

stil & markt

stilundmarkt.de

# MEDIAKIT 2024

Ad rates no. 25, valid from 1 October 2023, as per: 28 February 2024

Menschen. Märkte. Meisenbach.





Your trade magazine for living, cooking and giving



BRAND NEWS – Special issue on sustainability: product innovations, backgrounds and more

### Target group:

Targets individuals and companies in Germany and abroad who are commercially interested in products for table top, kitchen and lifestyle as well as gifts: bricks-and-mortar retailers and online stores, as well as manufacturers, agencies and associations. Also included are department stores, furniture and interior design stores, electrical goods retailers, book sellers and market research and trade institutes.

stil & markt is the official partner of gia, the Global Innovator Award.

### Print run:

5,078 copies\*

### Qualified circulation:

4,910 copies\*

### Frequency:

6 issues per year + 2 issues BRAND NEWS

### Volume:

25<sup>th</sup> volume

### Membership/Participation:

IVW (Information Community for the Assessment of the Circulation of Media)

\*Source: IVW 2<sup>nd</sup> Quarter 2023

# Brief description

stil & markt - the trade magazine all about living, cooking and giving presents ranges and brands suitable for the end consumer's living environment. As in a concept store, products are not assigned to different product ranges, but to living spaces.

stil & markt also offers trade and industry know-how with reports on specialist stores, sections such as design stories and sustainability, and background articles on trends, trade fairs and companies.

The homepage [www.stilundmarkt.de](http://www.stilundmarkt.de) supplements the print edition with up-to-the-minute reports from the industry and additional product information. The stil & markt newsletter is another regular information platform. The trade magazine also has a social media presence.



Sabine Stenzel  
Editor-in-Chief  
Tel.: +49 951 861-181  
E-Mail: [sabine.stenzel@meisenbach.de](mailto:sabine.stenzel@meisenbach.de)



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# A feeling of Home



## 360 Days Coverage PLUS Print

In every issue our readers are taken on an exciting journey through the home of stil & markt, starting in the kitchen, lounge and dining room, through the home office and into the bathroom, bedroom, garden and more. Our editorial team presents products and brands in luxurious lifestyle worlds, providing inspiration for powerful POS displays.

Our online editorial team also sheds light on current topics at [www.stilundmarkt.de](http://www.stilundmarkt.de) and in our newsletter.



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# Topics and Dates

## stil & markt 1/2024

Editorial deadline  
19.12.2023

Advertising deadline  
19.12.2023

Publication date  
17.01.2024

### Focal themes

Trade fair special Ambiente, Christmasworld and  
Creativeworld: Table & Kitchen,  
Gifts & Lifestyle,  
Christmas 2024 & Stationery

### Trade fairs

Ambiente, Christmasworld und Creativeworld,  
Frankfurt/Main  
Maison&Objet, Paris/France  
EK Live Frühjahr, Bielefeld  
Cadeaux Frühjahr, Leipzig

## stil & markt 2/2024

Editorial deadline  
20.02.2024

Advertising deadline  
20.02.2024

Publication date  
18.03.2024

### Focal themes

Trend show: Discovered at the trade fairs  
Dinner service: From tableware to cutlery  
Opportunity makes presents: Ideas for every  
occasion

## stil & markt 3/2024

Editorial deadline  
11.04.2024

Advertising deadline  
11.04.2024

Publication date  
13.05.2024

### Focal themes

For outdoor fans: New products for the garden, picnic  
& co.  
For barbecue fans: Products for the BBQ  
For cooking fans: From graters to frying pans

### Trade fairs

spoga+gafa, Cologne



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# Topics and Dates

## stil & markt 4/2024

Editorial deadline  
29.05.2024

Advertising deadline  
29.05.2024

Publication date  
26.06.2024

### Focal themes

(Christmas) gift ideas: Novelties for the 2nd half  
of the year  
Enjoy hot and cold: Coffee & tea products

### Trade fairs

TrendSet, Munich  
Nordstil, Hamburg  
Trends Up West, Düsseldorf  
creativ salzburg, Salzburg/Austria

## stil & markt BRAND NEWS 1/2024

Editorial deadline  
26.06.2024

Advertising deadline  
26.06.2024

Publication date  
22.07.2024

### Focal themes

Special issue on sustainability:  
product innovations, backgrounds and more

## stil & markt 5/2024

Editorial deadline  
18.07.2024

Advertising deadline  
18.07.2024

Publication date  
14.08.2024

### Focal themes

Cooking Stories: Knives, Pots & Pans & More  
Baking Stories: Molds, kitchen gadgets & more  
Stylish on the go: from bottles to bags

### Trade fairs

IFA, Berlin  
Maison&Objet, Paris/France  
gardiente, Hofheim/Wallau  
Cadeaux Herbst, Leipzig  
EK Live, Bielefeld

### Online special Advent calendar 2024

02.09. – 04.10.2024  
Editorial and advertising deadline: 21.08.2024



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# Topics and Dates

## stil & markt BRAND NEWS 2/2024

Editorial deadline  
11.09.2024

Advertising deadline  
11.09.2024

Publication date  
10.10.2024

**Focal themes**  
Special edition for Christmas 2024:  
products, tips and gift ideas for the feast of  
festivities

## stil & markt 6/2024

Editorial deadline  
06.11.2024

Advertising deadline  
06.11.2024

Publication date  
04.12.2024

**Focal themes**  
Colors, shapes, patterns: Trends 2025  
Illuminatingly cozy: Candles, pillows, blankets and  
more  
Under power: New small electrical appliances

**Trade fairs**  
TrendSet, Munich  
Nordstil, Hamburg  
EK Live Frühjahrsmesse, Bielefeld



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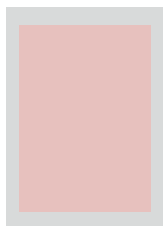


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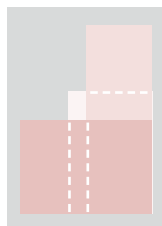
# Ad Rates and Ad Formats



**1/1 page**

B: 210 mm x 297 mm

**5,375.- €**

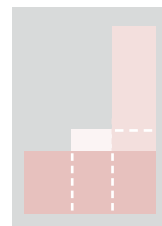


**1/2 page**

B: 210 mm x 151 mm

B: 100 mm x 297 mm

**2,875.- €**

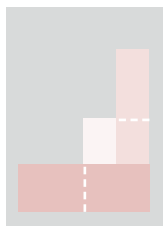


**1/3 page**

B: 210 mm x 106 mm

B: 78 mm x 297 mm

**2,050.- €**



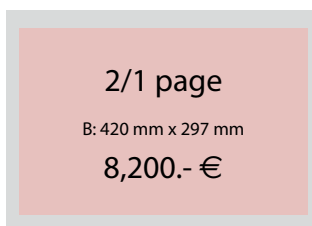
**1/4 page**

B: 210 mm x 75 mm

PS: 94 mm x 131 mm

PS: 62 mm x 197 mm

**1,525.- €**



**2/1 page**

B: 420 mm x 297 mm

**8,200.- €**

**Best Placement:**

Front cover + Back cover page 11,300.- €

Opening Spread 9,250.- €

(2n cover page + page 3)

Front cover page 6,795.- €

2nd cover page 6,450.- €

3rd cover page 6,175.- €

Back cover page 6,750.- €

Eye-catcher 3,880.- €

Lead page 2,400.- €

Surcharge for other compulsory placement instructions and confirmed placements +10%

PS: Print Space, B: Bleed  
Formats = width x height

Ad formats bleed off:  
Bleed ad format plus 3 mm allowance on all sides



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# Ad Rates and Ad Formats

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

Colour:  
Colours from the Euro Colour Scale CEI 12-66  
DIN 16539 included in price /  
special colours  
(no discount available)      each 1,275.- €

Magazine format:  
210 mm wide x 297 mm high

Discounts:  
Ads within 12 months (insertion year):  
Frequency discount  
3 Ads                                      5%  
6 Ads                                        10%  
9 Ads                                        15%

Correction and release details:  
A release cycle is included in the excellent price for the following products: Advertorial Print, Eye-catcher, Lead story, Advertorial Online, Special Newsletter. Each additional cycle is charged at a flat rate of 150.- €.

Ad rate for job offers  
(mm-ad rate in b/w):                      on request

Ad specials:  
Inserts/price per thousand  
up to 25 g:                                      510.- €  
up to 50 g:                                      612.- €

Maximum format available for loose inserts:  
205 x 297 mm

Rates for bound inserts:                      3,695.-€



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Media Consultant  
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E-Mail: markus.erhardt@meisenbach.de

# Advertorial Print

An increasingly popular advertising medium, the Advertorial offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary – the text and images are embedded in the editorial section both in terms of look and feel.

## ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact – creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

### 1 page Advertorial: 3,600.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
2-3 images | Company logo | Lead paragraph/Entry point: 250 characters | Main text minimum: 1,000 characters | Maximum: 1,500 characters (both including spaces).

Plus 700.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the stil & markt layout.\*

\*Any net travel expenses will be billed to the customer.  
Our correction and release details can be found on p. 9.

### 1/2 page Advertorial: 2,075.- €

You send us your text and one image and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
1 image | Company logo | Lead paragraph/Entry point: 250 characters | Main text minimum: 750 characters | Maximum: 1,000 characters (both including spaces).

Plus 350.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted

**We will also be glad to publish your advertorial online as an option.  
You will find the prices for this on page 19.**





# Eye-catcher

The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly beautiful picture of one of your products or of your company, it gets a very special appearance with our eye-catcher.

## Double-sided eye-catcher: 3,880,- €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (\*.jpg, 300 dpi or 3,508x4,961 pixels)
- a short descriptive text (\*.txt, \*.docx) with max. 450 characters (including spaces)
- headline with max. 20 characters (including spaces)
- Your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.



Our correction and release details can be found on p. 9.





# Lead page

With our LEAD PAGE, you can skilfully showcase your image as an eye-catcher on an entire print page. The lead page opens up a new subject area or a specific focus topic in the magazine.

One-sided lead page:  
2,400,- €

We need the following data from you:

- a picture, ideally based on the focus topic, in portraitformatandinprintablequality(\*.jpg,300 dpi)
- a short descriptive text (\*.txt, \*.docx) with max. 450 characters (including spaces)
- headline with max. 20 characters (including spaces)
- your desired web address (URL)
- the placement of a QR code is also possible

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.

Our correction and release details can be found on p. 9.



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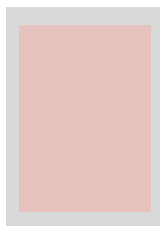


ONLINE



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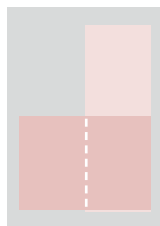
# BRAND NEWS – The special issue on sustainability and the source of inspiration for Christmas 2024



1/1 page

B: 245 x 340 mm

5,375.- €



1/2 page

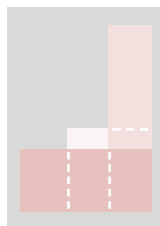
B: 120 x 340 mm

B: 245 x 168 mm

2,875.- €

## Brief description

In April, the special issue of the stil & markt editorial team on the trend topic of sustainability will also be published in an oversized format. The magazine presents novelties from the areas of living, cooking and giving in eye-catching pictures. The focus is on the new products and highlights of the first half of the year. The second special edition of BRAND NEWS by stil & markt is published in time for the Christmas season. The magazine presents novelties of the second half of the year in eye-catching pictures, especially products and gift ideas around Christmas.

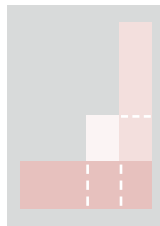


1/3 page

B: 82 x 340 mm

B: 245 x 115 mm

2,050.- €



1/4 page

PS: 50 x 290 mm

PS: 215 x 70 mm

PS: 105 x 145 mm

1,525.- €

Print run: 6,000 copies (incl. 600 copies hotel distribution)

Format: 245 mm wide x 340 mm high

Maximum format for loose insert: 240 x 340 mm (width x height)

Ad formats bleed off: Bleed ad format plus 3 mm allowance on all sides

# Specifications

Magazine format: 210 mm wide x 297 mm high

Print space: 175 mm wide x 260 mm high

Printing and binding methods: 4c offset printing (80 lpc-screen, PS0coated\_v3.icc) on double-sided multi-coated paper. Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.

Data creation and delivery: Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PS0coated\_v3.icc) with 3 mm bleed. We are happy to provide you with InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 115.- EUR/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC
- Adobe InDesign (Version CC)

- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK, special colours available on request.

Proof: When making the proof please consider that our printer works with standard PSO-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PS0coated\_v3.icc. If you are interested, please contact Oline Gränke (odine.graenke@meisenbach.de, tel.: +49 951 861-195), who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

Contact:  
Oline Gränke, Order Management  
odine.graenke@meisenbach.de  
Tel.: +49 951 861-195

Delivery address:  
Schleunungdruck GmbH  
Inserts: for attention of Thomas Gesell  
Eltertstraße 27  
97828 Marktheidenfeld  
Tel.: +49 9391 6005-9133



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# Distribution

## 1 Subscription prices 2024

### Subscription prices print 2024\*

Issues per year	6 + 2
Domestic incl. postage and 7 % VAT	99.- €
Abroad europe	108.- €
Abroad world	162.- €

### Subscription prices digital 2024\*

Digital	89.- €
Premium (print + digital) domestic	114.- €
Premium (print + digital) europe	123.- €
Premium (print + digital) world	177.- €

\*Prices valid from 01.01.2023. All prices incl. delivery charges..  
Terms of payment: After invoicing by bank transfer, credit card or PayPal.

European Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

Other foreign countries: VAT-free

## 2 Circulation auditing: [www.ivw.de](http://www.ivw.de)

The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.



## 3 Circulation analysis:

### Circulation analysis

From the IVW-circulation analysis 2/2023 \*\* thereof abroad

Actual circulation:	4,910 (**90)
Paid circulation:	427 (**60)
Subscribed copies:	371 (**53)
Other sales:	56 (**7)
Free copies:	4,483 (**30)
Print run:	5,078

## 4 Geographical distribution analysis:\*\*\*

### Geographical distribution analysis

(Percentage of print run actually distributed)

Germany	98.17%
Abroad	1.83%
Print run actually distributed	100.00%

\*\*\*Average in percent - Issues July 2022 – June 2023

## 5 Classified potential of recipients:

Distribution Germany, Austria, Switzerland  
(Multiple answers possible)

Trade	Number
Specialist retail trade	30,909
GPC	4,969
Gifts	8,435
Flowers and garden centers	1,051
Semi luxury food	804
Household and cooking	4,141
Electrical household goods	3,399
Furniture and interior design trade	3,871
Stationery	1,035
Warehouses	1,002
Mail-order trade	809
Bags and leather goods	182
Book industry	1,211
Wholesale, trade agencies	1,833
Industry	4,111
Total number of recipients	36,853



# Cross-media Opportunities

## coverage (print + online)

stil & markt	5,029 copies
Newsletter	3,200 recipients
Website	65,448 impressions
	14.068 visits

## Fans Social Media

Facebook	1.188 follower
LinkedIn	186 follower
Instagram	1.355 follower

status: July 2023







stil & markt

# PODCAST – WITH ADVERTISING

Give your target group something to listen to!



## Expand your marketing mix!

### Options in the stil & markt podcast:

Advertising spot created by you  
as a pre, mid or post ad

Advertising spot created by us as a native ad  
(can also be booked as a package)

### Top distribution:

[www.stilundmarkt.de](http://www.stilundmarkt.de)\*

<https://podcast.stilundmarkt.de>

Spotify, Apple, Amazon, Google Podcasts

Push via our newsletter  
which goes out to 3,300 recipients

Menschen. Märkte. Meisenbach.



Your contact:  
Markus Erhardt / Media Consultant  
[markus.erhardt@meisenbach.de](mailto:markus.erhardt@meisenbach.de)  
Tel. +49 951 861-105



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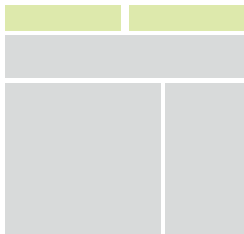


CONTACT



# Ad Banner on www.stilundmarkt.de

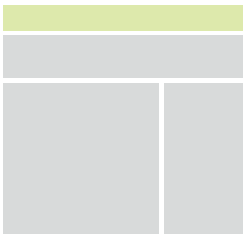
## 1 Full Banner



Size: 560 x 110 pixels

Price\*: 850.– €

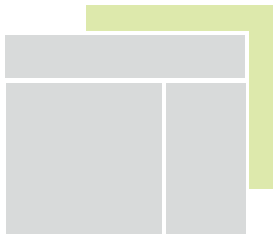
## 2 Superbanner



Size: 1,170 x 110 pixels

Price\*: 1,650.– €

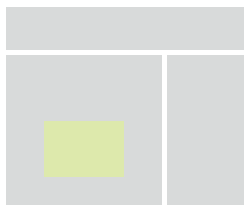
## 3 Hockeystick



Size: 735 x 110 pixels +  
160 x 600 pixels

Price\*: 1,345.– €

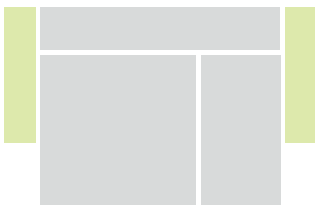
## 4 Content Ad\*\*



Size: 300 x 250 pixels

Price\*: 1,185.– €

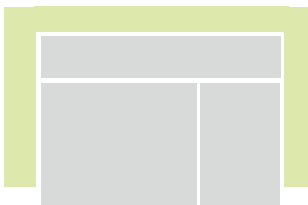
## 5 Skyscraper



Size: 160 x 600 pixels

Price\*: 1,195.– €

## 6 Webskin



Size: (2x) 160 x 600 pixels +  
1,200 x 110 pixels

Price\*: 1,850.– €

\*\*This banner is also visible in the mobile version and always remains in the field of view of the reader.

Discounts:  
Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

\*Price for 4 weeks duration

Formats valid from 1 April 2023.

Delivery of the banner data incl. linking by e-mail stating the customer name to Odine Gränke (odine.graenke@meisenbach.de).



# Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Our readers should definitely find out about your product innovations, your company news or your trade fair? Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.



## Advertorial guidelines:

- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 1,025.- €

Bookable in combination with print adverts - we will be happy to make you an individual offer.

Optional: Book our social media package! Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and LinkedIn.  

Surcharge: 205.- € per portal



In the slider on our home page, your advertorial is always visible for 10 seconds.



Click here or take a picture - here you get to the Advertorial Online example



# Ad Opportunities Newsletter

## Banner



**General information:** The stil & markt-Newsletter informs late-breaking on all important news of the trade industry. The Newsletter is sent in HTML-format. Banner can be run between articles and columns.

**Data formats:** JPG, 700 x 120 pixels, max. size 100K  
**Data delivery:** Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to Odine Gränke (odine.graenke@meisenbach.de).

**Rates per Ad (Banner):** 670.- €

## Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

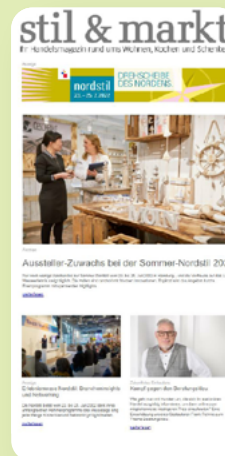
**1-2 Advertorial(s):**

- **Headline:** max. 35 characters, **teaser text:** max. 350 characters, **Main text:** max. 2,000 characters
- **1-2 images,** minimum width: 1,000 pixels (16:10), 72 dpi

**Banner:**

- 700 x 120 pixels, max. 100K

**Price:** 3,275.- €



Our correction and release details can be found on p. 9.





# Instagram-Package

A picture is worth a thousand words! This is one of the reasons why more and more retailers in our industry are using Instagram – to reach their customers but also to inform themselves about new products.

## Package prices:

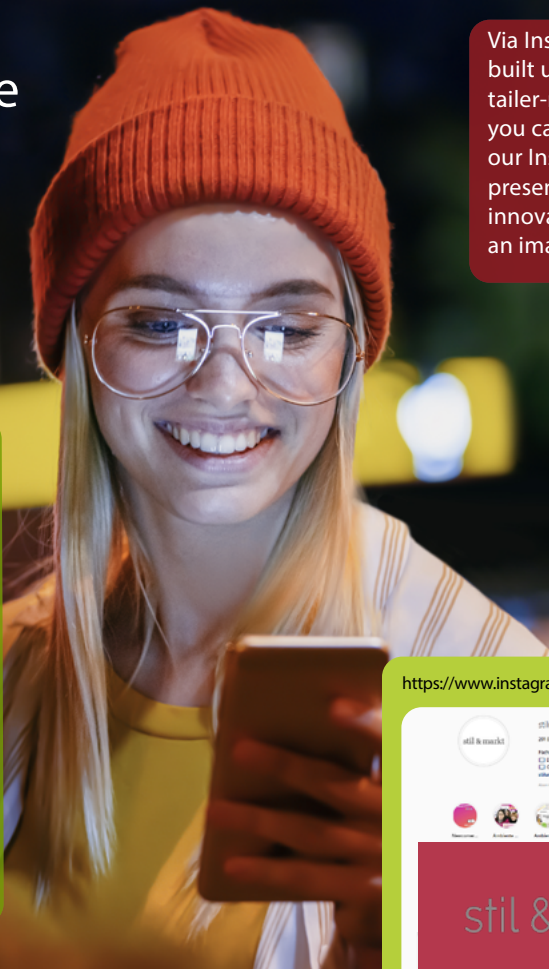
5 posts (per calendar year): 945.- €

10 posts (per calendar year): 1,760.-€

Larger quantity on request

- We need one photo per post, preferably in square format
  - Minimum dimensions: 1200 x 1200 pixels
  - Text up to approx. 300 characters
  - Reach more people with the right hashtags!
- Since hashtags significantly influence the reach on Insta-gram you can integrate up to 18 hash-tags in addition to your text.

Via Instagram we have built up an extensive re-tailer-network from which you can also benefit: Use our Instagram package to present your products and innovations or to publish an image campaign.



<https://www.instagram.com/stilundmarkt/>



stil & markt



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# Online Product Specials

With our product specials we offer you the opportunity to place your print ads in a thematically appropriate environment. Additionally we make your entire collection or all new products visible in a picture gallery.

## Online-Specials:

On selected times (Advent, Christmas, Easter, etc.) we „open“ a door on our website every working day (Mon.-Fri.) behind which your product can be hidden and arouses the curiosity of our readers.

Price: 510.- €



## Picture galleries:

Let pictures speak! If you want to present not just one product, but a whole collection, our picture galleries are particularly suitable - here every novelty gets the attention it deserves.

Price for 7 pictures: 1,695.-€  
every additional picture 50.- €



## Guidelines:

- pictures at least 72 dpi (minimum width 1.200 pixel)
- Headline (ca. 35 signs) + Teaser (300-500 signs) + captions (max. 300 signs) + basic text (1,000 signs)
- max. 7 pictures – definition of the 1st picture (=Slider), landscape format preferred – order of pictures definable





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