



## TRENDS INTERIOR DESIGN

Räume gestalten  
Ideen umsetzen

FACTSHEET 2024

# THE MAGAZINE FOR INTERIOR DECORATORS IN GERMANY, AUSTRIA AND SWITZERLAND

RZ is the official organ (specialist publication and trade magazine) of the two German associations of interior decorators and experts in the craft as well as the European society.

Topics are general up-to-date informations and education for this occupation. The focal points of the editorial sections are:

- latest fabrics
- soft furnishings
- floor covering
- wallpapers
- window decoration
- bed, bath and table linen
- passementerie (trimmings)
- home accessories
- smart home

### READERSHIP

Members of the above mentioned associations/societies as well as other non-organized people with a professional interest in interior decoration and home-textile trade like interior decorators and designers, home-furnishing stores, furniture stores, upholstery, saddler, wholesaler and retailer, but no end-consumers.



### SCHEDULE AND PLAN OF TOPICS

01/24 January	Ad deadline: December 08, 2023 <b>Increased circulation</b>	Future Living: Trends for 2024, Preview fairs in 2024 <b>Special: New collections 2024</b>
02/24 February	Ad deadline: January 25, 2024	Outdoor Living, Fair Favs Domotex and Heimtextil, <b>Special: Sun sails</b>
03/24 March	Ad deadline: February 16, 2024	Holistic Designing, Trendscouting: best of spring fairs, <b>Special: Individual floor design</b>
04/24 April	Ad deadline: March 19, 2024	Smart Home Visual cover and sun protection, <b>Special: Renovation of wooden floors</b>
05/23 May	Ad deadline: April 16, 2024	Münchner Stoff Frühling Wall design: Paint, wallpaper, panels <b>Special: Digitalization</b>
06-07/24 June/July	Ad deadline: June 13, 2024 <b>Increased circulation</b>	Saving energy with sun protection, Object: Hotel industry, gastronomy, new work, trends for architects
08/24 August	Ad deadline: July 16, 2024	Window decoration, Service: Affiliated groups, wholesalers <b>Special: Pattern and colour</b>
09/24 September	Ad deadline: August 12, 2024	Sustainability: Ecological products, Novelties: Autumn collections <b>Special: Concepts for recycable floors</b>
10/24 October	Ad deadline: September 10, 2024	Upholstery: News and know how, Change of scene: Decors, acoustics- <b>Special: Leather care, repair, redyeing</b>
11/24 November	Ad deadline: October 11, 2024 <b>Incl. Hotel Interior</b>	Living area flooring, tiles, planks, rolls Insert: Hotel Interior, <b>Special: New floor laying methods</b>
12/24 December	Ad deadline: November 12, 2024	Flooring in the object, Upcoming trade fairs Domotex, Bau <b>Special: Lighting design</b>
01/25 January	Ad deadline: December 10, 2024 <b>Increased circulation</b>	Future Living: Trends for 2025, Preview fairs in 2025, <b>Special: New collections</b>

## FORMATS AND PRICES FOR ADVERTISING

Formats	width	height	trimmed width	trimmed height	prices bw. euro	prices 4c euro
2/1 pages over gutter			420 mm	297 mm	8,380.–	13,288.–
1/1 page	180 mm	245 mm			4,090.–	6,544.–
1/1 page bleed off			210 mm	297 mm	4,290.–	6,744.–
1/2 page portrait	88 mm	245 mm			2,350.–	3,760.–
1/2 page landscape	180 mm	120 mm			2,350.–	3,760.–
1/2 page portrait bleed off			102 mm	297 mm	2,550.–	3,960.–
1/2 page landscape bleed off			210 mm	149 mm	2,550.–	3,960.–
1/3 page portrait	57 mm	245 mm			1,750.–	2,800.–
1/3 page landscape	180 mm	78 mm			1,750.–	2,800.–
1/3 page portrait bleed off			72 mm	297 mm	1,950.–	3,000.–
1/3 page landscape bleed off			210 mm	109 mm	1,950.–	3,000.–
1/4 page portrait	42 mm	245 mm			1,180.–	1,888.–
1/4 page landscape	180 mm	57 mm			1,180.–	1,888.–

## BLEED

with one to all sides bleed (margin)  
200.– euros  
Cropped ads require + 3 mm  
additional bleed on the outer edges

## EXTRA FOR COLOURS

For each added colour 20% of the  
black & white price  
(no rebates on surcharges for  
colour)

## DISCOUNT

Volume discount  
3 pages/issues: 5 %  
6 pages/issues: 10 %  
11 pages/issues: 15 %  
In order to earn discount, space  
must run within 12 consecutive  
month

## AGENCY REMUNERATION

15 %

## INSERTS

(%) to 25 g 308.– euros  
max. size 202 x 294 mm

## RZ SPECIAL: HOTEL INTERIOR



The successful special is published with a  
total print run of 8,000 copies and is  
presented as an insert in RZ No. 11/2024.

### ADVERTISING PRICES HOTEL INTERIOR

1/1 page 4c	w 210 x	h 297	6,584.– euros
1/2 page 4c	w 102 x	h 297	3,864.– euros
1/2 page 4c	w 210 x	h 149	3,864.– euros
1/3 page 4c	w 72 x	h 297	2,920.– euros
1/3 page 4c	w 210 x	h 109	2,920.– euros

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