September 2019  
IFA, Berlin 6<sup>th</sup> – 9<sup>th</sup> September 2019  
MoOD, Brussels 10<sup>th</sup> – 12<sup>th</sup> September 2019  
100% Design, London 18<sup>th</sup> – 21<sup>st</sup> September 2019  
Cersaie, Bologna 23<sup>rd</sup> – 27<sup>th</sup> September 2019  
Südbund Wohntage 25<sup>th</sup> – 26<sup>th</sup> September 2019

Vienna Design Week date not fixed yet  
Maison & Objet, Paris date not fixed yet  
Furniture Fair Brussels 3<sup>rd</sup> – 6<sup>th</sup> November 2019  
architect@work, Munich 6<sup>th</sup> – 7<sup>th</sup> November 2019  
Neue Räume Zürich 13<sup>th</sup> – 17<sup>th</sup> November 2019  
architect@work, Düsseldorf 4<sup>th</sup> – 5<sup>th</sup> December 2019

The InteriorFashion website is more than the publication of daily news. Rather, we present interesting projects and products – sorted by themes. With this, we create a database of references, where visitors can get inspiration. This makes www.interiorfashion.de an ideal complement to your print activities.

## Our services:

### Advertorial as a slider on our home page

Our limited premium offer. An advertorial that is integrated into the current theme selection of the slider element on the home page of www.interiorfashion.de. After two weeks, the advertorial will automatically be placed in the newsroom. Your message appears with top editorial content and thus achieves the highest level of attention.

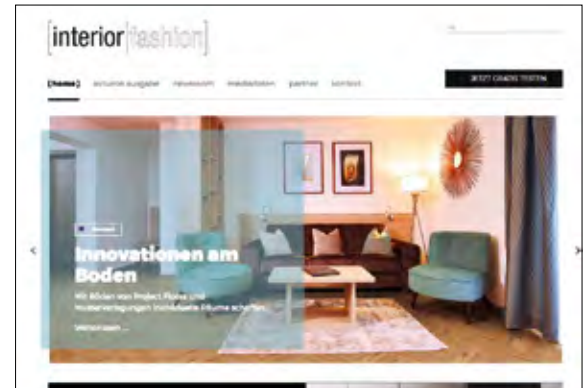
This offer is limited to a maximum of two advertorials per month.

**Price: 500.- Euros/two weeks**

### Advertorial in the newsroom

The www.interiorfashion.de newsroom offers you the chance to place classic advertorials in an editorial context. The high level of credibility and acceptance of this segment effectively promotes your message.

**Price: 300.- Euros per month**



# Online

## Banner on our home page

With this banner we offer you a prominent and exclusive possibility to place your static or animated banner on the home page. Only your advertising can be found there for four weeks.

**Size: 1.250 x 375 px | Price: 750 Euro per month**

## Banner in the newsboxes on our home page

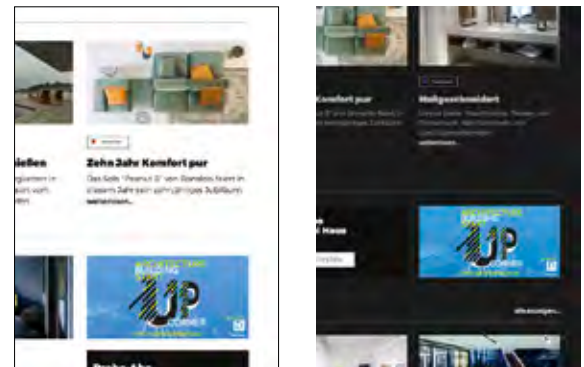
You have the possibility of using classical banner advertising which is integrated into editorial content. By placing your static or animated banner in an editorial context, you achieve a high level of attention and acceptance.

**Size: 750 x 385 px | Price: 250 Euro per month**

## Banner in the newsroom

You have the possibility of using classical banner advertising which is integrated into editorial content. By placing your static or animated banner in an editorial context, you achieve a high level of attention and acceptance.

**Size: 750 x 385 px | Price: 250 Euro per month**



# dieschmidt

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