

Profile

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Target
Audience

DECO GUIDE

Digital:
deco.de

Digital:
decohome.de

Subject Plan
1/18 - 3/18

Subject Plan
4/18 - 1/19

DECO *Home*

Germany's living magazine for textiles

Ad price list No. 24, 2018

41st edition

Profile

Publisher

Winkler Medien Verlag GmbH
Nymphenburger Strasse 1
80335 Munich, Germany
Telephone: +49 89 - 29 00 11-0
Telefax: +49 89 - 29 00 11-99
E-mail: info@winkler-online.de

Internet / Social Media

www.winkler-online.de/deco

www.decohome.de

www.deco.de

www.facebook.com/decomagazin

www.pinterest.com/decohomemag

www.instagram.com/decohomemag

Magazine size

230 mm width x 297 mm height

Circulation

Print run: 58,940 (II/17)

Copies sold: 40,011 (II/17)

Subscriptions: 4,730 (II/17)

Digital:

Unique Reader: 6,230 (II/17)

Distribution through Readly, iKiosk,
United Kiosk als verkaufte ePaper



DECO HOME is all about textiles,
unique and decorative homes..

There is even more online: At www.decohome.de readers can find additional information about the topics from the magazine and exclusive content. For more home ideas and links to interior design pros visit www.deco.de.

Brief Profile

DECO HOME – the textile home magazine. We are the only premium German-language publication dedicated to upholstery and decorative fabrics.

Nowhere else will you find more suggestions for decorating your home with velour, jacquard or embroidered linen. DECO HOME also brings you exclusive and well researched home stories and international interior design trends from all the major trade fairs.

With lots of ideas and with attention to detail DECO HOME presents photo galleries of fabrics, accessories and furnishings.

Our portraits of designers, artisans and entrepreneurs allow you to take a look behind the scenes of the world of interior design.

We bring you reports about hotels and exciting interviews about style and design as well as special topics about kitchen, bathroom, garden, floor, furniture or and lighting.

Ad assistance and submission

DECO 2018

Ad assistance

Gunnar Reckstat (Mgr.)

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Telephone: +49 89 - 29 00 11-12

Publishing representative France

DEF & Communication

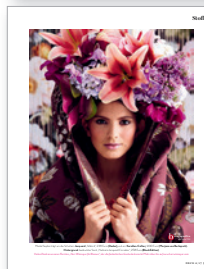
Melanie Villard

48, Boulevard Jean Jaurès

F-92110 Clichy

Telephone: +33 1 - 47 30 71 80

E-mail: mvillard@defcommunication.com



Payment terms

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

Bank account

HypoVereinsbank UniCredit Group Munich

IBAN: DE44 7002 0270 0002 7276 68

SWIFT (BIC): HYVEDEMMXXX

VAT & general terms of business

VAT Reg. No.: DE 184 172 896

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

General Terms of Business conform to the norms set by the "Zentralausschuss der Werbewirtschaft" e. V. (Committee on Advertising). You can download this information as a PDF file from our homepage:

www.winkler-online.de/agb

Jurisdiction: Munich

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

Scheduled publication and technical specifications

DECO 2018

	Issue	No.	First day sale	Ad submit/ cancellation close	Print materials close	Final Edit
January/February/March	1/2018	111	January 5, 2018	November 10, 2017	November 30, 2017	November 3, 2017
April/May	2/2018	112	March 15, 2018	January 26, 2018	February 12, 2018	January 12, 2018
June/July/August	3/2018	113	May 17, 2018	March 29, 2018	April 6, 2018	March 19, 2018
September/October	4/2018	114	August 23, 2018	July 6, 2018	July 13, 2018	June 6, 2018
November/December	5/2018	115	October 25, 2018	September 14, 2018	September 21, 2018	August 17, 2018
January/February/March	1/2019	116	January 3, 2019	November 9, 2018	November 30, 2018	November 2, 2018

Printing technique

Scroll offset, 70 grid screen

Files

PDF/X-3 compatible with Acrobat 4.0 (PDF 1.3)
 All images and graphics must be available in the CMYK colour model, fonts need to be embedded.
 Colour profile: ISO Coated v2 300% (ECI), max. colour application is 300%

Color proofs

For a flawless copy of the insertion, we need a colour proof or a print of the advert from another publication. If neither one

of the above is present at the delivery date of printing data, we take no responsibility for how it looks. There may be irregular colour gradients in the printout where there are dark-coloured to black sections of full-tone colour. A colour proof can also help to prevent this from happening. We will happily produce a proof upon request.

Forwarding/delivery address

Please send us all data belonging to the advert to
 anzeigen@winkler-online.de

Winkler Medien Verlag GmbH
 Anzeigen, Mrs. Heike Reitmayer
 Nymphenburger Strasse 1, D-80335 Muenchen

Prices and formats

DECO magazine 2018

2 x 1/1 page
across gutter
bleed off
width 460 x height 297 mm*

15,890.- euros

1/1 page
bleed off
w 230 x h 297
*

8,095.- euros

1/1 page
w 208 x h 277

7,795.- euros

1/2 page vertical
bleed off
w 112 x h 297
*

5,500.- euros

1/2 page
horizontal
bleed off
w 230 x h 145
*

5,500.- euros

1/2 page vertical
w 92 x h 277

5,200.- euros

1/2 page
horizontal
w 208 x h 134

5,200.- euros

1/3 page vertical
bleed off
w 74 x h 297
*

4,260.- euros

1/3 page
horizontal
bleed off
w 230 x h 99
*

4,260.- euros

1/3 page vertical
w 68 x h 277

3,960.- euros

1/3 page
horizontal
w 208 x h 88

3,960.- euros

*Trim

3 mm per border

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.- euros



Prices and promotions

DECO 2018

Size	Price 4c in type area	Type area vertical	Trimmed page vertical	Type area horizontal	Trimmed page horizontal
1 / 1	7,795.- euros	w 208 x h 277	w 230 x h 297		
1 / 2	5,200.- euros	w 92 x h 277	w 112 x h 297	w 208 x h 134	w 230 x h 145
1 / 3	3,960.- euros	w 68 x h 277	w 74 x h 297	w 208 x h 90	w 230 x h 99
Promotion 1 / 1	4,300.- euros	w 208 x h 277	w 230 x h 297		
Promotion 1 / 2	2,180.- euros	w 92 x h 277	w 112 x h 297	w 208 x h 134	w 230 x h 145

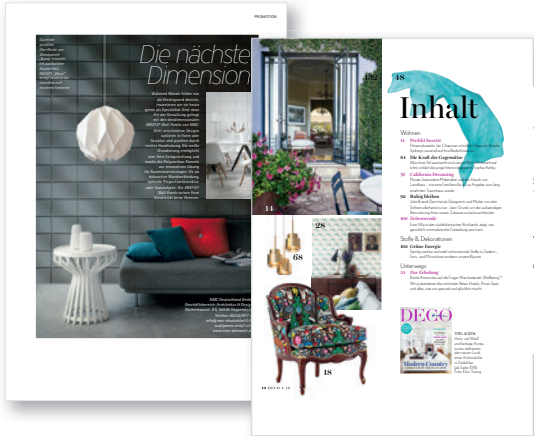
Promotion / Advertorial

Editorial design for the page with the style of DECO HOME in mind and labelled as „Promotion“ complete with full address.

1 / 1 page 4c 4,300.- euros
1 / 2 page 4c 2,180.- euros

We charge a processing fee for planning, designing and writing the copy. A colour accurate proof is also included as is a gallery proof. 450.- euros.

Sample page 1/1 promotion



Sample page 1/2 promotion



Attachments, inserts, shopping ads

DECO 2018

Attachments

Price per thousand:

2-sided 110.- euros | 4-sided 130.- euros | 8-sided 150.- euros

Formats: 230 x 297 mm plus 3 mm trim on each side. Please send desired sample.

Inserts

Price per thousand:

up to 25 g 120.- euros | up to 50 g 140.- euros

Minimum run size is 20,000. (Split-run surcharge of 600.- euros). Including subscription print run of 4,730 copies (II/17)

Formats up to 222 x 294 mm. Please send desired sample.

Position cannot be reserved.

Stick-ons/postcards

On carrier advertisement 1/1 page; price per thousand postcard stick-ons: 55.- euros. Booklet stick-ons: 85.- euros, stick-on positioning must always be agreed with the publisher

Special advertising formats

Prices and technical conditions for gatefolds, altar folds and other special advertising formats are available on request

Delivery of attachments/inserts to

Oberndorfer Druckerei GmbH

Mittergoeming 12, A-5110 Oberndorf bei Salzburg/Austria

Shopping ads

feine **a**dressen

Only for retailers, antique dealers, galleries, interior designers and decorators as well as furniture shops.

w 53 mm x h 53 mm 220.- euros

w 53 mm x h 100 mm 400.- euros

w 53 mm x h 120 mm 450.- euros

If you have any further questions, please contact:

Sabine Kochan

Telephone +49 (0) 89 - 29 00 11-12

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

Suppliers address list

For manufacturers, textile publishers and producers. Logo, incl. address and product category per year (5 issues) 1,650.- euros.

- includes a brand presentation, links to interior design professionals, and the presentation of 6 lifestyle concepts on www.deco.de

Brand details sample

ZR

ZIMMER+ROHDE

Zimmer + Rohde GmbH

Zimmersmühlenweg 14-18

61440 Oberursel/Frankfurt

Tel. +49 (0) 61 71-6 32 02

Fax +49 (0) 61 71-6 32 244

www.zimmer-rohde.com

Dekostoffe - Möbelstoffe

Reductions

DECO 2018

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

Advantages of an annual advert insertion

Companies that insert adverts into all five issues receive the following services in addition to the attractive 20% bulk discount:

- Entry in the list of trademarks of DECO HOME with a logo and address (preferential price: 1,650.- euros)
- includes a brand presentation, links to interior design professionals, and the presentation of 6 lifestyle concepts on www.deco.de
- 15% discount on adverts in DECO GUIDE



Dealer commissions

Ad agents receive a 15% net sales commission.

Non-negotiable

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

Combined offer

If the same advertisement subject is published in the trade magazine "RZ" of Winkler Medien Verlag, an additional 'Get-Together discount' of 5% will be granted.

This discount will be taken into account after the contract discount.

Readership

DECO 2018

Spotlight on women and interior decorators

75% prefer to shop in conventional fabric, furniture and bedding shops. When making purchases 69.2% of readers consider brands important.

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%

83.8 %
of our readers are women!



These results are derived from a written reader analysis conducted in compliance with the ZAW (Zentralverband der Deutschen Werbewirtschaft – German Advertising Association) model. * Multiple answers

With which statements do you fully agree?*

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

Do you own or rent?

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

Why do you read DECO HOME?

Personal reasons	49.0%
Professional reasons	6.3%
Both	44.7%

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

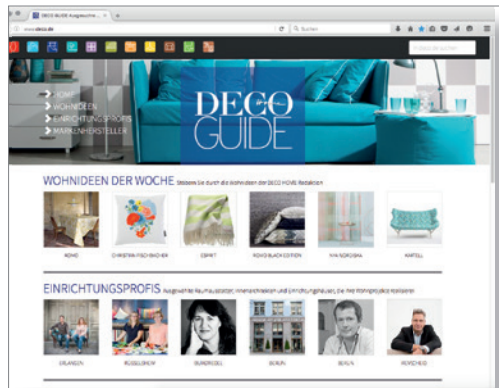
	Very important
Design	68.3%
Top Brand	32.2%
Quality	70.2%
Price	34.6%



Detailed information on the concept can be found on our website at www.winkler-online.de/decoguide. You will also find the current DECO GUIDE for you to flip through.

Digital communication

DECO 2018



www.deco.de

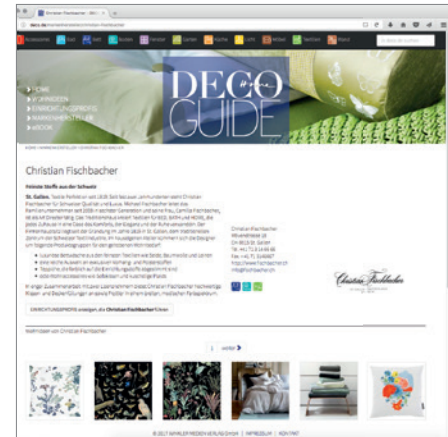
On our successful interior design platform at www.deco.de we present selected home ideas, a variety of brand products and interior design pros.

On this platform, which features more than 4,000 interior design ideas and some 500 interior design pros, brand manufacturers and trade partners can present themselves. We promote you on Facebook, Instagram and various other media.

Brand manufacturers premium entry

Prominent brand-name presentation with copy, address and logo.

Presentation of six lifestyle concepts included



Banner

This includes an advertising banner on our home page, which appears in rotation with other banners.

SAHCO



Der Name SAHCO hat eine lange Tradition
Seit 1967 ist das in Italien und Frankreich, 1983 gegründet, bekannt und vereint SAHCO heute mit italienischen, französischen oder englischen Stufen (siehe Tabelle).
Als ideale Ergänzung gibt es die...



Pprice

1.650.- euros

Runtime: one year



Digital communication

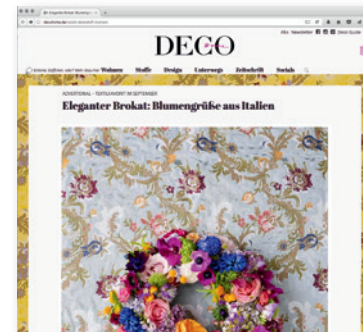
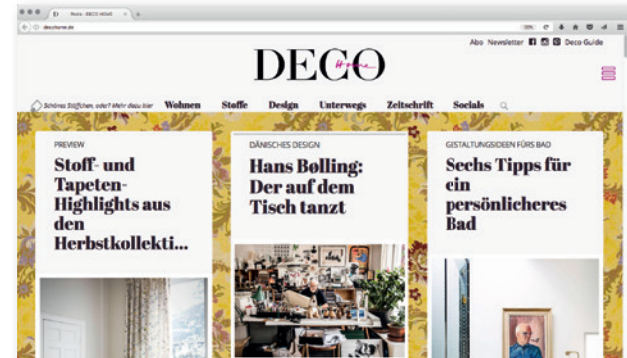
DECO HOME 2018

www.decohome.de

On the website of our home magazine DECO HOME at www.decohome.de we regularly publish news, style tips and reports about home and decorating.

Design Newsletter

DECO HOME's innovative monthly design newsletter is a new form of digital advertising. Ideal for companies looking to stand out and feature as a background in our newsletter and on the website to reach readers directly.



Includes

- Newsletter background image
- Advertorial in the newsletter
- (Full) advertorial on the website at www.decohome.de
- Background image at www.decohome.de
- Facebook and Instagram post with link to the advertorial
- Including media push

Preis

1,820.- euros.




Runtime:
one month.

Detailed information on the concept can be found on our website at www.winkler-online.de/design-newsletter or contact us.

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Schedule of topics

DECO 2018

<p>01/18</p> <p>January February March</p> <p>No. 111</p>		<p>Date of publication: January 5, 2018 Editorial close on: November 3, 2017</p> <p>TOP-THEMES: Trends Materials</p>	<p>Style Interior design ideas 2018</p> <p>These are this year's fabrics, colours and materials</p>	<p>Fabrics New Collections</p> <p>Launch of the 2018 fabric collections. We show you the highlights</p>	<p>Special Materials</p> <p>Marble, glass, metal, wood and leather beautifully crafted</p>	<p>Trend Interior meets Fashion</p> <p>This is how the trends in fashion and interior design complete and influence each other</p>
<p>02/18</p> <p>April May</p> <p>No. 112</p>		<p>Date of publication: March 15, 2018 Editorial close on: January 12, 2018</p> <p>TOP-THEMES: Garden Furniture</p>	<p>Style Bella Figura</p> <p>Living in Italy: This is how you combine elegance and casualness</p>	<p>Fabrics Caution, stripes!</p> <p>Timeless and never goes out of fashion: Stripes</p>	<p>Special Now is the start of the season</p> <p>Furniture, fabrics, professional tips and books for a perfect garden</p>	<p>Trend Eating together</p> <p>Outdoors or indoors - we serve up the right furniture and recipes</p>
<p>03/18</p> <p>June July August</p> <p>No. 113</p>		<p>Date of publication: May 17, 2018 Editorial close on: March 19, 2018</p> <p>TOP-THEMES: Kitchen Outdoor</p>	<p>Style Summer time</p> <p>Tastefully designed houses by the sea and in the country</p>	<p>Fabrics White with blue by the metre</p> <p>Fabrics and decorations in a blue and white summer look</p>	<p>Special Kitchen party</p> <p>Everything you need to know when you are planning a new kitchen</p>	<p>Trend Milanese Furniture fair</p> <p>The latest news from the world's largest furniture fair</p>

Profile	Advert Advice	Appointments Specifications	Prices and Sizes	Promotions	Attachments Inserts Shopping	Reductions	Target Audience	DECO GUIDE	Digital: deco.de	Digital: decohome.de	Subject Plan 1/18 - 3/18	Subject Plan 4/18 - 1/19
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Schedule of topics

DECO Germany 2018

04/18 September October No. 114		Date of publication: August 23, 2018 Editorial close on: July 6, 2018 TOP-THEMES: Curtains Colour	Fabrics Floral patterns These fabrics are a blooming sensation	Special Perfectly furnished Professional tips from interior decorators and interior designers	Trend Good prospects This is how homely rooms with curtains are
05/18 November December No. 115		Date of publication: October 25, 2018 Editorial close on: August 17, 2018 TOP-THEMES: Beds Christmas	Style Merry Christmas Festively decorated houses and special decorations	Fabrics Checked fabrics Chequered – in a modern interpretation	Special Bedtime stories We tell you stories about beds, bedrooms and restful nights Trend Relaxing by the fireplace New ovens, stylish accessories and comfortable upholstered furniture
including DECO <small>Germany</small> GUIDE - Booklet listing Germany's top furnishing establishments					
01/19 January February March No. 116		Date of publication: January 3, 2019 Editorial close on: November 2, 2018 TOP-THEMES: Bathroom Guest room	Style Hotels and their style These hotels inspire us!	Fabrics This is coming up, this is staying! The correct way to use and combine new fabrics	Special Simply beautiful bathrooms Tiles, bathroom furniture and textiles for your personal wellness oasis Trend Design from Asia Anything but cheap: Design and handicrafts from Japan, Korea, Thailand and China

Profile	Advert Advice	Appointments Specifications	Prices and Sizes	Promotions	Attachments Inserts Shopping	Reductions	Target Audience	DECO GUIDE	Digital: deco.de	Digital: decohome.de	Subject Plan 1/18 - 3/18	Subject Plan 4/18 - 1/19
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Winkler Medien Verlag