



**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](http://www.leicht.de) / Foto: W. & L. Jordan/Joka | [www.joka.de](http://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 <sup>nd</sup> and 3 <sup>rd</sup> coversheet	6,470.– Euro
4 <sup>th</sup> 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](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

## 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 (26<sup>th</sup> February – 1<sup>st</sup> March)  
ADL 15<sup>th</sup> January 2024  
CD 31<sup>st</sup> 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 <sup>th</sup> – 12 <sup>th</sup> January 2024
Domotex, Hannover	11 <sup>th</sup> – 14 <sup>th</sup> January 2024
imm cologne, Cologne	14 <sup>th</sup> – 18 <sup>th</sup> January 2024
Swissbau, Basel	16 <sup>th</sup> – 19 <sup>th</sup> January 2024
Südbund Wohntage, Backnang	17 <sup>th</sup> – 18 <sup>th</sup> January 2024
Déco Off, Paris	17 <sup>th</sup> – 21 <sup>st</sup> January 2024
Maison & Object, Paris	19 <sup>th</sup> – 23 <sup>rd</sup> January 2024
Ambiente, Frankfurt	26 <sup>th</sup> – 30 <sup>th</sup> January 2024
Intergastra, Stuttgart	3 <sup>rd</sup> – 7 <sup>th</sup> February 2024
Stockholm Design Week	5 <sup>th</sup> – 11 <sup>th</sup> February 2024
Stockholm Furniture Fair	6 <sup>th</sup> – 10 <sup>th</sup> February 2024

**IF 2|2024**  
CW 18 (29<sup>th</sup> April – 3<sup>rd</sup> May)  
11<sup>th</sup> March 2024  
25<sup>th</sup> 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 <sup>rd</sup> – 8 <sup>th</sup> March 2024
Internorga, Hamburg	8 <sup>th</sup> – 12 <sup>th</sup> March 2024
Wohnen & Interieur, Wien	13 <sup>th</sup> – 17 <sup>th</sup> March 2024
Milan design week	15 <sup>th</sup> – 21 <sup>st</sup> April 2024
iSaloni, Mailand	16 <sup>th</sup> – 21 <sup>st</sup> April 2024
Techtexil / Texprocess, Frankfurt	23 <sup>rd</sup> – 26 <sup>th</sup> April 2024
Berlin Design Week	27 <sup>th</sup> April – 5 <sup>th</sup> May 2024

**IF 3|2024**  
CW 26 (24<sup>th</sup> – 28<sup>th</sup> June)  
13<sup>th</sup> May 2024  
27<sup>th</sup> May 2024

**Smart materials** – News from the world of materials, incl. Review Techtexil / 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

Münchner Stoff Frühling	2 <sup>nd</sup> – 5 <sup>th</sup> May 2024
Proposte, Cernobbio	2 <sup>nd</sup> – 4 <sup>th</sup> May 2024
Munich Creative Business Week	11 <sup>th</sup> – 19 <sup>th</sup> May 2024
Clerkenwell Design Week, London	21 <sup>st</sup> – 23 <sup>rd</sup> May 2024
Interzum Forum Italy, Bergamo	6 <sup>th</sup> – 7 <sup>th</sup> June 2024
3daysofdesign, Kopanhangen	12 <sup>th</sup> – 14 <sup>th</sup> June 2024
Spoga, Cologne	16 <sup>th</sup> – 18 <sup>th</sup> June 2024

# Theme plan 2024

[interior|fashion]

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

# dieschmidt

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