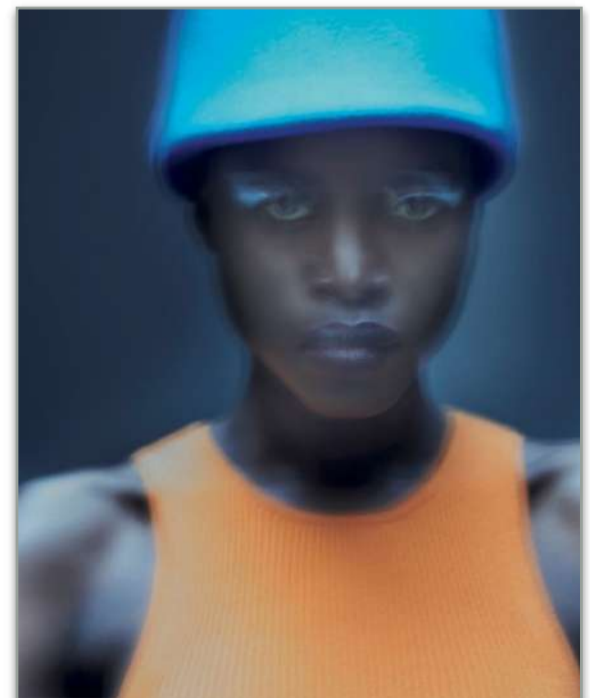


IDEAT

CONTEMPORARY LIFE

MEDIA DATA 2022

Valid from 1 January 2022



**“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, GEMÜSS, INTERIOR UND REISEN

IDEAT
CONTEMPORARY LIFE

THE PUBLISHER.

IDEAT
CONTEMPORARY LIFE

When we had the opportunity to take over WOHN!DESIGN in 2019, we did not hesitate. Being from Hamburg, we have been avid readers of the magazine from Stuttgart 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. What we are particularly pleased about: Many new readers support our passionate journey. Since the takeover of the publisher, the brand has grown rapidly and continues to grow in terms of retail sales and subscriptions. We have expanded the scope, improved the features of the magazine and have introduced a feature section that is aimed at meeting the highest cultural demands. As you can see, we love print and we believe in the magic of exquisitely crafted magazines – which go hand in hand with an exciting website and dynamic social media activities 24/7.

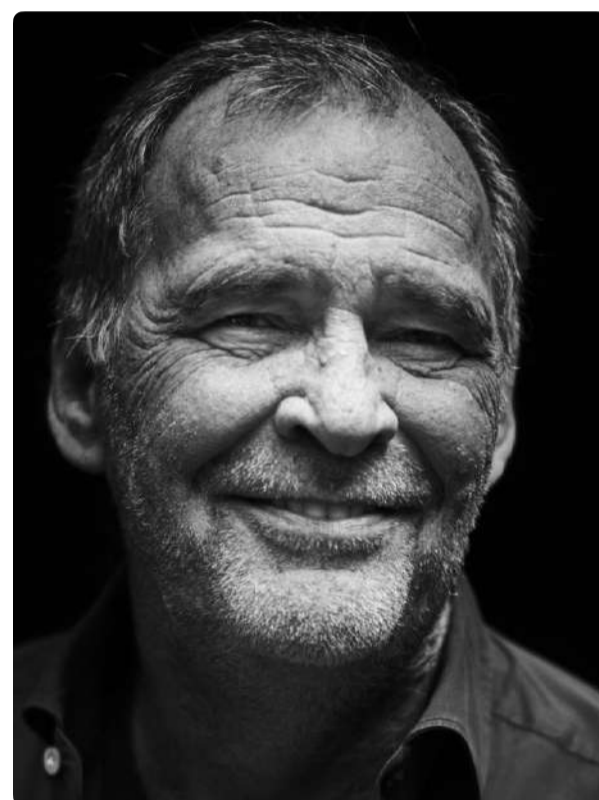
The success of the first few years has encouraged us to make further investments in brands that inspire us. IDEAT has been France's undisputed lifestyle icon for many years. It sets trends, is avant-garde, but never modernist, iconic, without ever being arrogant. In short, it suits us perfectly. The name of our publisher GOOD LIFE Publishing is an expression of our approach to life. We want to give beautiful things a stage, we believe in people who design with joy and in companies that have a sense of craftsmanship and quality. And we want to capture this energy, which we feel especially in Europe, and bring it to our readers. And therefore we have been filling the more than 250 pages of IDEAT 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.

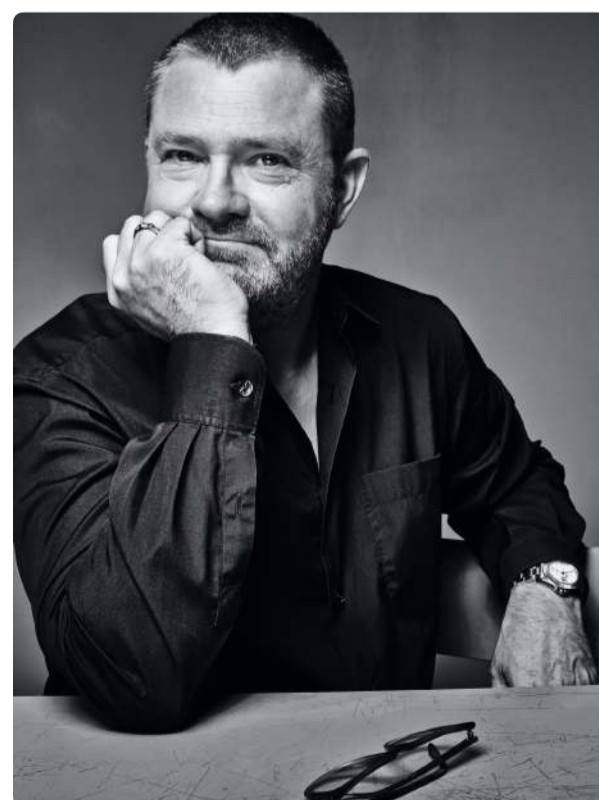
Warmest regards,

Christian Peters
Entrepreneur and publisher

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



CHRISTIAN PETERS



CHRISTIAN KRUG

TITLE PORTRAIT.

IDEAT
CONTEMPORARY LIFE



JAN VAN ROSSEM

EDITOR IN CHIEF

CONTEMPORARY LIFE

IDEAT is much more than an interiors magazine. It is a meeting point for the most interesting trends and currents from furniture design, art, architecture, fashion, lifestyle, photography and travel. A place of encounter for cultural diversity, whose entrance is CONTEMPORARY LIFE. Saying that we mean life today from its most beautiful side.

We do not just document what we discover, experience and live out for our readers. The people and the products that inspire us are spectacularly presented in IDEAT and staged in elaborate productions. With sensational photography, lively interviews and text by authors and experts who delve deep into the world they describe.

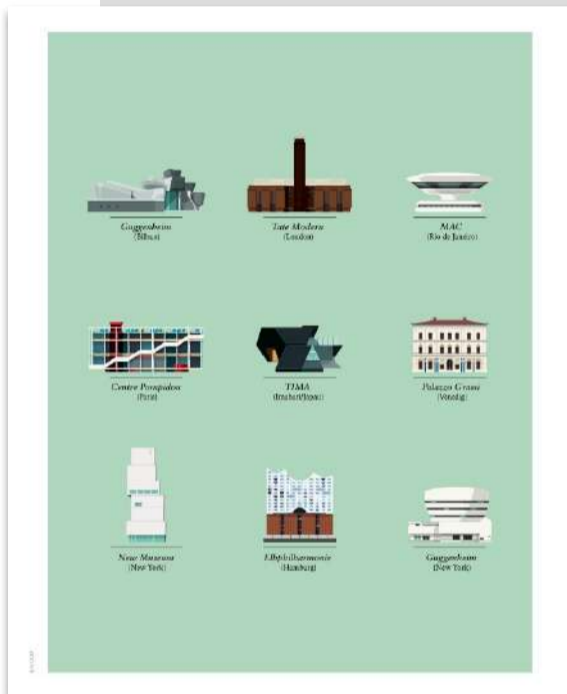
This is how we see our readers: They are well familiar with the world of sophisticated lifestyle and are always happy to receive new, high-quality suggestions. They know about culture, design, architecture. And they are always looking for ideas and inspiration. IDEAT is aimed at people who love the urban lifestyle – and know the difference between modern and fashionable.

IDEAT is colourful, cheeky, diverse. We look for and find what is exceptional, extraordinary, special and only pick the best things that enrich the lives of our readers.

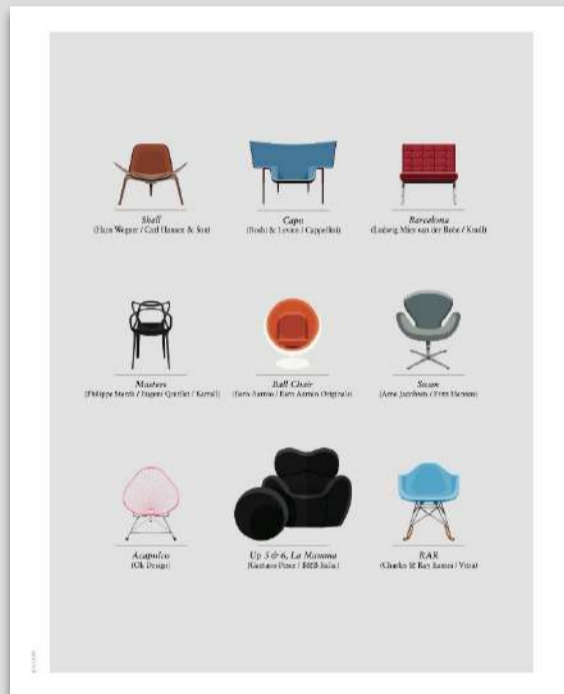
The layout of IDEAT is unmistakable. It follows a clear principle: It does not want to be the focus itself. It stays in the background and gives the magazine support and recognition value. It serves those who are covered in this magazine: creative people, companies and organisations who inspire our readers with their work.

THE SECTIONS.

NEWS



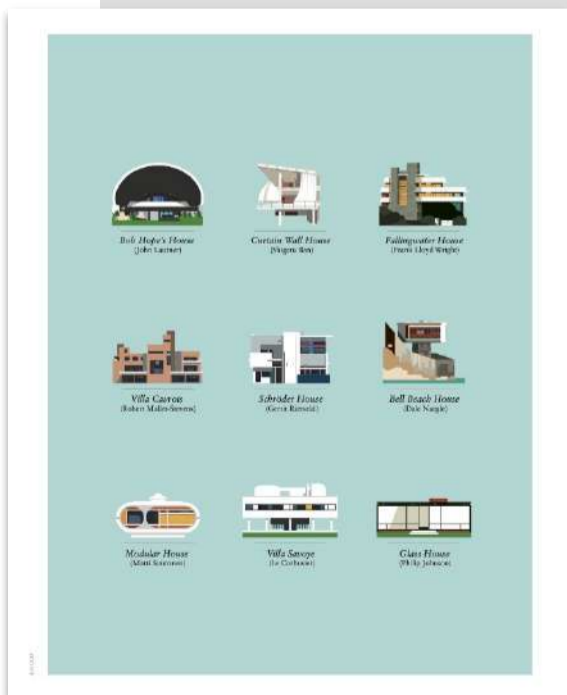
DESIGN



STYLE



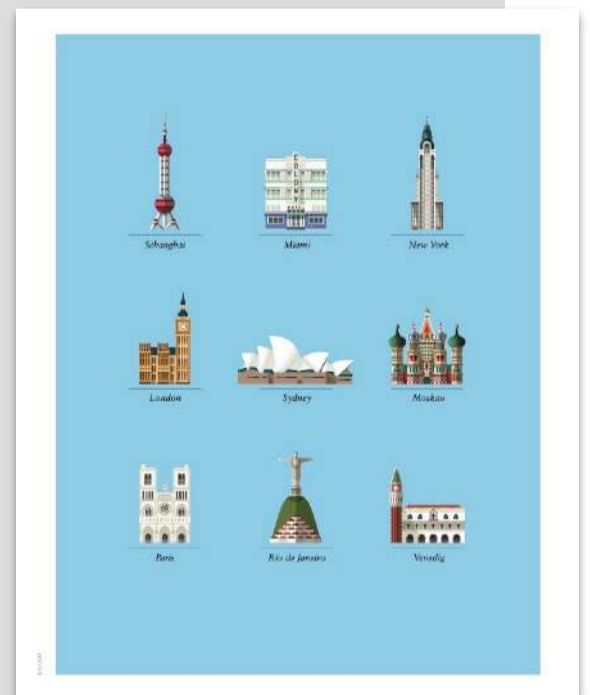
HOME



FASHION



TRIPS



PRICES & FORMATS.

Price list no. 2 valid from 1 January 2022

Placement in the magazine

Format	Placement	Supplement	Price
2/1	Inside	Normal	30,000
1/1	Inside	Normal	15,000

Premium placement

Format	Placement	Supplement	Price
2/1	Opening spread	Inside front cover + 1st right page	36,000
2/1	1st Double page in magazine	Normal	33,500
2/1	2nd Double page in magazine	Normal	32,500
1/1	4th Single page	Normal	19,900
1/1	3rd Single page	Normal	16,900
1/1	1st left advertisement	Left behind OS on stiff paper	16,900
1/1	Opposite Web / Content	3 following pages	17,900
1/1	Opposite legal information	1 - 2 following pages	17,900
1/1	1st right advertisement	In editorial section	16,900
1/1	2nd right advertisement	In editorial section	16,900

Reservations for preferential placements expire if there is no written booking order for them up to two weeks before the advertisement deadline.

Furthermore, if another customer places an order for a preferred placement that has already been reserved, we reserve the right to approve this reservation for booking if the order from the customer making the reservation is not received within three working days.

All prices are in Euro. The prices apply to editions with the first publication date from 1 January 2022 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 formats on request.

ADVERTISEMENTS DELIVERY.

IDEAT
CONTEMPORARY LIFE

Please note the deadlines when delivering the print documents and the following details when creating the print documents. Send the print documents as a PDF to anzeigen@ideat.de.

Advert format:

1/1 advertisement: 215 x 275 mm

2/1 advertisements: 430 x 275 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:

5 mm (top: 5 mm, bottom: 5mm right: 5 mm, left: 5mm)

No crop or registration marks within the data format

Important text and motif elements must be min. 5mm away from the trimmed end format.

ICC colour profile:

PSO Coated V3; www.eci.org

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. 6pt, 4c min. 8 pt.

Gutter doubling:

2/1 advertisements: for elements that run over the gutter, a gutter doubling must be applied. In content of 4 mm, from cover to content 5 mm.

Data format:

PDF/X4

Proof: Our proofs are produced according to DIN ISO standard 12647-2. (Paper class 1: ISOcoated-V2 (Fogra39))

Litho: For binding technical information, information on deadlines, samples and delivery, please contact Mario Fischer (ideat@bertelsmann.de)

INSERTS

TIP-INS

BOUND-IN INSERTS

Price list no. 2 valid from 1 January 2022

1

INSERTS

Inserts are products delivered ready for processing which are added to the magazine loose with the closed side facing the gutter.

Up to 30g - € 100

Up to 50g - € 110

Above 50g - € 180

2

TIP-INS

Gluing always plus a carrier advertisement. Tip-ins are products delivered ready for processing which are stuck onto a carrier advertisement and can be removed by the reader.

Up to 10g (Postcard) - € 100

Up to 25g (Booklet) - € 110

Up to 50g (Booklet) - € 150

Product samples: up to max. 20g - € 120

3

BOUND-IN INSERTS

Bound-in inserts are firmly integrated into the magazine. They are delivered ready for processing.

4 pages - € 100

8 pages - € 120

12 - 16 pages - € 150

More volumes on request

TECHNICAL SPECIFICATIONS

PRICE per 1,000 pieces (based on print run)

PRINT RUN 50,000 copies

MAGAZINE FORMAT 215 x 275 mm

PRINT DOCUMENTS Create file in final format, 3 mm bleed for cropped motifs, text gap of 5 mm from the bleed, crop marks for exact layout.

DELIVERY. Druckerei Neef+Stumme, Schillerstrasse 2, 29378 Wittingen

AD VERTORIALS.

Price list no. 2 valid from 1 January 2022

ID-NEWS DESIGN Ein smartes E-Bike von Angel Bike Anzeige

Engel auf Rädern
Von Camilla Péus

Ihre Marke

Ihr Produkt

Ihre Botschaft

Ihr Logo

Mit *Angel* bringt der Industriedesigner Ora İto ein E-Bike auf die Erde, das nicht nur gut aussieht, sondern auch telefonieren und Alarmsignale aussenden kann. Überirdisch!

Die *Engel* sind auf dem Weg, das Stadtleben zu revolutionieren. Zuerst wurden sie in Frankreich, dann in Deutschland gesichtet. Die *Engel* sind nicht von einem Himmelswesen, aber von etwas Ähnlichem. Ihr Erschaffen wurde es von dem französischen Designer Ora İto. Der Schöpfer himmlischer Kreaturen ist, schaut man sich seine Werke für Marseille und die Superjacht für Perini Navi an, ein wenig engelsgleich dabei, als eines der leichtesten (15 kg) und schnellsten Elektrofahrräder der Welt. Und weil sie so leicht sind, glänzt das smarte Rad in Alu oder Carbon natürlich in der Sonne. Das *Angel* hat ein integriertes Alarmsystem und Alarmsystem: Wird es im verriegelten Zustand bewegt, gibt es optische und akustische Signale von sich. Und es hat sogar Blinker für mehr Sicherheit im Straßenverkehr. Mit dem integrierten Touchscreen-Display im Lenker lässt sich Spotify über das per Bluetooth gekoppelte Smartphone steuern. Und sollte man trotz GPS doch vom rechten Weg abkommen, sprich stürzen, sendet das Bike automatisch eine SMS an einen ausgewählten Kontakt. Die Idee zu dem Wunderwesen hatten übrigens, ganz irdisch, Marc Simoncini, Gründer des Dating-Start-ups Meetic, und Unternehmer Jules Trecco. Jetzt ist *Angel* startklar – an ListNRide-Standorten in Berlin, Hamburg, München, Frankfurt und Düsseldorf.

Was beim *Angel* wie ein Gepäckträger aussieht, ist in Wirklichkeit der abnehmbare Akku mit integriertem Rücklichtern.

27 Designer – und ein bisschen auch Wunderkind. Ora İto mit seinem neuesten Nicht-von-dieser-Welt-Entwurf.

ANGEL Bike
Ab ca. 2.999 €
239 €
angel.ride
listride

24

FACTS

- Native integration of the brand in the look & feel of IDEAT
- Close connection to IDEAT through editorial nature
- Binding creation of the advertorial in coordination with IDEAT
- Prices:
 - 1/1 page advertorial: € 15,000 advertisement price + € 2,500 creation costs (no reductions or agency discounts)
 - 2/1 page advertorial: € 30,000 advertisement price + € 3,000 creation costs (no reductions or agency discounts)
- Advertorials are marked with the word “Advertisement”
- Necessary material: Logo, 4-8 product images, mood images, text, core message, product information and, if applicable, prices, website
- Material delivery up to two weeks before the print document deadline

SUBJECTS & DEADLINES.

Price list no. 2 valid from 1 January 2022

Magazine	Subject	First publication date	Advertising deadline	Printing deadline
IDEAT 01/22 (No. 5)	LIGHTING, WATCHES & JEWELLERY	10.12.21	12.11.21	19.11.21
IDEAT 02/22 (No. 6)	OUTDOOR	23.02.22	21.01.22	28.01.22
IDEAT 03/22 (No. 7)	KITCHEN	27.04.22	30.03.22	04.04.22
IDEAT 04/22 (No. 8)	DESIGN HIGHLIGHTS MILAN	22.06.22	25.05.22	01.06.22
IDEAT 05/22 (No. 9)	NEW WORK, BATHROOM	31.08.22	05.08.22	10.08.22
IDEAT 06/22 (No. 10)	BEDS, INTERIOR	26.10.22	23.09.22	30.09.22
IDEAT 01/23 (No. 11)	LIGHTING, WATCHES & JEWELLERY	14.12.22	11.11.22	18.11.22

All rights reserved. Information subject to change. Other subjects on request Placement in the surrounding area possible.

PAYMENT CONDITIONS

Price list no. 2 valid from 1 January 2022

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 there are older publisher claims.

TERMS AND CONDITIONS:

For the processing of orders, the Terms of payment and Terms and conditions apply, which can be obtained from the publisher or can be viewed at www.IDEAT.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 can be updated during the year. You can find the latest, binding version at: www.ideat.de



CONTACT.

IDEAT
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ADVERTISEMENT DISPOSITION

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HOME PAGE www.ideat.de
FREQUENCY 2022 6 editions per year
COPY PRICE € 7.50
PRINT RUN 50,000 copies