

# kitchen TREND

HANDELSMAGAZIN FÜR KÜCHE UND TISCHKULTUR

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We are Kitchen!

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Publishing House



Göller Verlag

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THE KITCHEN  
MAGAZINE OF

**TREND**  
and style

Publication  
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### Circulation

print run	11.000 copies
distributed circulation	9.698 copies
controlled circulation by	 (MW II/2019)

### 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

### Distribution analysis

addresses	
retailers, house ware shops	27,2 %
furniture stores	19,0 %
electro shops	16,4 %
shopping centres	8,7 %
garden-centres	8,4 %
giftware shops	5,8 %
DIY Stores	5,1 %
kitchen studio	4,0 %
buyers mail order	1,9 %
book shops (with nonbook range)	1,6 %
online shops	0,7 %
promotional trade	0,6 %
central purchasing non-food	0,6 %
total	100,0 %

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

### Brief description



### 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  
Prize per copy: 14 Euro  
Circulation (printrun): 11.000 copies (MW II/2019)

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](http://Trendwelten.eu) the groundbreaking topics, trends, news and products of KitchenTrend go online.

### Editorial calendar KitchenTrend 2020

Issue	Focal Points	Trade Fairs
<p><b>Spring</b>            Publication date <b>30.01.2020</b>            Advertisement deadline <b>14.01.2020</b>            Editorial deadline <b>08.01.2020</b></p>	<p>Ambiente Preview            BBQ &amp; Chill Out            Mixing &amp; Chrusching            All About Cooking            Cocktails &amp; More</p>	<p>Ambiente, Frankfurt (7.-11.2.2020)            Asian Houseware &amp; KitchenShow, Hong Kong (N.N.)            AsiaWorld Expo, Hong Kong (N.N.)            Cadeaux, Leipzig Frühjahr (29.2.-2.3.2020)            Cadeaux, Leipzig Herbst (5.-7.9.2020)            Creativ Salzburg (28.2.-1.3.2020)            EK LIVE, Bielefeld (15.-17.1.2020)            EK LIVE, Bielefeld (16.-18.9.2020)            Formex, Stockholm (14.-17.1.2020)            Formex, Stockholm (18-21.8.2020)            Farmland Spring, Herning (30. 1.-2.2.2020)            Farmland Autumn, Herning (13.-16.8.2020)            Gardiente, Wallau (28.-30.6.2020)            Gourmet &amp; Dining Style Show, Tokyo (5.-7.2.2020)            Heimtextil, Frankfurt (7.-10.1.2020)            HKTDC Hong Kong Gifts &amp; Premium Fair (N.N.)            Horni, Milano (24.-27.1.2020)            Horni, Milano (N.N.)            Intergift, Madrid (2.2.-9.2.2020)            Intergift, Madrid (2.-6.9.2020)            Intern. Home &amp; Housewares Show, Chicago (14.-17.3.2020)            Internationale Funkaustellung, Berlin (4.-9.9.2020)            Maison&amp;Objet, Paris (17.-21.1.2020)            Maison&amp;Objet, Paris (4.-8.9.2020)            NY Now (1.-5.2.2020)            Nordstil, Hamburg (11.-13.1.2020)            Nordstil, Hamburg (25.-27.7.2020)            spoga + gafa, Cologne (6.-8.9.2020)            Tendence Frankfurt (4.-6.7.2020)            Trendset Munich (5.-7.1.2020)            Trendset Munich (11.-13.7.2020)</p>
<p><b>Summer</b>            Publication date <b>20.05.2020</b>            Advertisement deadline <b>30.04.2020</b>            Editorial deadline <b>24.04.2020</b></p>	<p>Kitchen News            Storing            Pots &amp; Pans            Baking &amp; Decorating            Glass- and Chinaware</p>	<p>(Continued from Spring)</p>
<p><b>Autumn</b>            Publication date <b>05.08.2020</b>            Advertisement deadline <b>17.07.2020</b>            Editorial deadline <b>10.07.2020</b></p>	<p>IFA News            Coffee &amp; Tea            Festive Table            Kitchen Stars            Take away            After-Work Party</p>	<p>(Continued from Summer)</p>
<p><b>Winter</b>            Publication date <b>22.10.2020</b>            Advertisement deadline <b>07.10.2020</b>            Editorial deadline <b>30.09.2020</b></p>	<p>IFA Review            Cut it! Knives &amp; more            Green Kitchen            Tidy            Cooking Fun</p>	<p>(Continued from Autumn)</p>

## Advertisement Rates & Conditions

Price list No. 2 (valid since 01.10.2011)

### Advertisement Rates, Formats

Size (all 4c)	rate	format	
1/1 page	EUR 4,800	210 x 297 mm (bleed)	
2/3 page (Vert.)	EUR 3,300	133 x 297 mm (bleed)	118 x 247 mm (type area)
1/2 page (Vert.)	EUR 2,600	102 x 297 mm (bleed)	88 x 247 mm (type area)
1/2 page (Horiz.)	EUR 2,600	210 x 143 mm (bleed)	180 x 127 mm (type area)
1/3 page (Vert.)	EUR 1,800	72 x 297 mm (bleed)	57 x 247 mm (type area)
1/3 page (Horiz.)	EUR 1,800	210 x 102 mm (bleed)	180 x 91 mm (type area)
1/4 page (Vert.)	EUR 1,500		88 x 133 mm (type area)
Spot colour (not Euroscale)	EUR 1,100		
Product Placement including publication on <a href="http://www.trendwelten.eu">www.trendwelten.eu</a>	52 mm x 50 mm	EUR 800	

### Bound Inserts

2 pages	EUR 3.100,-	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 3.600,-	
6 pages	EUR 3.900,-	
8 pages	EUR 4.200,-	

### 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 3,400
up to 100 grams	EUR 3,800

### Banner advertisement

periodic german newsletter  
(12 times a year)

Banner on the newsletter:

EUR 950 per newsletter

Size 410 x 60 pixel

banner on website: on request

[www.trendwelten.eu](http://www.trendwelten.eu)