



## ZUHAUSE WOHNEN – THE MAGAZIN OF IDEAS

To feel at home means to feel comfortable, relax, catch a breath, recharge your batteries. **ZUHAUSE WOHNEN** is the magazine for people looking for exactly that.

People, looking for a special quality of life and standard of living. **ZUHAUSE WOHNEN** stands for alive reports, showing residents and actual apartments as well as advice from the most distinctive interior architects in Germany.

For this reason it is the only classical living magazine combining sensuality and aesthetics with service, creativity and longtime expertise to give advice about the home.

Virtually every issue features an **EXTRA** focusing on a single topic, presenting issues that our readers are particularly interested in.

Frequency monthly  
 Paid circulation 72,025 (IVW II/2018)  
 Ad rate full page 4c € 23,000  
 Copy price € 3.95

[www.zuhausewohnen.de](http://www.zuhausewohnen.de)

### READERSHIP

The readers are well educated and have a high household income.

According to AWA 2018 **ZUHAUSE WOHNEN** reaches 540,000 readers in Germany.

*% breakdown | Index*

**Sex**  
 Men 18 | 34  
 Women 82 | 161

**Age**  
 30–59 years 58 | 121

**Net household income (in EURO)**  
 3,000 and more 62 | 136

**Consumer typology**  
 Mainly quality oriented consumers 41 | 191

**Real estates, ownership**  
 Single-family house 48 | 135

**Willingness to spend money**  
 Garden 46 | 164

**Applicable attributes, attitudes**  
 Special target group modern home & interior 16 | 271

Like to buy products with modern design 25 | 164

Interested in living & furnishing, give advice, considered to be an expert 46 | 241

Source: AWA 2018

### ADVERTISING RATES 2019

Format	4c / EURO
Full page	23,000.-
Full page IFC/OBC	25,000.-
2/3 page	18,400.-
Half page	16,100.-
1/3 page	11,600.-
Double page	46,000.-
Double page IFC + page 3	49,000.-

### DISCOUNTS

#### Turnover scale (gross)

(incl. Extras)

from 46,000 Euro – 3%	from 184,000 Euro – 13%
from 92,000 Euro – 6%	from 230,000 Euro – 17%
from 138,000 Euro – 10%	from 276,000 Euro – 20%

### CIRCULATION

Circulation, IVW-audited, 2<sup>th</sup> quarter 2018

Print run	124,134 copies
Paid circulation	72,025 copies
Distributed circulation	76,401 copies
Subscribers	26,274 copies

## SCHEDULE 2017 / Extras

Issue	Extras*	Publication date	Booking deadline	Copy deadline
02/2019	Better sleeping**	02.01.2019	09.11.2018	21.11.2018
03/2019	Bath & Wellness**	06.02.2019	14.12.2018	02.01.2019
04/2019	Building, renovation, smart home	06.03.2019	18.01.2019	30.01.2019
05/2019	Balconies&gardens during spring	10.04.2019	22.02.2019	06.03.2019
06/2019	Healthy living**	08.05.2019	18.03.2019	28.03.2019
07/2019	The best kitchens	12.06.2019	18.04.2019	06.05.2019
08-09/2019	The best living tips	10.07.2019	21.05.2019	03.06.2019
10/2019	The best baths	04.09.2019	18.07.2019	30.07.2019
11/2019	The best furnishing ideas**	09.10.2019	22.08.2019	03.09.2019
12/2019-01/2020	Kitchen trends	20.11.2019	30.09.2019	11.10.2019

\*The Extras will be published with the main issues of ZUHAUSE WOHNEN.

\*\* Booking- and copy deadline of specials earlier-upon request.

## TECHNICAL DATA

Magazine format: 213 x 280 mm + 4 mm trim-reserve

Type area: 193 x 257 mm

Printing process: Offset

Artwork: Please deliver a print-PDF with 300 dpi resolution.

Color-management: CMYK

### Delivery of advertisement:

The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: [www.duon-portal.de](http://www.duon-portal.de)

Support is available via e-mail: [support@duon-portal.de](mailto:support@duon-portal.de) or directly by phone: +49/ 40 / 37 41 17-50.

Kindly note our general terms and conditions of business for advertisements: <http://www.bm-brandmedia.de/agb/>



## YOUR CONTACTS

### Head Office Germany

Contact: Dagmar Hansen  
BM Brand Media GmbH  
Harvestehuder Weg 45  
20149 Hamburg  
phone: +49/40/2717 2030

e-mail: [dagmar.hansen@bm-brandmedia.de](mailto:dagmar.hansen@bm-brandmedia.de)

### France & Monaco

Contact: Laurent Briggs  
Affinity Media  
53 rue de Maubeuge  
75009 Paris  
phone: +33/1 53 05 94 04

e-mail: [laurent.briggs@affinity-media.fr](mailto:laurent.briggs@affinity-media.fr)

### Scandinavia & Finland

Contact: Finn Greve Isdahl  
International Media Sales  
P.O. Box 44 Fantoft  
5899 Bergen  
phone: +47/55/ 92 51 92  
fax +47/55/ 92 51 90

e-mail: [fgisdahl@mediasales.no](mailto:fgisdahl@mediasales.no)

### Great Britain & Ireland

Contact: Stefanie Stroh-Begg  
Mercury Publicity Ltd.  
99 Grays Inn Rd.  
London WC1X 8TY  
phone: +44/20/7611 1900  
e-mail: [stefanie@mercury-publicity.com](mailto:stefanie@mercury-publicity.com)

### Spain & Portugal

Contact: David Castelló  
K.Media  
Calle Santa Egracia, 18, Esc.4, 2 izq.  
28010 Madrid  
phone: +34/91/702 34 84  
fax: +34/91/702 34 85  
e-mail: [david.castello@kmedianet.es](mailto:david.castello@kmedianet.es)

### Belgium, Netherlands & Luxembourg

Contact: Anita Rodwell  
Mediawire International  
Plein 1945 nr. 27  
1251 MA, Laren  
phone: +31/651/48 01 08  
fax: +31/35/533 59 85  
e-mail: [info@mediawire.nl](mailto:info@mediawire.nl)

### Italy

Contact: Meike Belloni  
Media & Service International Srl  
Via Giotto, 32  
20145 Milano  
phone: +39/02/ 48 00 61 93  
fax: +39/02/ 48 19 32 74  
e-mail: [info@it-mediaservice.com](mailto:info@it-mediaservice.com)

### Switzerland & Liechtenstein

Contact: Eva Favre  
Affinity-PrimeMEDIA Ltd.  
Case postale 20  
Route de Mollie-Margot 1  
1073 Savigny  
phone: +41/21/781 08 50  
fax: +41/21/781 08 51  
e-mail: [e.favre@affinity-primemedia.ch](mailto:e.favre@affinity-primemedia.ch)



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