



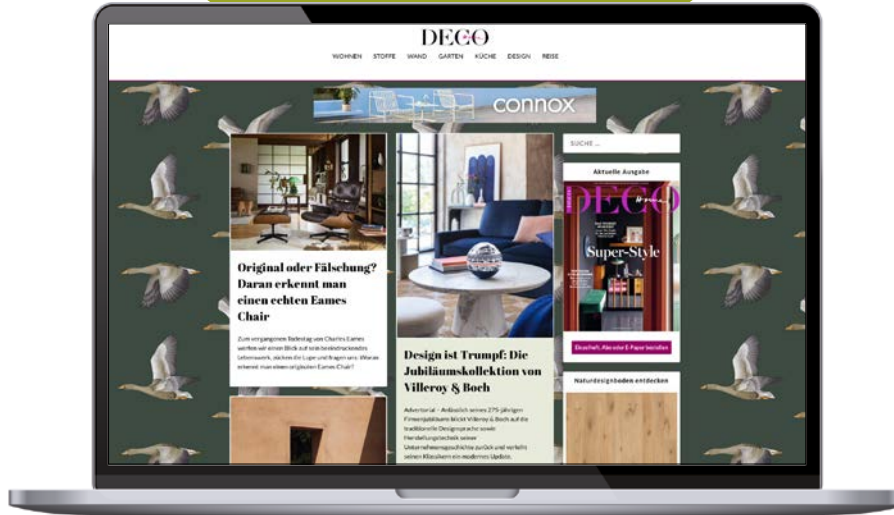
DECO *Home*

THE MAGAZINE FOR DECORATIVE
HOME AND DESIGN

Media Kit No. 30 · 2024

47th edition

Digital adverts



WWW.DECOHOME.DE

Monthly impressions (July 2022): 53,124
Feature stories about living, advice from interior design experts and content that complements the topics in our printed magazine. Through our website, we reach and expand the DECO HOME readership every day. Let us develop a bespoke concept for your digital communications.

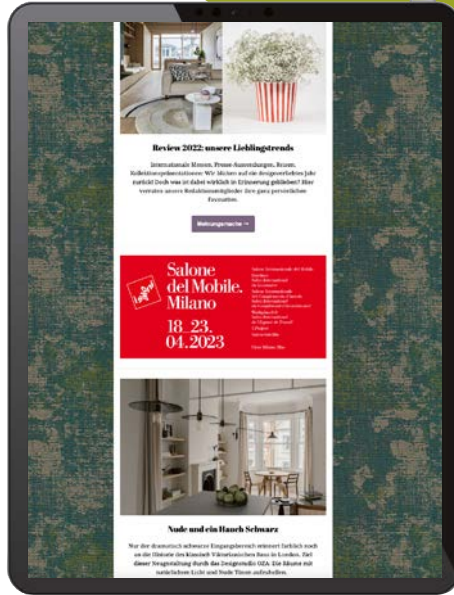
COMPLETE PACKAGE

Book our page background as a digital advertising space: Your design will be the background image on our website for a month ("favourite of the month"). The editorial staff will also prepare a congenial advertorial which will be promoted in our Design Newsletter. Plus: social media push on all available channels.

ADVERTORIAL PACKAGE

Our editorial staff will produce tailored native content for your brand / product in an online article that will be posted on www.decohome.de for an unlimited time. It will appear once in the Design Newsletter and shared on social media.

Digital adverts



DESIGN NEWSLETTER

Audience: 17,000

Open-Rate: 49-56 %

Total Views: 12-16,000

We send relevant living ideas and decoration tips to our target group at least twice a month. Individual placements may be booked in conjunction with an advertorial. Banner inclusion with a link to your website is available.

RATE CARD DESIGN NEWSLETTER / DECOHOME.DE

AD PACKAGE	PAGE BACKGROUND	ADVERTORIAL	DESIGN NEWSLETTER	SOCIAL MEDIA	RATE
Complete package	•	•	•	•	€2,600
Exclusive package	/	•	•	•	€4,500
Advertorial package	/	•	•	/	€1,520
Banner Design Newsletter (with an advertorial booking)	/	/	•	/	€275
Banner Design Newsletter (without an advertorial booking)	/	/	•	/	€440

All rates plus VAT

Banner decohome.de



Banner Leaderboard
970 x 90 px



Banner Sidebar
300 x 250 px



Banner Leaderboard small
728 x 90 px

BANNER RATES

Spread your advertising message for a month as a banner on our home page with a link to a URL of your choice.

Leaderboard	€1,050*
Leaderboard small	€850*
Sidebar	€690*

*The rate applies per month. The banner (GIFs are also possible) will be created by the client. Banner development can be booked for an extra €300.



Social Media

INSTAGRAM

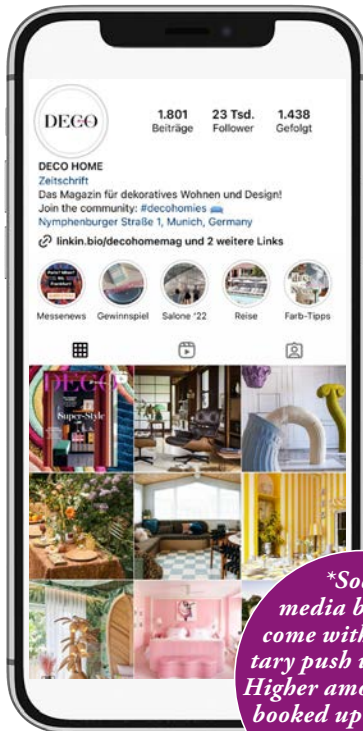
22,600 followers

A key channel for inspiration and shopping decisions: We will present your product to our sophisticated community as feed post or a story advert.

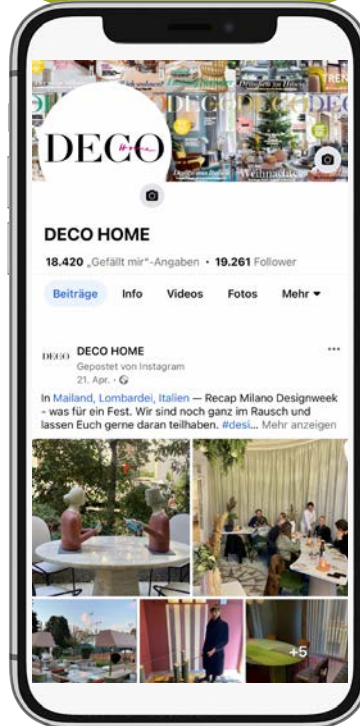
Rate for a story advert: €630*

Feed post: €780*

Combination rate: €1,030*



**Social media bookings come with a monetary push worth €50. Higher amount can be booked upon request +20% commission.*



FACEBOOK

19,262 subscribers

Shares, likes, links: Let us spread the word about your company, online shop, news and events on our Facebook page.

Feed post rate: €525*

All rates plus VAT.

PINTEREST

685,400 monthly viewers

Far-reaching, but still completely underestimated in Germany: We will post your products and photos on our popular pinboards.

Rate: bookable only along with an advertorial

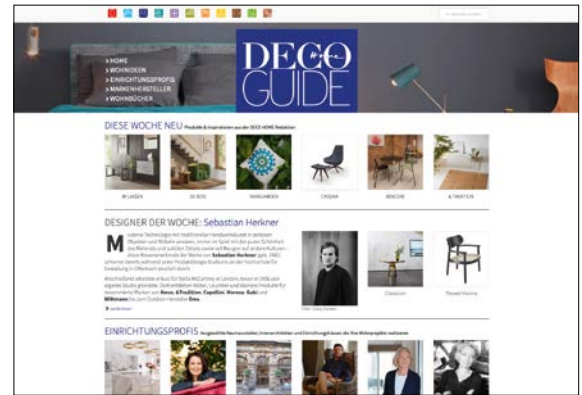


deco.de



WWW.DECO.DE

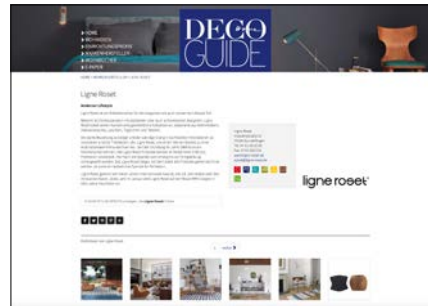
At **www.deco.de**, we present selected ideas and brand products for every living situation and connect them to the fitting interior design professionals. With more than 6,500 images and some 500 addresses of interior design professionals, this platform is the ideal place for brand manufacturers and trade partners to showcase themselves professionally.



BRAND PRESENTATION

Prominent brand presentation with text, address, logo and link to interior design professionals.

Includes presentation of 6 lifestyle concepts from your business.



BANNER

An advertising banner on our home page that will rotate with other banners is also included.



RATE

€2,250 plus VAT
with a running period of one year.

Rate card



OUR DIGITAL COMMUNICATION CHANNELS

	Rates plus VAT
DECOHOME.DE (see page 14-16)	
Complete package (<i>page background, advertorial, newsletter, social media</i>)	€2,600
Exclusive package (<i>advertorial, exclusive newsletter, social media</i>)	€4,500
Advertorial package (<i>advertorial, newsletter</i>)	€1,520
Banner Design Newsletter (<i>with an advertorial booking</i>) (1200 x 600 px)	€275
Banner Design Newsletter (<i>without an advertorial booking</i>) (1200 x 600 px)	€440
Banner Leaderboard (970 x 90 px)	€1,050*
Banner Leaderboard small (728 x 90 px)	€850*
Banner Sidebar (300 x 250 px)	€690*
	*price per month

SOCIAL MEDIA (see page 17)

Instagram – story	€630
Instagram – feed post	€780
Instagram – story and feed post	€1,030

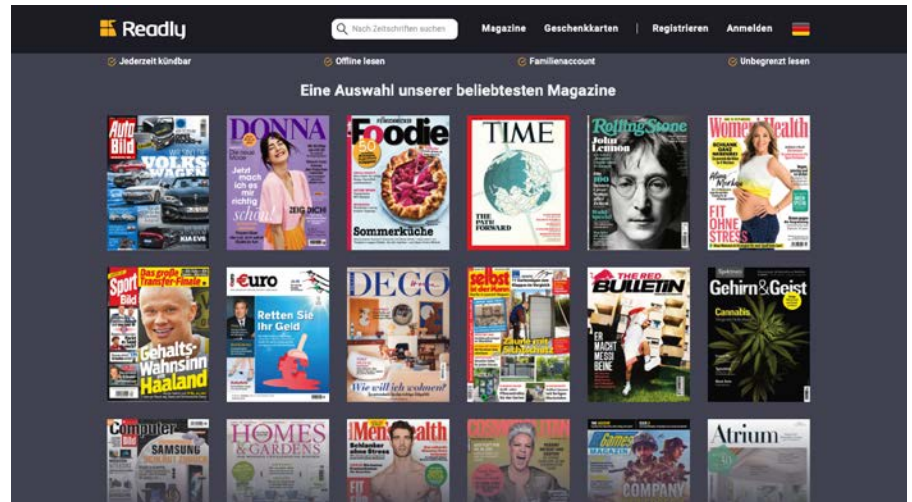
DECO.DE (see page 13)

Brand presentation (<i>portrait, logo, address, 6 product photos, automated banner, connection to retailers</i>) – period: 1 year	€2,250
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READLY.DE

Readly is an internet service provider that offers browser- and app-based digital versions of print magazines for a flat subscription rate of €11.99. To date, some 7,000 magazine titles are offered there, including about 1,000 that are in German. DECO HOME has been available on this exciting digital platform since 2016.

Digital edition



Each issue of our DECO HOME reaches about **15,745 digital readers** via this platform alone.

A total of **74.7%** of our Readly readers are women. According to our most recent survey*, **70.3%** of our print magazine readers are women.

A total of **65.4%** of the digital users on Readly read more than 50% of the content. At **66%**, the figures for the print magazine are almost identical.

Our readers click on **the web addresses** listed in each issue of DECO HOME **about 3,720 times**.

To us and our advertising customers, this new digital sales channel creates an additional boost in reach that other living magazines cannot match.

E-paper issues are available from other sources besides Readly via **iKiosk, United Kiosk and amazon**.

**Publishing company survey
2021 with 5,192 selected
readers of DECO HOME*

Contacts

THANK YOU FOR YOUR INTEREST

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