

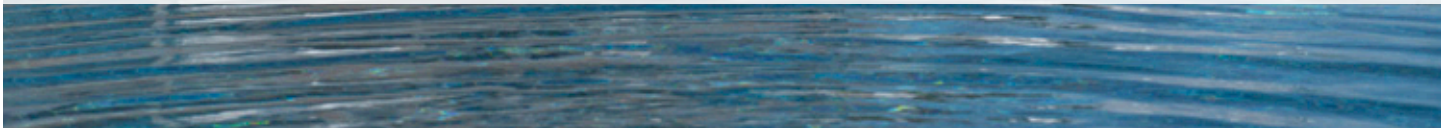
# [interiorfashion] advertising rates

more than furniture





**Outdoor-Special** > Whether it's a large terrace or a small balcony, the outdoor living room is getting 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 an own magazine to this topic – together with **InteriorFashion issues 2|2021** and **4|2021**.



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 field of interior furnishings, 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.

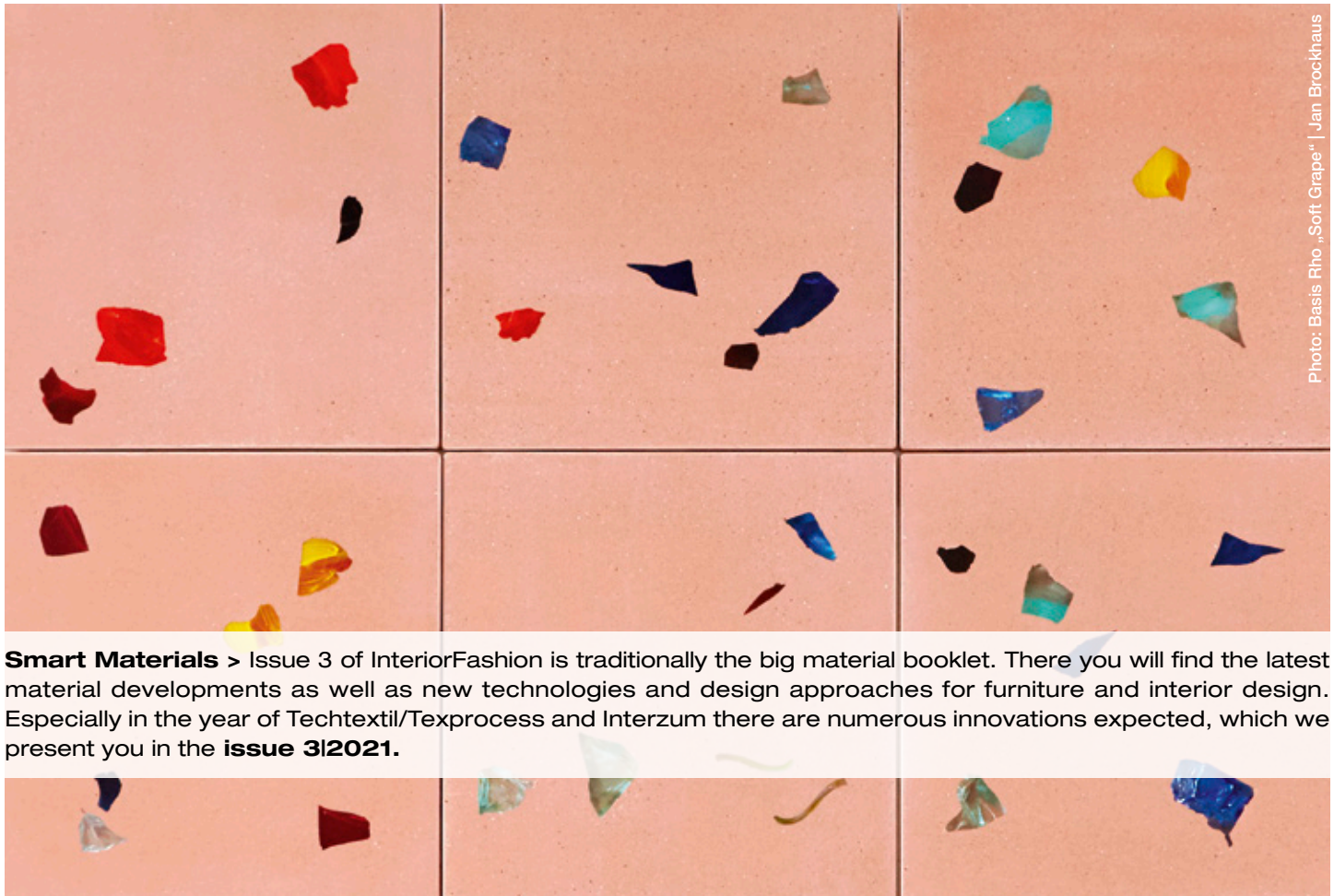


Photo: Basis Rho „Soft Grape“ | Jan Brockhaus

**Smart Materials** > Issue 3 of InteriorFashion is traditionally the big material booklet. There 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 Techtexsil/Texprocess and Interzum there are numerous innovations expected, which we present you in the **issue 3|2021**.

# 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.



**Light** > The right light often determines the quality of a room. Used incorrectly, it can destroy the best interior design concept. In the healthcare sector, it can even have a positive influence on the healing process. We take up the subject of light in various thematic areas and also put a focus in the **InteriorFashion issue 5|2021**.



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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 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
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 2021

## Issue **IF 1|2021**

DOP **CW 8 (22<sup>nd</sup> – 26<sup>th</sup> February)**

ADL **11<sup>th</sup> January 2021**

CD **18<sup>th</sup> January 2021**

### Themes

- ▶ **The Bathroom as an Oasis of Well-being** – The special feature on ISH
- ▶ **Sustainability in Interior Design**
- ▶ **Interior Dreams** – Focus on Private Living
- ▶ **Sweet Dreams** – News from the Bedroom
- ▶ **Special Section Wallpapers**
- ▶ **Review BAU Munich**

## IF 2|2021

CW 16 (19<sup>th</sup> – 23<sup>rd</sup> April)

1<sup>st</sup> March 2021

15<sup>th</sup> March 2021

- ▶ **Public Buildings** – Solutions and products for schools, play-schools, museums and public authority buildings
- ▶ **Preview Heimtextil, Tectextil/Texprocess**
- ▶ Preview Domotex
- ▶ Hospitality – News, trends, products
- ▶ Healthcare – News, trends, products
- ▶ **Review ISH**
- ▶ **Outdoor extra** – The special issue focusing on outdoor furniture and accessories for easy outdoor living

## IF 3|2021

CW 26 (28<sup>th</sup> June – 2<sup>nd</sup> July)

10<sup>th</sup> May 2021

17<sup>th</sup> May 2021

- ▶ **Smart materials** – Review Interzum and Tectextil/Texprocess
- ▶ **Textile trends** in residential and commercial buildings – Review Heimtextil
- ▶ Office: News, trends, products
- ▶ **Architectural acoustics** – Effective solutions for commercial buildings
- ▶ Shop, trade show, trade fair booth – News, trends, products
- ▶ Review Ambiente

Fairs BAU Munich, online 13<sup>th</sup> – 15<sup>th</sup> January 2021  
 Stockholm Furniture Fair, City & Digital Edition 8<sup>th</sup> – 14<sup>th</sup> February 2021  
 Stockholm Design Week 8<sup>th</sup> – 14<sup>th</sup> February 2021

Munich Creative Business Week 6<sup>th</sup> – 14<sup>th</sup> March 2021  
 ISH, Frankfurt, digital 22<sup>nd</sup> – 26<sup>th</sup> March 2021  
 Déco Off, Paris 25<sup>th</sup> – 29<sup>th</sup> March 2021  
 Maison & Objet, Paris 26<sup>th</sup> – 30<sup>th</sup> March 2021  
 Ambiente, Frankfurt 17<sup>th</sup> – 24<sup>th</sup> April 2021  
 Proposte, Cernobbio 19<sup>th</sup> – 21<sup>st</sup> April 2021

Heimtextil, Frankfurt 4<sup>th</sup> – 7<sup>th</sup> May 2021  
 Tectextil/Texprocess 4<sup>th</sup> – 7<sup>th</sup> May 2021  
 Interzum, Cologne 4<sup>th</sup> – 7<sup>th</sup> May 2021  
 Küchenwohntrends, Salzburg 5<sup>th</sup> – 7<sup>th</sup> May 2021  
 Münchner Stoff Frühling, Munich 6<sup>th</sup> – 9<sup>th</sup> May 2021  
 Domotex, Hanover 20<sup>th</sup> – 22<sup>nd</sup> May 2021  
 Spoga, Cologne 30<sup>th</sup> May – 1<sup>st</sup> June 2021

## Issue **IF 4|2021**

DOP CW 33 (16<sup>th</sup> – 20<sup>th</sup> August)

ADL 21<sup>st</sup> June 2021

CD 5<sup>th</sup> July 2021

- Themes
- ▶ **Hospitality** – Welcome in your temporary home
  - ▶ **Healthcare** – Healing design
  - ▶ Review Domotex
  - ▶ News, trends and products in commercial buildings – Lighting, floors, bathrooms, and accessories
  - ▶ Bathroom design in the private sector – Trends and products for the spa at home
  - ▶ **Outdoor trends 2022** – Special issue on the Highlights for outdoor living

Fairs Tendence, Frankfurt

26<sup>th</sup> – 29<sup>th</sup> June 2021

## IF 5|2021

CW 43 (25<sup>th</sup> – 29<sup>th</sup> October)

8<sup>th</sup> September 2021

20<sup>th</sup> September 2021

- ▶ **Office and commercial buildings**
- ▶ News, trends, products – Acoustics, lighting, and material
- ▶ Lights – News, trends, products
- ▶ **Connectivity** – Intelligently networked
- ▶ Kitchen – News, trends, products
- ▶ **Milan in the focus** – Review iSaloni and Milan Design Week 2021

IFA, Berlin  
gardiente, Hofheim/Wallau  
iSaloni, Milan  
architect@work, Hamburg  
Küchenmeile  
M.O.W., Möbelmeile  
Südbund Wohntage

3<sup>rd</sup> – 8<sup>th</sup> September 2021  
5<sup>th</sup> – 7<sup>th</sup> September 2021  
5<sup>st</sup> – 10<sup>th</sup> September 2021  
15<sup>th</sup> – 16<sup>th</sup> September 2021  
18<sup>th</sup> – 24<sup>th</sup> September 2021  
19<sup>th</sup> – 23<sup>rd</sup> September 2021  
29<sup>th</sup> – 30<sup>th</sup> September 2021

## IF 6|2021

CW 50 (13<sup>th</sup> – 17<sup>th</sup> December)

25<sup>th</sup> October 2021

8<sup>th</sup> November 2021

- ▶ **Shop, trade show, trade fair booth:** Focus on storytelling and emotion
- ▶ **Interior furnishing trends 2021** – Raising the curtain for imm cologne, Heimtextil and Domotex
- ▶ **The base of the room** – textile and hard flooring materials for residential and commercial buildings

architect@work, München  
Furniture Fair Brussels  
architect@work, Düsseldorf

17<sup>th</sup> – 18<sup>th</sup> November 2021  
7<sup>th</sup> – 10<sup>th</sup> November 2021  
1<sup>st</sup> – 2<sup>nd</sup> December 2021

# dieschmidt

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