

# WOHN!DESIGN

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

## 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**  
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**IDEAT**  
CONTEMPORARY LIFE

# THE PUBLISHER.

**WOHN!DESIGN**  
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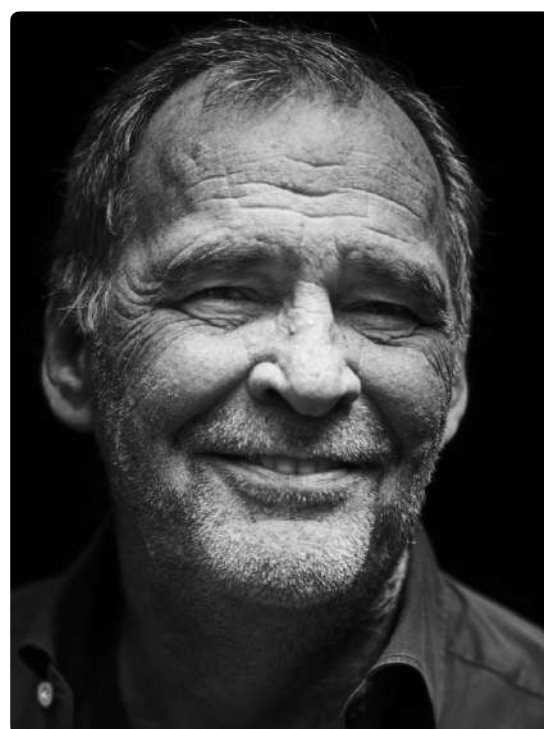
When we had the opportunity to take over WOHN!DESIGN in 2019, we did not hesitate. Being from Hamburg, we have been avid readers of the magazine from Stuttgart for many years. Since buying it, together with the long-time Editor-in-chief Stephan Demmrich and his team, we have expanded WOHN!DESIGN into 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.

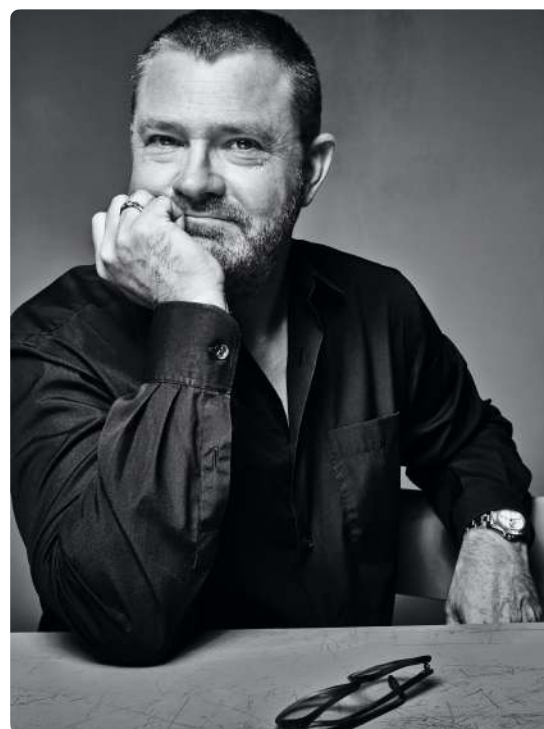
Warmest regards,

Christian Peters  
Entrepreneur and publisher

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



CHRISTIAN PETERS



CHRISTIAN KRUG



# TITLE PORTRAIT.

**WOHN!DESIGN**  
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DR. STEPHAN DEMMRICH  
EDITOR IN CHIEF

## WOHN!DESIGN UPDATE

WOHN!DESIGN (founded in 1993) has developed from an ambitious design magazine into a culturally inspired premium magazine over the past two years. We stand for values and value in the classic sense. Innovative, modern, but not fashionable, and always very personal.

An integrated feature section on current art and culture makes us just as extraordinary as our actual USP: Trends – these are social developments and their effects on the world of products and our lives of tomorrow. Anyone who understands this context can enjoy the beautiful things in life much more.

Our texts go in-depth, the topics are interdisciplinary, and the demands on the design of the magazine are high: great paper, impressive number of pages, professional presence on Instagram.

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

WOHN!DESIGN readers are cosmopolitan with a high level of education and they shape 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, interior and architecture. All of this to get 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, we clearly focus on print. We believe in intelligently designed, high-quality subject-oriented issues with easy-to-understand text. Elite thinking is far from us. We stand for social diversity, anything else would be simplicity.

# THE SUBJECTS.

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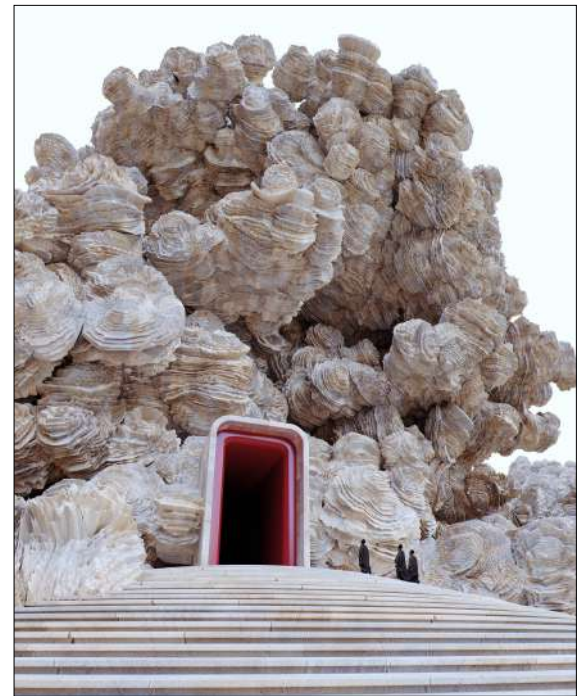
## ART



## FEATURE SECTION



## TRAVEL



## FASHION



## DESIGN



## LIVING



# PRICES & FORMATS.

Price list no.4 valid from 1 January 2022

## Placement in the magazine

Format	Placement	Supplement	Price in €
2/1	Inside	Normal	22,000
1/1	Inside	Normal	11,000

## Premium placement

Format	Placement	Supplement	Price
2/1	Opening spread	Inside front cover + 1st right page	25,000
2/1	1st Double page in magazine	Normal	23,000
2/1	2nd Double page in magazine	Normal	22,000
1/1	4th Single page	Normal	15,000
1/1	3rd Single page	Normal	13,000
1/1	2nd Single page	Normal	13,000
1/2	Inside	Normal	6,600
1/3	Inside	Normal	4,900

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 stated in Euro; the prices are valid for first publication dates as of 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.

# ADVERTISE MENTS DELIVERY.

Price list no.4 valid from 1 January 2022

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@wohndesign.de](mailto:anzeigen@wohndesign.de).

**Advertisement format**

1 / 1 advertisement. 213 x 277 mm

2 / 1 advertisements. 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: 5 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 min. Placed 5mm away from the trimmed end 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 information, information on deadlines, samples and delivery, please contact Thomas Lösch ([t.loesch@loesch.eu](mailto:t.loesch@loesch.eu)).

For the current requirements, dimensions and delivery address for bound inserts and loose inserts, please contact: [Martin.Lindner@wohndesign.de](mailto:Martin.Lindner@wohndesign.de) Tel. 0711 96666-410



# INSERTS TIP-INS BOUND-IN INSERTS

Price list no.4 valid from 1 January 2022

## 1

### INSERTS

Inserts are products that are delivered ready for processing and that are loosely added to the magazine, with the closed side facing the gutter. Partial allocation 20% surcharge

Up to 25g - € 110

Up to 50g - € 120

Up to 50g - € 150

## 2

### TIP-INS

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

Up to 10g (Postcard) - € 110

Up to 25g (Booklet) - € 120

Up to 50g (Booklet) - € 150

Product samples: up to max. 20g - € 140

## 3

### BOUND-IN INSERTS

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

2 pages - € 110

4 pages - € 125

8 pages - € 140

12 - 16 pages - € 150

More volumes on request

### TECHNICAL SPECIFICATIONS

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

PRINT RUN 60,000 copies / PRINTING PROCESS web offset

MAXIMUM FORMAT for inserts 198 x 265 mm

BINDING and maximum insert format 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



# SUBJECTS & DEADLINES.

Price list no.4 valid from 1 January 2022

Magazine	Subject	First publication date	Advertising deadline	Print documents
WOHN!DESIGN 01/22	TRENDS 2022 Looks, Trends, Styling	15.12.21	12.11.21	16.11.21
WOHN!DESIGN 02/22	CHALLENGE unique, sustainable	23.02.22	21.01.22	25.01.22
WOHN!DESIGN 03/22	AFTER CORONA new living	04.05.22	30.03.22	04.04.22
WOHN!DESIGN 04/22	WOMEN worldwide designers	29.06.22	20.05.22	23.05.22
WOHN!DESIGN 05/22	STYLE GUIDE Designers, brands 2023	31.08.22	29.07.22	03.08.22
WOHN!DESIGN 06/22	ART between Art & Design	26.10.22	23.09.22	26.09.22
WOHN!DESIGN 01/23	TRENDSCOUT 2023	14.12.22	11.11.22	15.11.22

## SPECIAL ISSUES

	First publication date	Advertising deadline
SPECIAL ISSUE AT THE POS		
<b>SUMMER EDITION 2022</b> & OUTDOOR COLLECTIONS	06.04.22	08.03.22

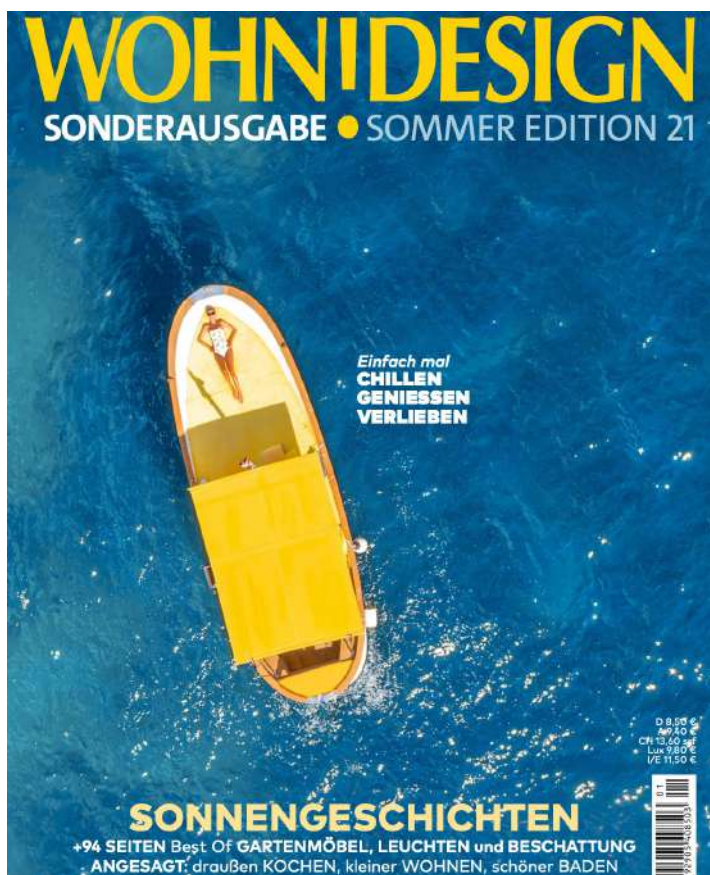
## SUPPLEMENTS WITH EDITION

<b>BATHROOM DESIGN 2022</b> in the bundle with WOHN!DESIGN 4/22	29.06.22	20.05.22
<b>FURNITURE COLLECTIONS 2022</b> in the bundle with WOHN!DESIGN 5/22	31.08.22	29.07.22
<b>KITCHENS, COOKING &amp; GOURMET 2022</b> in the bundle with WOHN!DESIGN 6/22	26.10.22	23.09.22

Special issue at the PoS

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# SUMMER EDITION + OUTDOOR COLLECTIONS 2022.



## THE SUMMER EDITION & OUTDOOR COLLECTIONS 2022

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 magazine presents design tips and inspires lovers of modern gardens to purchase accessories.

The detachable booklet, the extra SHOPPING GUIDE, provides information on furniture stores for our investment-loving readers.

3 months at the PoS

Copy price: € 8.50

Supplement

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# BATHROOM DESIGN 2022.



## EXTRA MAGAZINE BADWELTEN 2022 WITH ISSUE 04/22

The extra magazine Badwelten takes our discerning readers on a journey to the most spectacular bathrooms and spas and from there back to their own four walls. The aim here is to put the best ideas for large and small rooms in the limelight. We also present you a "best of" the most stylish furnishings and matching accessories. Sauna, steam bath and whirlpools round off the publication in the high-class segment.



Supplement

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# FURNITURE COLLECTIONS 2022.



**PIERRE AUGUSTIN ROSE: VERSCHLÄGT UNS DIE SPRACHE**  
Auf dem Pariser Antiquitätenmarkt „Paul Bert Serpette“ treffen sich zwei Männer, Pierre Binard und Augustin Deloux. Beide Antiquitätenhändler und – wie sie schnell feststellen – von Dingen, ausgesuchtem Geschmack. Es war also nur eine Frage der Zeit, bis sie anfangen würden, Design zu entwerfen, das sie sonst nirgendwo fanden. Zu ihnen gesellt sich Nina Rose. Gemeinsam kreiert das Trio exquisite Möbelstücke – ein jedes „Botschafter französischer Raffinesse“. Sessel „Minotours“ oben hatte seinen großen Auftritt schon in einer Werbekampagne für Burberry. Und stahl der Marke fast die Show. Auch wir sind hingerissen! Mit „Minotours“ schaffen Pierre Augustin Rose wieder einmal, wofür andere einen langen Anlauf brauchen: mit subtiler, angenehmer Präsenz verzaubern.

## FLEXFORM: A FAMILY AFFAIR

1999 gründen die Golinberts eine Handwerksfirma namens Flexform di Golinberti, dessen Möbel bald schon in den feinsten Adressen von Mailand bis Como zu finden sind. 1) Der „Teco“-Stuhl hat uns umgehauen. Entworfen hat ihn Antonio Citterio in Esche und Nussbaum massiv. Sitz und Lehne werden nach traditioneller italienischer Flechtkunst von Hand mit Seegras besponnen. Ab 2.944 €. 2) Bett „Gregory“ ist ein Paradestück in Sachen Nachhaltigkeit. Was so schön ist, das darf bleiben. Ab 6.017 €.



## FURNITURE COLLECTIONS 2022 WITH ISSUE 05/22

The compendium appears as an extra magazine in a bundle with WOHN!DESIGN 5/2022 and presents FURNITURE COLLECTIONS curated by the editors in an exclusive presentation.

We show the best and most popular interior pieces: From the table & chair, shelf, wardrobe & bed to the relaxing sofa, design-savvy individualists will find extraordinary, lovable and, above all, beautiful interiors – from small labels to global players.

WOHN!DESIGN invites you to present your products and new trends.

Supplement

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# KITCHENS COOKING & GOURMET 2022



## EXTRA MAGAZINE KITCHEN, COOKING & GOURMET 2022 WITH ISSUE 06/22

The extra magazine Kitchen, Cooking & Gourmet takes the pampered reader on a culinary excursion that begins with the fine ingredients and ends at the beautifully set table.

Kitchens with a difference: From the architect's version to the mini-solution, we present you with something extraordinary and inspiring. We tell authentic stories, embedded in a wide variety of architecture and put together a selection of exclusive components. We also provide recipe ideas for a successful meal with friends, interviews with the heroes of the cooking scene and trendy hotspots for the next culinary excursion.



Booklet

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# SHOPPING GUIDE.

Price list no.4 valid from 1 January 2022



The current SHOPPING GUIDE appears exclusively in WOHN!DESIGN as a removable pocket-sized booklet. 400 top furniture stores, bathroom and kitchen studios with first-class service present themselves under the respective postcode area with detailed information and names of the manufacturers and brands represented there.

#### Advertisement prices in the print version:

1/2 page inside	( 148 x 100 mm )	€ 1,980
1/1 page inside	( 148 x 210 mm )	€ 3,000
2/1 page inside front cover and inside back cover		€ 4,000

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

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

#### shopping-guide.wohndesign.de

The SHOPPING GUIDE is also available online, as you would expect today. All information from the print edition is constantly kept up-to-date in our digital ShopFinder. Searching by retailer name, brand name, product category and post code enables the user to locate the furniture stores and kitchen or bathroom showrooms quickly.

All brands named by participating retailers are published free-of-charge with their logo and link to their website.



# PAYMENT CONDITIONS

Price list no.4 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.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 can be updated during the year. You can find the latest, binding version at: [www.wohndesign.de](http://www.wohndesign.de)



# CONTACT.

**WOHN!DESIGN**  
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## HOME PAGE

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

## FREQUENCY

**6 x main editions + 1 x Special edition**

## COPY PRICE

**€ 8,50**

## PRINT RUN

**60,000 copies**

## DISTRIBUTION

42,622 copies

## SALE

40,030 copies

## IVW

II. Quarter 2021