

Mediakit to GOODLIFE

Elevate every aspect of your life. For a quarter of a century, GOODLIFE has been the definitive chronicle of the tastemakers and visionaries who shape our cultural moment. Today, we unveil our most ambitious evolution yet, a completely reimaged magazine and digital experience that sets the standard for discerning living.



Published six times a year, each bimonthly edition is meticulously crafted by our curators and correspondents who explore the worlds of exceptional Living & Design, Culture & Cuisine, Style & Travel. More than a magazine, it is your essential guide to the art of living extra-ordinarily well.

New Design. New Horizons. A New Look.

We have reimagined GOODLIFE, refining the typography and modernising the visual language to create a format attuned to the times. But our promise remains unchanged. Only the very best finds its place in GOODLIFE.



GOODLIFE

Dates & Topics

GOODLIFE 1/26

TRENDS 2026

New Worlds of living & interior looks
Forward-thinking architecture
SPECIAL: Watches & Jewelry
Deadline 07.11.2025
Publishing date 05.12.2025

GOODLIFE 2/26

WOOD – THE MATERIAL DREAMS ARE MADE OF

New concepts, sustainable planning and furnishing
Design meets Culinary
Deadline Jan 30, 2026
Publishing date 27.02.2026

GOODLIFE 3/26 – OUTDOOR LIVING

SUMMER INSPIRATION2026

Outdoor-Collections, Lights, Shading,
Outdoor-Cooking, Accessories, Terraces and Pools
Deadline March 31, 2026
Publishing date 30.04.2026

GOODLIFE 4/26

INTERNATIONAL LIVING

Highlights from Paris+Maison, Mailand+Salone,
Copenhagen+3daysofdesign
SPECIAL: Travel – noteworthy destinations
Deadline June 3, 2026
Publishing date 03.07.2026

2025–2026

GOODLIFE 5/26

INTERIOR TRENDS & LOOKS

Furniture Collections and their Designers
The magic of Light, innovative Technology
SPECIAL: Walls, Floors and Textiles
Deadline Aug 4, 2026
Publishing date 04.09.2026

GOODLIFE 6/26

BEST OF DESIGN 2026

WELLNESS: Bathrooms, Fittings, Showers, Bathtubs and Ceramics
HOSPITALITY: Kitchens & Tableware
Deadline Sept. 22, 2026
Publishing date 23.10.2026

GOODLIFE 1/27

OUTLOOK 2027

Spectacular architecture, interior trends
Forward-looking technologies & design
SPECIAL: Art & Jewery
Deadline Nov. 9, 2026
Publishing date 10.12.2026

PDF-Format: 215 x 275 mm plus 5 mm bleed
Doublepage: 430 x 275 mm plus 5 mm bleed

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Advertising Rates & Formats 2025/2026

Standard Rates	
Double Page Spread	€26,000
Full Page	€14,000
Half Page	€6,600
PREMIUM PLACEMENTS	
Full Page Cover 4	€17,000
Full Page Cover 2:	€16,000
Full Page Cover 3:	€16,000
Double Page Opening Spread (Cover 2 + Page 1)	€30,000
Double Page First Spread	€28,000
Double Page Closing Spread (Cover 3 + Last Left Page)	€28,000
Technical Specifications	
Format: 215 x 275 mm plus 5 mm bleed	
Double Page: 430 x 275 mm plus 5 mm bleed	
ICC Color Profile: PSO coated v3 300%	
CMYK only (no spot colors), no RGB elements	
Color/Grayscale Images: 300 dpi	
Line Art/Bitmap: min. 1200 dpi	
Data Format: PDF/X4	

Digital Options	
Elevated Brand Integration Featured editorial content on goodlife-magazine.de	€3,500
Premium newsletter promotion with sophisticated visual presentation	
Seamless integration linking to your branded content	
Rich media storytelling with up to 8 curated images or video content	
Four weeks of premium digital positioning	
Direct pathway to your brand experience	
Combined with print partnership	
Newsletter: Weekly distribution to 11,000 recipients with 40% open rate (industry standard: 25%)	

Reader Demographics

Gender & Age

Female:	57%
Male:	43%
Under 45	22%
45-55	30%
55+	44%

Income & Education

Household Net Income Over €5,000	69%
University Degree	78%
Own Business	38%
Live in Metropolitan Areas	53%

Lifestyle & Interests

Take 2+ Vacations Annually	81%
Take 3+ Vacations Annually	47%
Stay in Boutique Hotels	60%
Stay in Luxury Hotels	27%
Own Vacation Property	17%
Very/Highly Interested in Watches & Jewelry	94%

Engagement Excellence

- 60% dedicate 1-3 hours to each edition in immersive reading
- 6% of issues reach multiple readers within their social circles as influence multipliers
- 55% confirm no comparable publication exists in this premium market segment
- 68% maintain unwavering allegiance to brands that consistently exceed expectations

Circulation Excellence

- Premium Print Run: 40,000 carefully curated editions
- Influential Reach: 226,000 sophisticated readers
- Strategic Distribution: Selective newsstand placement, dedicated subscriptions, and exclusive partnerships with 400 premier interior design establishments
- Special Distribution: Architects, interior designers, galleries, luxury hotels, airport lounges, retail locations, train stations, and airports

The Alchemy of Space and Soul

Environments profoundly shape our existence. But who are the visionaries behind these transformative spaces? GOODLIFE introduces you to the architects of atmosphere, those whose creative genius transforms houses into homes, spaces into sanctuaries.



Behind the Atelier Doors

While craftsmanship is often celebrated, it is seldom witnessed.
GOODLIFE offers exclusive access to master artisans,
visionary designers, and legendary manufactories.
Every issue opens doors that remain closed to others.



Giving Design Room to Breathe

Extraordinary architecture, revolutionary materials, transcendent lighting, and bathrooms conceived as private spas. Craftsmanship approaching the sublime.

In each edition, we dedicate expansive features to singular design worlds, allowing their stories to unfold with the space and reverence they deserve.



Portraits of Passion

GOODLIFE celebrates people who have created a universe from their passion. Athletes, authors, artists. They give everything to pursue their dreams. We explore what drives them.



Epicurean Expeditions

We are searching for perfection in hospitality. Where do you feel truly comfortable and welcome? The culinary experience does not always require stars. GOODLIFE seeks out trends that are here to stay.



Sacred Destinations

In GOODLIFE, you will find the perfect hideaways:
special hotels that restore the spirit
and magnificent destinations that touch the soul.



A Seamless Omnichannel Experience

GOODLIFE is more than just a magazine. The editorial team is active across all channels. Our authors and reporters publish online and in print, the best of all media worlds.



A Sanctuary for Life's Luminous Moments



In an era of overwhelming complexity, we choose to illuminate rather than obscure. At GOODLIFE, we celebrate the remarkable individuals whose dedication and vision transform our world. We provide a stage for these cultural architects, capturing their stories with the reverence they deserve.

Throughout my editorial journey, from editor-in-chief at the legendary MAX magazine to navigating complex social conflict narratives at STERN, I have always believed in the transformative power of inspired storytelling. At GOODLIFE, I have found my true calling: championing the luminous spirits and uplifting innovations that surround us yet often go unrecognized. At GOODLIFE, I aim to provide a home for the bright and inspiring aspects of life that surround us. Our mission is to discover them and share their stories with you. I would be delighted if you joined us on this journey.

Christian Krug, Editor-in-Chief

GOODLIFE

publishing



GOODLIFE

Has been the definitive authority on exceptional design and living for over 25 years. It serves both as a guide and a source of inspiration for professionals and discerning readers who value high-quality design.

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THE BOX

Hamburg's most exclusive cultural sanctuary. It is a curated universe where design, art, music, gastronomy, and culture converge. This is experiential luxury at its finest, where visionary concepts come to life.

<https://thebox-hamburg.com>



IDEAT

Europe's preeminent voice in contemporary luxury lifestyle. Our editorial network is connected internationally and spans France, China, and Benelux creating an unparalleled global perspective on sophisticated living.



IDEAT Traveller

The modern magazine for people who plan extraordinary trips. Twice a year, IDEAT publishes a special edition showcasing dream destinations.

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