

kitchen TREND

TRADE MAGAZINE FOR KITCHEN AND TABLEWARE

Media data
2024

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THE KITCHEN **TREND**
MAGAZINE OF **AND style**

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Think out of the box

KitchenTrend is the field-crossing trade magazine for kitchen, table culture, household products and smart home. With a circulation of 11.000 copies it reaches decision makers of all relevant trade channels in the German speaking area. Exciting trend reports and innovative product ideas show the trade latest developments and new perspectives.

KitchenTrend – the kitchen stylebook

Data Base

Frequency: 4 times a year
 Price per copy: 14 Euro
 Circulation (printrun): 11.198 copies
 (IVW III/2023)
 distributed circulation 11.154 copies
 controlled circulation by



KitchenTrend opens the industry a modern and wide communication platform for existing and new sales channels. On the comprehensive website Trendwelten.eu the groundbreaking topics, trends, news and products of KitchenTrend go online.

Distribution analysis

addresses

| | |
|-----------------------------|--------|
| retailers, house ware shops | 26,2 % |
| furniture stores | 19,4 % |
| electro shops | 16,7 % |
| shopping centres | 8,4 % |
| garden-centres | 8,1 % |
| kitchen studios | 6,3 % |
| giftware shops | 5,5 % |
| DIY Stores | 5,2 % |
| buyers mail order | 2,5 % |
| online shops | 0,7 % |
| central purchasing non-food | 0,6 % |
| promotional trade | 0,4 % |

total 100,0 %

(a good portion of the above mentioned trade addresses are members of purchasing associations, i. e. EK/servicegroup, Alliance, Expert, Euronics etc.)

Editorial calendar KitchenTrend 2023

| Issue | Focal Points | Trade Fairs |
|--|---|--|
| Spring Publication date 17.01.2024 Advertisement deadline 18.12.2023 Editorial deadline 12.12.2023 | Ambiente News Horeca Barbecue & Chill Mixing & Chopping News Drinks and more | Ambiente, Frankfurt (26. -30.1.2024) Asian Housewares & KitchenShow, Hong Kong (1. - 3.10.2024) AsiaWorld Expo, Hong Kong (N.N.) Cadeaux, Leipzig Frühjahr (2. - 4.3.2024) Cadeaux, Leipzig Herbst (7. - 9.9.2024) Creativ Salzburg (23. - 25.8.2024) EK LIVE, Bielefeld (17.-19.1.2024) EK LIVE , Bielefeld (18. - 20.9.2024.) Formex, Stockholm (16.-18.1.2024) Formex, Stockholm (27.-29.8.2024) Formland Spring, Herning (4.-6.2.2024) Formland Autumn, Herning (N.N.) Gardiente, Wallau (8.-9.9.2024) Gourmet & Dining Style Show, Tokyo (6. - 8.2.2024) Heimtextil, Frankfurt (9.-12.1.2024) HKTDC Hong Kong Gifts & Premium Fair (27.-30.4.2024) |
| Summer Publication date 23.05.2024 Advertisement deadline 03.05.2024 Editorial deadline 24.04.2024 | Kitchen News Preserving & Storing Pots & Pans Baking Trends Porcelain & Glass EcoTrend | IAW, Köln (4. - 6.3.2024) IAW, Köln (3. - 5.9. 2024) Intergift, Madrid (7.-12.12.2024) Inspired Home Show, Chicago (17. - 19.3.2024) IFA Berlin (6.-10.9.2024) Maison&Objet, Paris (18. - 22.1.2024) Maison&Objet, Paris (N.N.) Nordstil, Hamburg (13.-15.1.2024) Nordstil, Hamburg (27.-29.7.2024) NY Now Winter Market (4-7.2.2024) spoga + gafa, Köln (16.-18.6.2024) Trendset, München (6.-8.1.2024) Trendset, München (6.-8.7.2024) |
| Autumn Publication date 14.08.2024 Advertisement deadline 02.08.2024 Editorial deadline 25.07.2024 | IFA News Large & small appliances Coffee & more Set table Highlights Take away | |
| Winter Publication date 16.10.2024 Advertisement deadline 27.09.2024 Editorial deadline 19.09.2024 | IFA Review Smart Kitchen Kitchen trends Kitchen accessories Knives & more EcoTrend | |

Topics in every issue

- Reports
- Interviews
- Background reports
- Pre-fair and after-fair reports
- News of trade and industry
- Range at a glance
- Innovative products
- Technical novelties

Advertisement Rates & Conditions

Price list No. 2 (valid since 01.01.2024)

Advertisement Rates, Formats

| Size (all 4c) | rate | format | |
|-----------------------------|-------------|---------------------|---------------------|
| 1/1 page | EUR 5.280,- | 210 x 297 mm (ang.) | |
| 2/3 page vertikal | EUR 3.630,- | 133 x 297 mm (ang.) | 118 x 247 mm (ssp.) |
| 1/2 page vertikal | EUR 2.860,- | 102 x 297 mm (ang.) | 88 x 247 mm (ssp.) |
| 1/2 page horizontal | EUR 2.860,- | 210 x 143 mm (ang.) | 180 x 127 mm (ssp.) |
| 1/3 page vertikal | EUR 1.980,- | 72 x 297 mm (ang.) | 57 x 247 mm (ssp.) |
| 1/3 page horizontal | EUR 1.980,- | 210 x 102 mm (ang.) | 180 x 91 mm (ssp.) |
| 1/4 page vertikal | EUR 1.650,- | | 88 x 133 mm (ssp.) |
| Spot colour (not Euroscale) | EUR 1.210,- | | |

Trend-Promotions

Product Placement ca. 52 mm wide x ca. 50 mm high
with image caption and internet address
including publication on www.trendwelten.eu EUR 880,-

Bound Inserts

| | | |
|---------|-------------|---|
| 2 pages | EUR 3.410,- | Ads should be paper size orientated (DIN A4) plus bleed difference (3 mm at the outer edge of the magazine, 10 mm bleed difference for page header). No third party advertisements are allowed in bound-ins and inserts. Bound-ins and insert are accepted only without pagination. |
| 4 pages | EUR 3.960,- | |
| 6 pages | EUR 4.290,- | |
| 8 pages | EUR 4.620,- | |

The statutory value added tax (VAT) will be charged additionally.

Preferred Positions

| | |
|--------------------|------------------------|
| Cover | (on request) |
| Inside front cover | 20 % additional charge |
| Back cover | 30 % additional charge |
| Inside cover | (on request) |

Inserts

| | |
|-----------------|-----------|
| up to 25 grams | EUR 3,740 |
| up to 100 grams | EUR 4,180 |

Partial edition

Possible according to postcode distribution.
Insert prices are not discountable.

Crossmedial

www.trendwelten.eu

Video:

EUR 800 per calendar month on mainpage
www.trendwelten.eu

Banner:

Full-Banner:

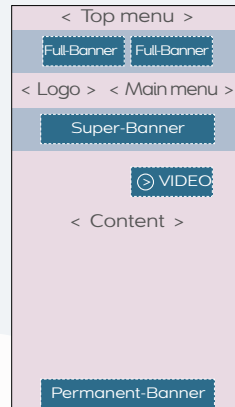
(space for two banners next to each other)
Size: 468 wide x 60 pixel high
per Fullbanner:
EUR 850 per calendar month

Super-Banner

Size: 728 wide x 90 pixel high
EUR 1.050 per calendar month

Permanent-Banner

Size: 728 wide x 90 pixel high
EUR 1.250 per calendar month



Periodic german Newsletter:

at least 24 times per year
Banner on the newsletter:
Size: 660 wide x 110 pixel high:
EUR 950 per newsletter

Trendpromotion Newsletter

10.000 recipients trade
Trendpromotion EUR 720
+ Embedding a video link + EUR 190
Special issue newsletter on request