

RZ

TRENDS INTERIOR DESIGN

Räume gestalten
Ideen umsetzen

FACTSHEET 2018



THE MAGAZINE FOR INTERIOR DECORATORS IN GERMANY, AUSTRIA AND SWITZERLAND

RZ is the official organ (specialists 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 actual 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

READERSHIP

Members of the above mentioned associations/societies as well as other unorganized 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 consumers.

CIRCULATION

5,800 copies (3rd quarter 2017)
Actually distributed 5,632 copies
1,694 free copies
168 remainder, archive and voucher copies

Member of Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V.



SCHEDULE AND PLAN OF TOPICS

01/18 January	Ad deadline: November 28, 2017	Fair preview Heimtextil 2018, Imm Cologne, Maison & Objet, Casa
02/18 February	Ad deadline: January 16, 2018	Fair reports Heimtextil, Domotex, preview R+T, Muenchner Stoff Frühling
03/18 March	Ad deadline: February 8, 2018	New collections - fabrics, flooring, fair novelties, Trends
04/18 April	Ad deadline: March 2, 2018	Sun protection, awnings, blinds, trend report R+T
05/18 May	Ad deadline: March 29, 2018	Fair review Muenchner Stoff Fruehling, Milan furniture fair, Outdoor living
06-07/18 June/July	Ad deadline: May 23, 2018	Contract edition, new collections, references, trends in interior design
08/18 August	Ad deadline: June 29, 2018	Decoration technology, preview of autumn fairs
09/18 September	Ad deadline: August 2, 2018	Sustainability, ecological products, new autumn collections
10/18 October	Ad deadline: August 30, 2018	Trends and news: upholstery fabrics, wallcovering, review autumn fairs
11/18 November	Ad deadline: September 28, 2018	Laminate/cork/parquet flooring Sustainable rehabilitation
12/18 December	Ad deadline: October 30, 2018	Fair edition Domotex, new textile and elastic flooring
01/19 January	Ad deadline: November 26, 2018	Fair preview Heimtextil 2019, Imm Cologne, Maison & Objet, Beléage

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	7,630.-	12,058.-
1/1 page	180 mm	245 mm			3,690.-	5,904.-
1/1 page			210 mm	297 mm	3,940.-	6,154.-
1/2 page portrait	88 mm	245 mm			2,080.-	3,328.-
1/2 page landscape	180 mm	120 mm			2,080.-	3,328.-
1/2 page portrait bleed off			102 mm	297 mm	2,330.-	3,578.-
1/2 page landscape bleed off			210 mm	149 mm	2,330.-	3,578.-
1/3 page portrait	57 mm	245 mm			1,540.-	2,464.-
1/3 page landscape	180 mm	78 mm			1,540.-	2,464.-
1/3 page portrait bleed off			72 mm	297 mm	1,790.-	2,714.-
1/3 page landscape bleed off			210 mm	109 mm	1,790.-	2,714.-
1/4 page portrait	42 mm	245 mm			1,050.-	1,680.-
1/4 page landscape	180 mm	57 mm			1,050.-	1,680.-

BLEED

with one to all sides bleed (margin) 250.- 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 270.- euros
max. size 202 x 295 mm

RZ SPECIAL: HOTEL INTERIOR



The successful special is published with a total print run of 11,500 copies and is presented as an insert in RZ No. 11/2018.

ADVERTISING PRICES HOTEL INTERIOR

1/1 page 4c	w 210 x h 297	2,990.- euros
1/2 page 4c	w 100 x h 297	1,530.- euros
1/2 page 4c	w 210 x h 145	1,530.- euros
1/3 page 4c	w 65 x h 297	998.- euros
1/3 page 4c	w 210 x h 95	998.- euros

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