

# WOHN!DESIGN

DIE SCHÖNEN DINGE DES LEBENS ● KULTUR. GENUSS. INTERIOR UND REISEN

## MEDIA DATA 2023

Valid for issues of WOHN!DESIGN as of 01/23

Price list no. 5, 2023



**“We love print,  
and we believe in the  
magic of exquisitely  
crafted magazines.”**

Christian Peters and Christian Krug  
GOOD LIFE Publishing GmbH

**WOHN!DESIGN**  
DIE SCHÖNEN DINGE DES LEBENS • KULTUR, GENUSS, INTERIOR UND REISEN

**IDEAT**  
CONTEMPORARY LIFE



# THE PUBLISHERS.

**WOHN!DESIGN**  
DIE SCHÖNEN DINGE DES LEBENS • KULTUR, GENUSS, INTERIOR UND REISEN

When we had the opportunity to take over WOHN!DESIGN in 2019, we didn't hesitate. Being from Hamburg, we had been avid readers of the Stuttgart-based magazine for many years. Since buying it, together with the long-time Editor-in-Chief Stephan Demmrich and his team, we have expanded WOHN!DESIGN into one of the most sophisticated design and style magazines out there. What we are particularly pleased about: Many new readers are supporting our passionate journey. Since the takeover, the brand has grown rapidly and continues to hit new heights in terms of retail sales and subscriptions. We have expanded the magazine's scope, improved its layout and introduced a features section aimed at meeting the highest cultural demands. As you can see, we love print and we believe in the magic of exquisitely crafted magazines – all of which goes hand-in-hand with an exciting website and dynamic social media activities 24/7.

The success of the first few years has encouraged us to make further investments in brands that inspire us. IDEAT has been France's undisputed lifestyle icon for many years. It sets trends, it's avant-garde without being modernist and iconic without ever being arrogant. In short, it suits us perfectly. The name of our publishing house, GOOD LIFE Publishing, sums up our outlook on life. We want to provide a platform for beautiful things, we believe in people with a joyful approach to design and in companies with a sense of craftsmanship and quality. And we want to capture the energy we feel, especially in Europe, and bring it to our readers.

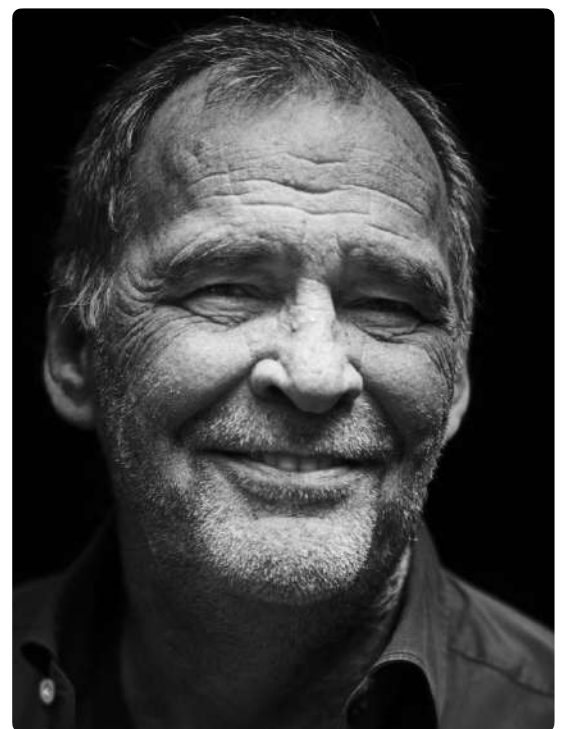
Which is why we have been filling IDEAT's more than 250 pages with passion, colour, happiness and lifestyle since the beginning of 2021.

Or, to put it simply for both magazines: We fill them with good living.

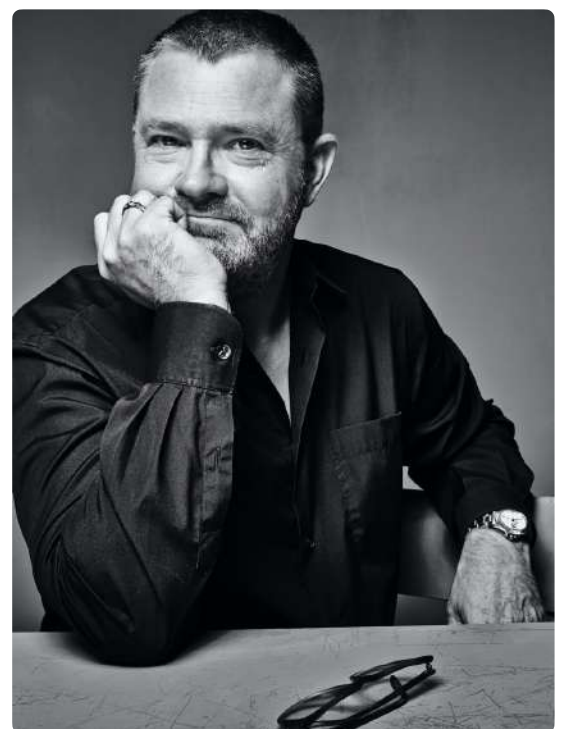
Warmest regards,

Christian Peters  
Entrepreneur and publisher

Christian Krug  
Editor-at-Large,  
Ex-Editor-in-Chief, Gala and STERN



**CHRISTIAN PETERS**



**CHRISTIAN KRUG**

# TITLE PORTRAIT.

**WOHN!DESIGN**  
DIE SCHÖNEN DINGE DES LEBENS • KULTUR, GENUSS, INTERIOR UND REISEN



**DR. STEPHAN DEMMRICH**

EDITOR-IN-  
CHIEF

## WOHN!DESIGN UPDATE

Over the past two years, WOHN!DESIGN (founded in 1993) has developed from an ambitious design magazine into a culturally inspired premium magazine. We stand for values and value in the classic sense. Innovative, modern without being modish, and always very personal.

An integrated features section on the current art and culture scene makes us just as extraordinary as our actual USP: Trends – these are social developments and their effects on the world of products and our future lives. Those who understand this context take much more pleasure in the beautiful things in life.

Our texts take an in-depth approach, the topics are interdisciplinary, and the magazine's design standards are high: great quality paper, impressive number of pages, professional presence on Instagram.

Our supporters appreciate our journalistic approach and relevant social attitude, as well as the quality of the stories and articles they can read in WOHN!DESIGN. This genuine interest and encouragement – we experience both – correspond to native growth figures.

WOHN!DESIGN readers are cosmopolitan and highly educated, shaping their lives according to their own ideas. The editorial team sees itself as a source of ideas and provides background information from the areas of design, fashion and art as well as travel, interiors and architecture. All with the aim of getting people excited about design. "You are full of positive energy and good vibes", star architect Jean Marie Massaud wrote to us about one of the current issues. That's it.

As a magazine, our focus is clearly on print. We believe in intelligently designed, themed issues with easy-to-understand text. We're not about elite thinking. We stand for social diversity; anything else would be naive.

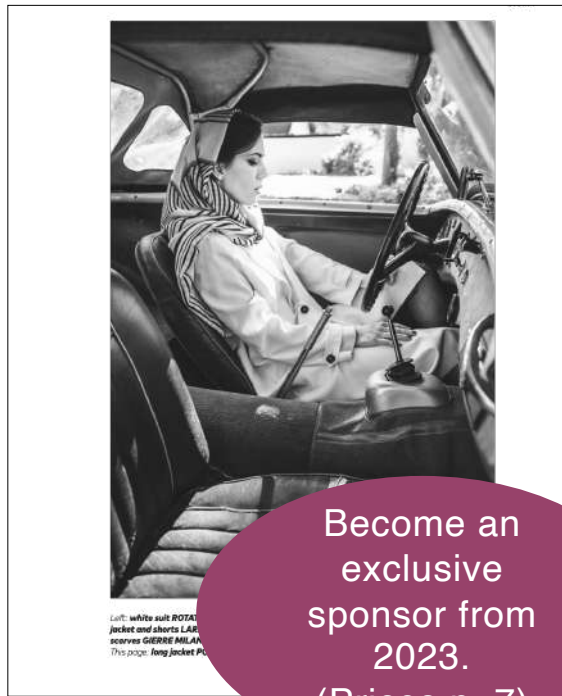


# THE THEMES.

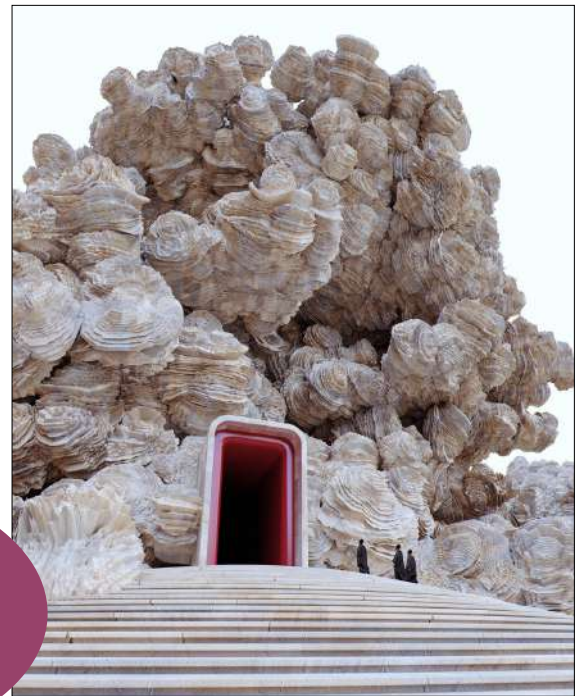
## ART



## FEUILLETON



## TRAVEL



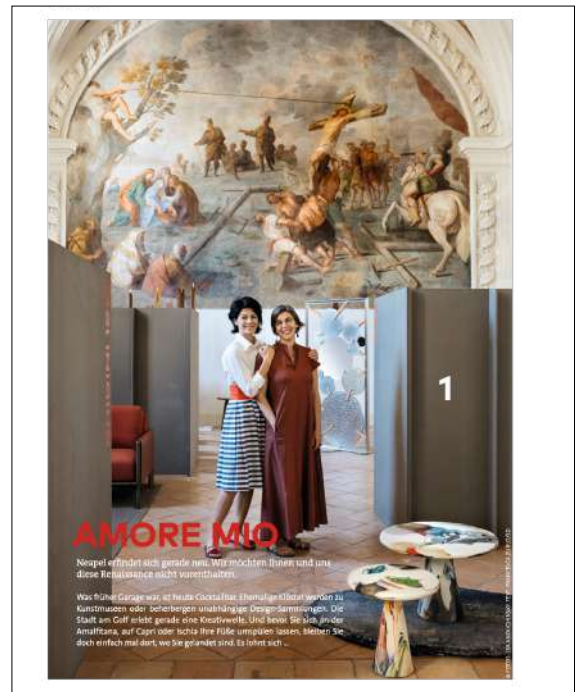
## FASHION



## DESIGN



## LIVING



# PRICES & FORMATS.

Price list no. 5, valid from 1 January 2023 and W!D 01/23

## Placement in the magazine

Format	Placement	Supplement	Price in €
2/1	Inside	Normal	24,000
1/1	Inside	Normal	12,000

## Premium placement

Format	Placement	Supplement	Price
2/1	Opening spread	Inside front cover + 1st right page	25,000
2/1	1st double-page spread in magazine	Normal	24,000
2/1	2nd double-page spread in magazine	Normal	23,000
1/1	Outside back cover	Normal	15,000
1/1	Inside back cover	Normal	13,800
1/1	Inside front cover	Normal	13,000
1/2	Inside	Normal	6,600
1/3	Inside	Normal	4,900

GOODLIFE Publishing GmbH offers an art and culture discount for museums, galleries and book publishers.

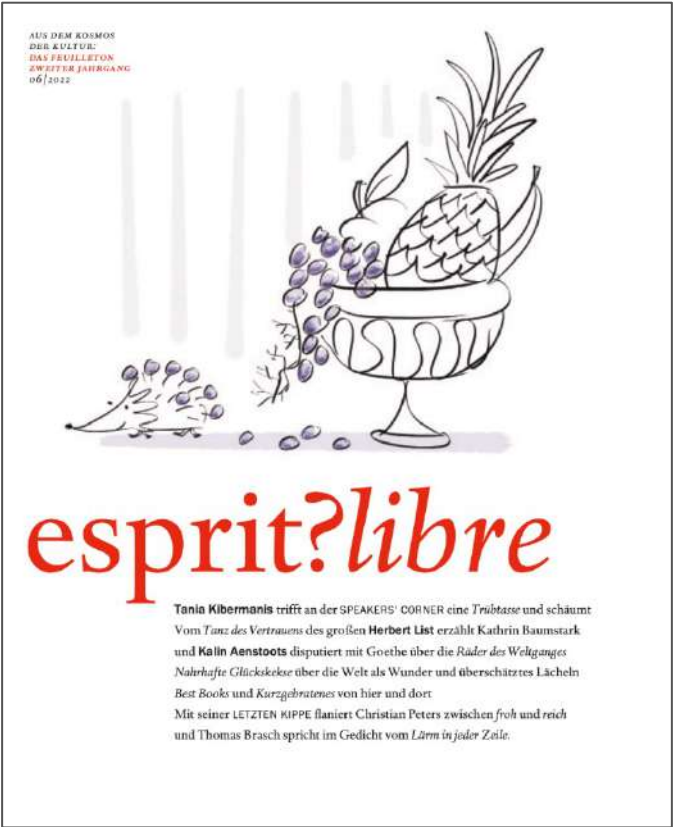
Reservations for preferential placements expire if no written booking order is received by two weeks before the advertising deadline. Furthermore, if another customer places an order for a preferential placement that has already been reserved, we reserve the right to approve this reservation for booking if the customer who made the original placement reservation fails to send the written booking order within three working days.

All prices are in euros; prices are valid for first publication dates as of 1 January 2023 for bookings with GOOD LIFE Publishing GmbH. Statutory value added tax is added to the net invoice amount. Reservations are valid for 14 days. Partial page formats on request.

Cancellations can only be made until four weeks before the advertising deadline.

Feuilleton

# PRICES & SPONSORSHIP.



## SPONSORING W!D FEATURES

Exceptional and unique: WOHNDESIGN’s features section. Around twenty pages of culture, art, theatre and literary stories – for your delight and edification.

Every issue our readers are delighted by this entertaining section, and we want to share this exquisite cultural format with you.

From 2023, suitable brands will have the opportunity to sponsor the W!D features section. So what’s the deal? A cultural partnership. You engage with us, we engage with you and provide editorial support for your cultural activities. Available in six-monthly and annual packages.

Frequency	Format & placement	Price in €	Supplement
Six-month sponsorship deal (3 issues)	1/1 page First page	35,000	Editorial support for your brand
Annual sponsorship deal (6 issues)	1/1 page First page	60,000	Print and digital editorial support

# AD DELIVERY.

Price list no. 5, valid from 1 January 2023 and W!D 01/23

Please note the deadlines for delivering print documents and take the following details into account when creating print documents. Send print documents in PDF format to [anzeigen@wohndesign.de](mailto:anzeigen@wohndesign.de).

**Ad format**

1 / 1 ad. 213 x 277 mm

2 / 1 ad. 426 x 277 mm, please deliver as single pages. Please name the files differently so that the left/right page can be clearly identified.

**Binding**

Glued (Lumbeck binding)

Print method: web offset

**Bleed**

3 mm (top: 3 mm, bottom: 3 mm right: 3 mm, left: 3 mm).

No crop or registration marks within the data format.

Important text and motif elements must be placed at least 5 mm from the trimmed final format.

**ICC colour profile:**

ISO Coated V2 300%

**Colour space:**

CMYK (no special colours), no RGB colour elements

**Resolution:**

Colour/greyscale images: 300 dpi, line art/Bitmap: min. 1200 dpi

**Font sizes:**

1c min. 8pt, 4c min. 8pt

**Data format:**

PDF/X4

**Proof:**

Our proofs are produced according to DIN ISO-Norm 12647 UGRA / FOGRA.

**Litho:**

For binding technical details and information on deadlines, samples and delivery, please contact Thomas Lösch (t.loesch@loesch.eu).

For the current requirements, dimensions and delivery address for bound inserts and loose inserts, please contact: Martin.Lindner@wohndesign.de Tel. +49 711 96666-410



# INSERTS TIP-ONS BOUND INSERTS.

Price list no. 5, valid from 1 January 2023 and W!D 01/23

1

## INSERTS

Inserts are products delivered ready for processing that are enclosed loose with the magazine, with the closed side facing the gutter. 20% surcharge for partial allocation

Up to 25g - € 130.00

Up to 50g - € 140.00

Over 50g - € 180.00

2

## TIP-ONS

Tip-ons always in addition to a carrier ad. Tip-ons are products delivered ready for processing which are stuck onto a carrier ad and can be removed by the reader.

Up to 10g (postcard) - € 130.00

Up to 25g (booklet) - € 140.00

Up to 50g (booklet) - € 180.00

Product samples: up to max. 20g - € 170.00

3

## BOUND INSERTS

Bound inserts are integrated into the magazine. They are delivered ready for processing at the printing house.

2 pages - € 130.00

4 pages - € 145.00

8 pages - € 160.00

12 - 16 pages - € 175.00

More pages on request

## TECHNICAL SPECIFICATIONS

Price per 1,000 items (based on print run)

PRINT RUN 50,000 copies / PRINTING PROCESS web offset

MAXIMUM FORMAT for inserts 198 x 265 mm

MAGAZINE FORMAT and maximum format for bound inserts 213 x 277 mm plus 3 mm bleed

PRINT DOCUMENTS Create file in final format, 3 mm trim for trimmed motifs,

text gap of 5 mm from the trim, crop marks for consistency.

# THEMES & DEADLINES.

Price list no. 5, valid from 1 January 2023 and W!D 01/23

30 years  
anniversary  
of W!D

Magazine	Theme	First publication date	Advertising deadline	Print documents
WOHN!DESIGN 01/23	TREND SCOUT Future trends	13.12.22	11.11.22	16.11.22
WOHN!DESIGN 02/23	LOVE OF DETAIL Special, successful details	22.02.23	20.01.23	25.01.23
WOHN!DESIGN 03/23	DISCOVER SLOW LIVING Make conscious, more discerning choices	03.05.23	31.03.23	04.04.23
WOHN!DESIGN 04/23	DESIGN DUOS Two designers, one product	28.06.23	22.05.23	27.05.23
WOHN!DESIGN 05/23	STYLES & COLLECTIONS Furniture collections 2024	30.08.23	31.07.23	03.08.23
WOHN!DESIGN 06/23	INTERIORS: RELOADED Future trends in bathrooms, kitchens, lighting and furniture	25.10.23	25.09.23	29.09.23
WOHN!DESIGN 01/24	ON THE MOVE Trends and developments	13/12/23	13.11.23	20.11.23

## SPECIAL ISSUES

SPECIAL ISSUE AT THE POS	First publication date	Advertising deadline
SUMMER EDITION 2023 & OUTDOOR COLLECTIONS 2023	05.04.23	09.03.23

## DOSSIERS IN THE MAIN MAGAZINE

BATHROOM INSPIRATION 2023 In WOHN!DESIGN 4/23	28.06.23	22.05.23
FURNITURE COLLECTIONS 2023 In WOHN!DESIGN 5/23	30.08.23	31.07.23

Special issue at the PoS

**WOHN!DESIGN**  
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# SUMMER EDITION + OUTDOOR COLLECTIONS 2023.



## THE SUMMER EDITION & OUTDOOR COLLECTIONS 2023

The SUMMER EDITION is the leading compendium for a stylish life outdoors. We focus on the best OUTDOOR COLLECTIONS from premium brands and designers.

In addition, the glossy special edition presents design tips and inspires lovers of modern gardens to purchase accessories.

3 months at the PoS

Copy price: € 9.50



Dossier

**WOHN!DESIGN**  
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# BATHROOM DESIGN 2023.



## BATHROOM WORLDS 2023 SUPPLEMENT WITH ISSUE 04/23

The Bathroom Worlds dossier takes our discerning readers on a journey to visit the most spectacular bathrooms and spas and back to their own four walls. The aim here is to set the scene for the best ideas, whether for large or small spaces. We also present a "best of" collection with the most stylish furnishings and matching accessories. Saunas, steam baths and jacuzzis round off this high-class supplement.

The dossier provides brands with a suitable communication platform.

Dossier

**WOHN!DESIGN**  
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# FURNITURE COLLECTIONS 2023.



## **SPECIAL: FURNITURE COLLECTIONS 2023 SUPPLEMENT WITH ISSUE 05/23**

The compendium appears as a substantial supplement with WOHN!DESIGN 5/2023 and presents FURNITURE COLLECTIONS curated by the editors in an exclusive presentation.

We show the best and hottest interior pieces: From tables & chairs, shelves, wardrobes & beds to chill-out sofas, design-savvy individualists will find extraordinary, charming and above all beautiful interiors – from small labels to global players.

The dossier provides brands with a suitable communication platform.

Booklet

**WOHN!DESIGN**  
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# SHOPPING GUIDE.

Price list no. 5, valid from 1 January 2023 and W!D 01/23



In selected issues of WOHN!DESIGN, the exclusive SHOPPING GUIDE appears as a removable pocket-sized booklet. Four hundred top furniture stores, bathroom and kitchen studios offering first-class service, grouped by their respective postcodes, present themselves and provide detailed information about the manufacturers and brands they represent.

## Ad prices in the print version (available online simultaneously):

1/1 page inside	(148 x 210 mm)	€ 3,000.00
Inside front cover and inside back cover		€ 4,000.00

Please send as a printable PDF in the abovementioned format with a bleed of at least 3 mm

## Digital prices

1/1 page inside	(148 x 210 mm)	€ 1,500.00
Inside front cover and inside back cover		€ 2,000.00

Discount scale:	2 ads	5 %
	3 ads	10 %
	6 ads	15 %

The SHOPPING GUIDE is also available as a digital version at [www.wohndesign.de](http://www.wohndesign.de). In some cases we present special topics here, such as CHAMPAGNER, ART ON SALE, OUTDOOR KITCHEN, DIGITAL FASHION, BEDS. To make it easier for our readers who are interested in buying, showrooms, kitchen and bathroom studios are listed in the digital ShopFinder at [shopping-guide.wohndesign.de](http://shopping-guide.wohndesign.de).



# WOHNDESIGN READERSHIP.

**WOHN!DESIGN**  
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WOHNDESIGN is **stylish, honest, extravagant** and **colourful**. Just like our readers. They have the highest quality standards, a flair for design and live multi-faceted lives. Our readership includes countless architects, designers and creative industry heads.

They are **highly educated, earn very good money** and are **keen to invest**. They are multipliers, networkers and opinion leaders in various areas of life and creative fields.

WOHNDESIGN's readership is approximately **54% women and 46% men** with an average **age of between 30 and 50**.

Each issue of the magazine reaches around **220,000 contacts**. Our readers are cosmopolitan and shape their lives according to their own ideas.

WOHNDESIGN readers are highly interested in **design, interiors, fashion, art, travel and zeitgeist**.

WOHNDESIGN supplies its readership with a range of ideas and provides plenty of **creative food for thought**.

# DIGITAL WEBSITE FORMATS.

Price list no. 5, valid from 1 January 2023 and W!D 01/23

<a href="http://www.wohndesign.de">www.wohndesign.de</a> website				
Product	Description	Specs	Duration	Fixed price in €
<b>Display ads</b>				
<b>Top leaderboard banner</b>	Present placement on the homepage.	Size: max: 1,400 x 200 px. jpg, png, svg, gif, webP, html5 Film, mpg, mp4 (H.264), html script	Per week	1,200
<b>2nd leaderboard</b>	Present placement on the homepage.	Size: max: 1,400 x 400 px	Per week	885
<b>Video</b>	Brand or product video	Size: 1,200 x 900 px	4 weeks	3,000
<b>Native ads</b>				
<b>Native article (XS)</b>	Images + customer items in the WOHNDESIGN look and feel with link to customer's landing page.	Max. 4 images, text, delivery 3 weeks in advance	Present on the homepage for 4 weeks, then on the website permanently	2,500
<b>Native article (Premium)</b>	Images + customer items in the WOHNDESIGN look and feel with link to customer's landing page.	Max. 8 images, text, video optional. Delivery 3 weeks in advance	4 weeks	5,500
<b>KPIs (July 2002, time period: 4 weeks)</b>	Users: 4,300	Impressions: 57,350	Annual income: € 108,000	Age: 70% = 30-50 age range

# DIGITAL SOCIAL FORMATS.

Price list no. 5, valid from 1 January 2023 and W!D 01/23

wohndesign_magazine Instagram			
Product	Description	Duration	Price in €
<b>Instagram story</b>	Consists of 3 story snippets of approx. 5 seconds	One-off	3,500
<b>Instagram post</b>	One post on the WD account, consisting of one image	Permanent	5,000
<b>Instagram video post</b>	One video post on the WD account	Permanent	5,000
<b>Instagram carousel post</b>	Placement on the homepage via scrolling. One image and text beside it.	Permanent	7,500
<b>KPIs (version dated September 2022)</b>	Followers: 6,620	Impressions: 115,000	Top locations: Hamburg, Berlin, Munich



# PAYMENT CONDITIONS.

Price list no. 5, valid from 1 January 2023 and W!D 01/23

## PAYMENT CONDITIONS:

Invoices are due within 30 days of the invoice date. A 2 % discount will be granted within 10 days of the invoice date, unless older publisher's receivables are outstanding.

## TERMS AND CONDITIONS:

For the processing of orders, the Terms of Payment and Terms of Business apply, which can be obtained from the publisher or can be viewed at [www.wohndesign.de/agb](http://www.wohndesign.de/agb).

Due to tax regulations, we request that you provide your tax number and/or sales tax ID when placing your order.

The information contained in this price list may be updated during the year. You can find the latest, binding version at: [www.wohndesign.de](http://www.wohndesign.de)



# CONTACT.

**WOHN!DESIGN**  
DIE SCHÖNEN DINGE DES LEBENS • KULTUR, GENUSS, INTERIOR UND REISEN

## PUBLISHER

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HRB 157685 Hamburg District Court  
Bank: Berenberg Bank  
IBAN DE85 2012 0000 0067 7110 02  
BIC BEGODEHH

## MARKETING

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### HOMEPAGE

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

### FREQUENCY

6 x main issues + 1 x special edition

### COPY PRICE

€ 9.50

### PRINT RUN

50,000 copies IVW audited

### CONTACTS

220,000 contacts

### SALES

approx. 44,000 copies