



DECO

AD PRICE LIST NO. 17, 2012

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Magazine size:

297 mm height x 210 mm width (DIN A4)
 303 mm height x 216 mm width (untrimmed)

Circulation

Print run: 67,420 (II/11)
 Copies sold: 42,110 (II/11)
 Subscriptions: 5,614 (II/11)

Source: Publisher's information

Appearances: 35rd edition
 5 editions

Jurisdiction:
 Munich

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No DECO at hand? Browse through a copy of DECO online on our Homepage!

www.winkler-online.de/deco



SCHEDULE

	Issue	No.	First Day Sale	Ad Submit/ Cancellation Close	Print Materials Close	Final Edit
January/February/March	1/2012	81	January 5, 2012	October 28, 2011	November 25, 2011	October 21, 2011
April/May	2/2012	82	March 15, 2012	January 20, 2012	February 3, 2012	January 5, 2012
June/July/August	3/2012	83	May 16, 2012	March 30, 2012	April 13, 2012	March 9, 2012
September/October	4/2012	84	August 23, 2012	June 15, 2012	July 16, 2012	June 20, 2012
November/December	5/2012	85	October 25, 2012	September 7, 2012	September 21, 2012	August 17, 2012
January/February/March	1/2013	86	January 4, 2013	November 8, 2012	November 23, 2012	October 19, 2012

MARKETING PROFILE

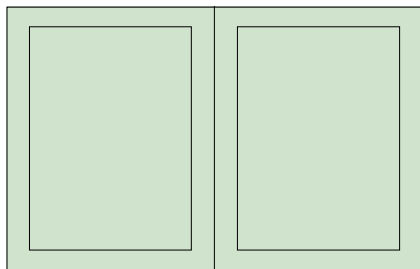
To read DECO means to collect decorating ideas! From designer couches to fine bed linen and luxuriant silk drapes. On over 144 pages we show you the latest trends. We specialize primarily in the areas of furniture and designer fabrics and are the only periodical in the German market that does so. No where else will the reader find as many stimulating ideas, like putting Toile-de-Jouy, Jacquard or Vichy-check to use in creating smashing decorated spaces. Reports on splendid homes and hotels in some of the world's great locations inspire the reader. Interviews with young designers, skilled artisans, and manufacturers help us get a look behind the scenes in the interior decorating world. Lucid and neatly arranged, a supplement provides tips and news on special topics such as kitchens, bathrooms, gardens and the like. DECO is inspiration in the purest sense of the word.



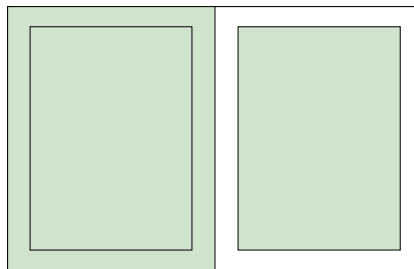
Information about our readers can be found on page 8 and in the readership structure analysis

FORMATS & PRICES

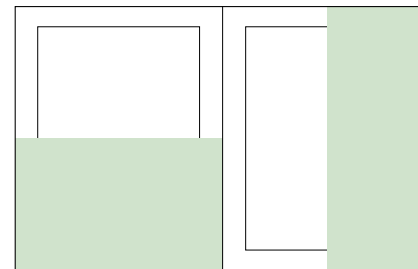
DECO 2012



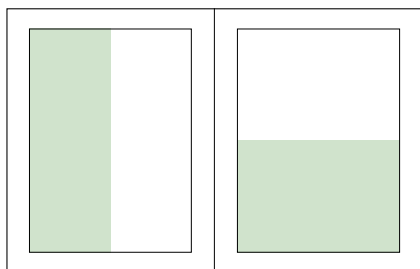
2 x 1/1 across gutter
15,220.00 euros
 width 420 x height 297
 Including trimming



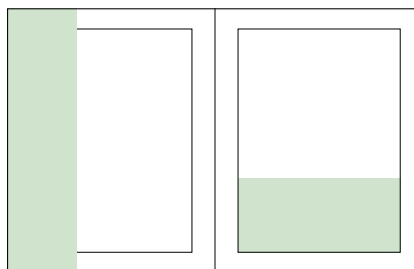
1/1 across gutter **1/1 page across gutter**
7,760.00 euros **7,460.00 euros**
 width 210 x height 297 width 185 x height 266
 Including trimming



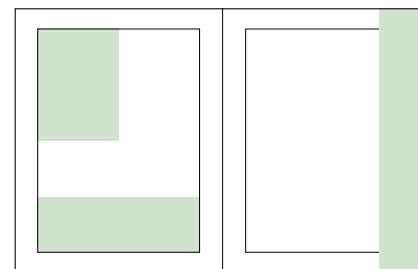
1/2 page horizontal **1/2 page vertical**
5,280.00 euros **5,280.00 euros**
 width 210 x height 145 width 105 x height 297
 Including trimming



1/2 page vertical **1/2 page horizontal**
4,980.00 euros **4,980.00 euros**
 width 90 x height 266 width 185 x height 130



1/3 page vertical **1/3 page horizontal**
4,100.00 euros **3,800.00 euros**
 width 70 x height 297 width 185 x height 85
 Including trimming



1/4 page **1/4 page vertical**
2,990.00 euros **3,290.00 euros**
 width 90 x height 130 width 52 x height 297
 width 185 x height 62 Including trimming

Size	4-Color Euro	Type Area Vertical	Trimmed Page-Horiz.	Type Area Horizontal	Trimmed Page-Vert
1/1	7,460.00	185 x 266	210 x 297		
1/2	4,980.00	90 x 266	105 x 297	185 x 130	210 x 145
1/3	3,800.00	58 x 266	70 x 297	185 x 85	210 x 100
1/4	2,990.00	42 x 266	57 x 297	185 x 62	210 x 78
Promotion	4,150.00	185 x 266	210 x 297		

YEARLY ADVERTISING BOOKINGS

In addition to our generous bulk reductions, advertisers placing an ad in all 5 issues receive the following services:

- Entry in the suppliers address list with logo and address (value: 1,050 euros)
- Publication of nine product images on our homepage www.deco.de (value: 199 euros)
- 15% reduction on DECO GUIDE advertisements

PLACEMENT

For preferred placement in the middle of the magazine, a 10% surcharge will be charged. For the second and fourth pages, the surcharge is 20%. Space reservations require the written consent of the publisher.

BLEEDS & CUSTOM COLOURS

Bleed ads and gutter bleeds or custom colours for all formats 300.00 euros. Trim 3 mm per edge.



VAT & GENERAL TERMS OF BUSINESS

Prices in Germany are subject to all applicable value added taxes.

General Terms of Business conform to the norms set by the "Zentralauschuss der Werbewirtschaft" e. V., (Committee on Advertising). You can download this information as a PDF file from our homepage www.winkler-online.de

The publishers guarantees that all orders will be handled equally in all respects and that no client will receive more favorable terms than any other.

BOUNDED INSERTS

Price per thousand	2-sided	95.00 euros
	4-sided	100.00 euros
	8-sided	120.00 euros

REBATES

Prices are non-negotiable except as regards dealings with agents.

FORMATS

Up to 210 x 297 mm plus 3 mm trim on each side. Please send desired sample.

INSERTS

Price per thousand:

Up to 25 grams 100.00 euros.

Up to 50 grams 120.00 euros.

Postage paid for subscriptions. Please inquire as to price. Minimum run size is 20,000.

REBATES

Prices are non-negotiable except as regards dealings with agents.

FORMATS

Up to 202 x 294 mm. Please send desired sample. Position cannot be reserved.

DELIVERY OF BOUNDED INSERTS/INSERTS TO:

Oberndorfer Druckerei GmbH

Mittergöming 12

A-5110 Oberndorf bei Salzburg/Austria

**SHOPPING ADS**

Retail trade only. Antique dealers, galleries, and interior decorators. Ms. Sabine Kochan is ready to answer your questions regarding ad prices and specifications.

Telephone: +49 89-48 24 68;

Telefax: +49 89-29 00 11-99;

E-mail: sabine.kochan@winkler-online.de

DECO SUPPLIERS ADDRESS LIST

For manufacturers, textile publishers and producers. Logo, incl. address and product category, 210 euros per issue. May only be booked annually (5 issues).

SALES CAMPAIGNS

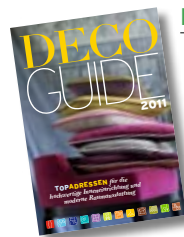
Unique advertising in true DECO Home style: DECO offers pages for sales campaigns which are specially designed in close consultation with the buyer. The sales campaigns are done in 1/1 and labelled "PROMOTION". The cost of such is 4,150.00 euros for 1/1 4-c!

**DECO-GUIDE**

The address guide (19.5 cm x 14 cm) of good interior designers and decorators for potential customers is published every autumn.

Circulation: 120,000 copies. The ad 1/1, 4-colour costs 1,075.00 euros + VAT.

See also www.winkler-online.de/decoguide



GENERAL

Subscription to several ads within a given business year enable the buyer to receive the following discounts:

- 5 % for 2 ads, 10 % for 3 ads
- 15 % for 4 ads, 20 % for 5 ads

QUICK COSTING TABLE

Net prices (1/1) incl. agent fees in euros				
Page	Discount*	Price per Ad	Total Price	Price after deduction**
1	–	7,460.00	7,460.00	6,341.00
2	5 %	7,087.00	14,174.00	12,048.00
3	10 %	6,714.00	20,142.00	17,121.00
4	15 %	6,341.00	25,364.00	21,559.00
5	20 %	5,968.00	29,840.00	25,364.00

*frequency discount **after deduction of agent fees

DEALER COMMISSIONS

Ad agents receive a 15% net sales commission.

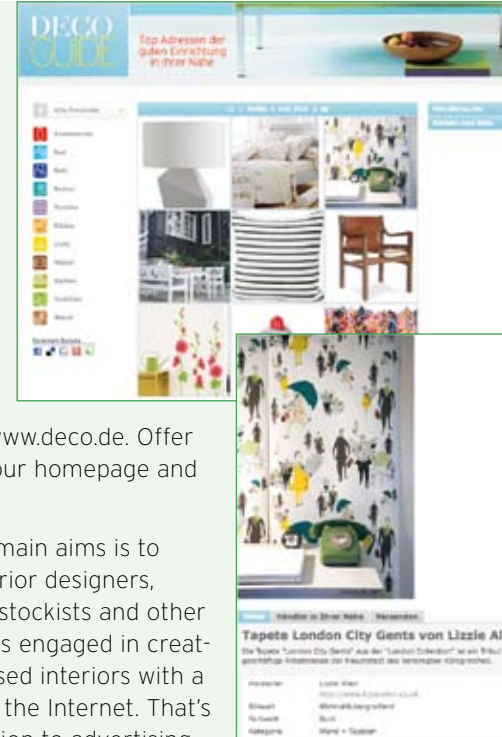
NON-NEGOTIABLE

Fees for color, bound inserts, inserts, stick-ons, sales campaign material, etc

WWW.DECO.DE

The website for all consumers on the lookout for interior design products and quality stockists. We present some 3,000 products and we average about 2,000 page views per day.

For 199.00 euros we'll post nine of your products including copy on www.deco.de. Offer includes text, a link to your homepage and your email address.



One of our main aims is to provide interior designers, decorators, stockists and other professionals engaged in creating customised interiors with a platform on the Internet. That's why in addition to advertising products, we also include the all-important directory for consumers.

Spotlight on women and interior decorators

83.8% of our readers are women! This is hardly surprising - after all, everyone knows the female sex has better taste when it comes to interior decoration. Over the next 12 months these women intend investing approx. 4,150 euros in furniture, fabrics and accessories for the home. And where will they spend this money? 75% prefer to shop in conventional fabric, furniture and bedding shops. IKEA and other specialist stores merely took third place. When making purchases 69.2% of readers consider brands important.

These results are derived from a written reader analysis conducted in compliance with the ZAW (Zentralverband der Deutschen Werbewirtschaft - German Advertising Association) model. The latest 2007 reader survey was first published in the spring.

*Multiple answers

How old are you?

20 to 29	9 %
30 to 39	24 %
40 to 49	28 %
50 to 59	25 %
Over 60	13 %
No answer	1 %

Do you own or rent?

Own my home	56.5 %
Own my apartment	14.2 %
I rent	27.5 %
Other	1.8 %



Which comes closest to your preferred style?

Country House	34.1 %
Classical	24.5 %
Modern	38.0 %
Other	3.4 %

Which income bracket are you in?

Under € 1,500.00	8 %
€ 1,500.00 - € 2,500.00	15 %
€ 2,500.00 - € 3,500.00	22 %
€ 3,500.00 - € 5,000.00	20 %
Over € 5,000.00	20 %
No answer	15 %
Average income € 3,715.00	

With which statements do you fully agree? *

DECO is the best lifestyle magazine	
For fabrics	83.7 %
Provides specialist information	85.0 %
Showcases exclusive interiors	86.6 %

Where do you get inspiring interior decorating ideas? *

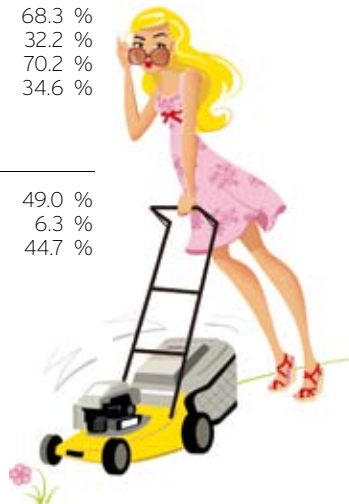
Lifestyle magazines	85.6 %
Lifestyle books	59.1 %
Travel	54.8 %
Decorator/Designer/Shops	51.4 %
Store displays	36.1 %
Friends and family	20.7 %
TV	16.3 %
Internet	18.8 %

With which of the following objects could you meaningfully change your home? *

Decorative fabrics for furniture	83.1 %
Accessories (like vases)	74.0 %
Pictures	71.0 %
Lamps/Lights	67.0 %
Furniture	58.3 %
Floor coverings	42.3 %
Wallpaper	35.9 %

How important are the following product characteristics for you when buying fabrics and furniture? *

	Very important
Design	68.3 %
Top brand	32.2 %
Quality	70.2 %
Price	34.6 %



Why do you read DECO?

Personal reasons	49.0 %
Business reasons	6.3 %
Both	44.7 %



How well does DECO fulfil your expectations during reading/browsing?

Exceeds	13.5 %
Fulfils	79.4 %
Disappoints	5.3 %
No answer	1.8 %

How many people read your DECO?

Just me	28.4 %
Two people	40.4 %
Three people	17.3 %
Four people or more	13.9 %

In which part of your home would you invest? *

Living/dining room(s)	50.3 %
Garden	26.9 %
Bedroom(s)	29.0 %
Bathroom/wellness area	19.0 %
Kitchen	25.5 %

SCHEDULE OF TOPICS

DECO 2012

1/2012 JANUARY/FEBRUARY/MARCH

DATE OF PUBLICATION
EDITORIAL CLOSE ON

JANUARY 5, 2012
OCTOBER 21, 2011

STYLE

Living in the city

Houses and apartments with an urban look

FABRICS

Extra wide

Fabrics with XXL pattern repeat

IDEAS

Dining with friends

Ideas for tables and table decoration

SPECIAL

Home office

Furniture and accessories for a smooth workflow



2/2012 APRIL/MAY

DATE OF PUBLICATION
EDITORIAL CLOSE ON

MARCH 15, 2012
JANUARY 5, 2012

STYLE

Living with children

Comfortable houses for young and old

FABRICS

In full blossom

Flower prints to usher in the spring

IDEAS

Deco Award Ambiente 2012

Our highlights for a well laid table

SPECIAL

A breath of fresh air

Furniture and accessories for garden, terrace & balcony



3/2012 JUNE/JULY/AUGUST

DATE OF PUBLICATION
EDITORIAL CLOSE ON

MAY 16, 2012
MARCH 9, 2012

STYLE

Summer houses

From the mountains to the Mediterranean

FABRICS

Ikat

Fabrics with sun in their hearts

IDEAS

Picnic in the country

Great ideas for a successful barbeque

SPECIAL

Milan - amore mio

The latest innovations from the furniture fair



4/2012 SEPTEMBER/OCTOBER

APPEARS ON
EDITORIAL CLOSE ON

AUGUST 23, 2012
JUNE 20, 2012

STYLE

Living in the country

Dream houses surrounded by green meadows and fresh air

FABRICS

Animal kingdom

Horses, chickens and other animals printed on cotton and linen

IDEAS

From grandma's times

Modern and nostalgic kitchen accessories

SPECIAL

Freshly prepared

The most beautiful kitchens



5/2012 NOVEMBER/DECEMBER

APPEARS ON
EDITORIAL CLOSE ON

OCTOBER 25, 2012
AUGUST 17, 2012

STYLE

Luxury homes

Festive and elegant

FABRICS

Gloss effect

Fabrics with metal yarn

IDEAS

Rays of hope

Smart lights to brighten up your winter days

SPECIAL

Sure-footed

Designer carpets, parquet etc.



1/2013 JANUARY/FEBRUARY/MARCH

APPEARS ON
EDITORIAL CLOSE ON

JANUARY 4, 2013
OCTOBER 19, 2012

STYLE

An attack of colour

A gaudy effect in houses and apartments

FABRICS

Sunny prospects

Trend colour yellow

IDEAS

Breezy stroke of a brush

Wall paints and varnishes

SPECIAL

Come on in

Furniture and accessories for your entrance hall



Subject to change without notice. Illustrations: Astrid Mueller/PotatoMammaDesign

PAYMENT TERMS & BANK ACCOUNT

2% allowance at advance payment, after deductions at payment within 7 days from date of invoice

HypoVereinsbank; BIC (SWIFT): HY VE DE MM XXX
IBAN: DE44 7002 0270 0002 7276 68
Ust.-Id.Nr (VAT Reg No): DE 184 172 896

PRINTING TECHNIQUE

Scroll offset, 70 grid screen

PROGRAMS/FILE

QuarkXPress 6.5, Indesign CS 1, Illustrator CS 1 or Photoshop CS 1

Please submit all images as high-resolution files (incl. logos etc) and don't forget your fonts!

PDF/X.3 compatible with Acrobat 5.0

PROCEDURES FOR SENDING ELECTRONIC DATA (3 POINT PLAN)

1. Integrity Check: Please send us all available data belonging to the ad. For pictures we require all specifications and for text the receipt of the original script. The best possible ad creation is possible if we have a color proof or detail from an ad placed in another publication. Should the above conditions not be met, we cannot guarantee the accuracy of the ad's appearance. Production of color proof costs 40 euros.

2. Order Information: Please always include the following order information in your fax correspondence with the publisher (+49 89-29 00 11 99). The data are necessary to the correct identification of your submission and to its processing:

- Name of the magazine DECO
- Edition number
- Format and name of the ad motif

3. Electronic Date Transfer: All transferred files must contain the magazine name, edition number and ad motif such as follows: DECO_5_11_client

FORWARDING

You may forward material using one of the following:

- E-mail: anzeige@winkler-online.de
- CD-ROM, DVD
- FTP server: access data on application

DELIVERY ADDRESS

Winkler Medien Verlag
Mrs. Heike Reitmayer
Nymphenburgerstr. 1
80335 Munich
Germany