



advertising rates 2024



Public buildings > are found in all areas of daily life. Whether kindergartens, schools, museums or public authorities – all facilities present planners with special challenges. In any case, an in-depth examination of the respective topic is indispensable. We present products and materials for public buildings as well as projects in issues **2|2024** and **4|2024** of InteriorFashion.

Short profile

[interior|fashion]

InteriorFashion – the unique special interest magazine dedicated to high quality interior design 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 field of interior design, from furniture to wall and floor 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.



InteriorFashion Living Extra | Outdoor Extra > We dedicate a separate issue to private living and to the topic of the outdoors. There we present the latest living and outdoor trends. The InteriorFashion Living Extra is enclosed with InteriorFashion issue **1|2024**. The Outdoor Extra special issue can be found in InteriorFashion issue **2|2024**.

Photos: P. Schumacher / Leicht | www.leicht.de / Foto: W. & L. Jordan/Joka | www.joka.de

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.



The office of the future > Changing world of work – Digitalization and a new generation of workers have changed the world of work. We already deal with the topic in issue **3|2024** and focus on it in InteriorFashion issue **5|2024** with a major preliminary report on Orgatec – Leading Trade Fair for Modern Working Environments.

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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	10,240.– Euro	11,530.– Euro
1/1 page (bleed)	250 mm x 350 mm	4,600.– Euro	5,890.– Euro
½ page high (bleed)	115 mm x 350 mm	2,100.– Euro	3,390.– Euro
½ page across (bleed)	250 mm x 165 mm	2,100.– Euro	3,390.– Euro
¼ page high (bleed)	62 mm x 350 mm	1,180.– Euro	2,470.– Euro
¼ page across (bleed)	250 mm x 82 mm	1,180.– Euro	2,470.– Euro

Prices for special positions

2 nd and 3 rd coversheet	6,470.– Euro
4 th coversheet	6,840.– 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	6,420.– Euro
1/1 page	3,530.– Euro
1/2 page	1,930.– Euro

Cover Page Package

The cover page package includes the following benefits: 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

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

Bound inserts (total circulation)

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 2024

[interior|fashion]

Issue **IF 1|2024**
DOP CW 9 (26th February – 1st March)
ADL 15th January 2024
CD 31st January 2024

Themes **Sustainability in Interior Design**
– about sustainable materials, products and processes as well as the companies behind

Living Extra – The special issue on Private Living Space, Kitchen, Spa, Home Office, Smart Home – The new home

Special Section Wallpapers

Preview Light + Building

Fairs

Heimtextil, Frankfurt	9 th – 12 th January 2024
Domotex, Hannover	11 th – 14 th January 2024
imm cologne, Cologne	14 th – 18 th January 2024
Swissbau, Basel	16 th – 19 th January 2024
Südbund Wohntage, Backnang	17 th – 18 th January 2024
Déco Off, Paris	17 th – 21 st January 2024
Maison & Object, Paris	19 th – 23 rd January 2024
Ambiente, Frankfurt	26 th – 30 th January 2024
Intergastra, Stuttgart	3 rd – 7 th February 2024
Stockholm Design Week	5 th – 11 th February 2024
Stockholm Furniture Fair	6 th – 10 th February 2024

IF 2|2024
CW 18 (29th April – 3rd May)
11th March 2024
25th March 2024

Public Buildings – Solutions and products for schools, play-schools, museums and public authority buildings

Hospitality – News, trends, products

Healthcare – News, trends, products

Preview Light + Building

Outdoor extra – The special issue focusing on outdoor furniture and accessories for easy outdoor living

Light + Building, Frankfurt	3 rd – 8 th March 2024
Münchner Stoff Frühling	7 th – 10 th March 2024
Internorga, Hamburg	8 th – 12 th March 2024
Wohnen & Interieur, Wien	13 th – 17 th March 2024
Milan design week	15 th – 21 st April 2024
iSaloni, Mailand	16 th – 21 st April 2024
Tehtextil / Texprocess, Frankfurt	23 rd – 26 th April 2024
Berlin Design Week	27 th April – 5 th May 2024

IF 3|2024
CW 26 (24th – 28th June)
13th May 2024
27th May 2024

Smart materials – News from the world of materials, incl. Review Tehtextil / Texprocess

Textile trends in residential and commercial buildings, Preview on Münchner Stofffrühling

Office – News, trends, products

Architectural acoustics – Effective solutions for commercial buildings

Shop, trade show, trade fair booth – News, trends, products, incl. Review Eurshop

Review iSaloni and Milan Design Week

Proposte, Cernobbio	2 nd – 4 th May 2024
Munich Creative Business Week	11 th – 19 th May 2024
Clerkenwell Design Week, London	21 st – 23 rd May 2024
Interzum Forum Italy, Bergamo	6 th – 7 th June 2024
3daysofdesign, Kopanhangen	12 th – 14 th June 2024
Spoga, Cologne	16 th – 18 th June 2024

Theme plan 2024

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Issue	IF 4 2024	IF 5 2024	IF 6 2024
DOP	CW 34 (19 th – 23 rd August)	CW 41/42 (10 th – 15 th October)	CW 51 (16 th – 20 th December)
ADL	8 th July 2024	26 th August 2024	4 th November 2024
CD	22 nd July 2024	9 th September 2024	15 th November 2024
Themes	Hospitality – Welcome in your temporary home Healthcare – Healing design Public Building – News, trends, products InteriorFashion Living (Living room, Kitchen, Spa, Home Office, Smart Home) – News, trends, products	Office and commercial buildings – Cultural change in the working world – The Orgatec preview booklet Acoustics – News, trends, products Smart Office – Intelligently networked Lights – News, trends, products	Shop, trade show, trade fair booth – Focus on storytelling and emotion Interior furnishing trends 2025 – Raising the curtain for imm cologne, Heimtextil and Domotex and Surface trends from the Sicam Review Orgatec The base of the room – textile and hard flooring materials for residential and commercial buildings
Fairs		Gardiente, Hofheim 8 th – 9 th September 2024 IFA, Berlin September 2024 Küchenmeile 21 st – 27 th September 2024 Möbelmeile 22 nd – 26 th September 2024 area30, Löhne 21 st – 26 th September 2024 Südbund Wohntage, Backnang 25 th – 26 th September 2024 Cersaie, Bologna 27 th September – 1 st October 2024 Orgatec, Cologne 22 nd – 25 th October 2024	Swiss Interior Expo, Bern 5 th – 7 th November 2024 Brussels Furniture Fair 3 rd – 6 th November 2024

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