

kitchen TREND

TRADE MAGAZINE FOR KITCHEN AND TABLEWARE

Media data 2021

Göller Verlag GmbH
Aschmattstraße 8
76532 Baden-Baden
Germany
Phone +49 (0)7221 502 0
Fax +49 (0)7221 502 222
info@goeller-verlag.de
www.trendwelten.eu

Publishing House

Address

Göller Verlag GmbH
Aschmattstraße 8
D-76532 Baden-Baden
Telefon +49 (0)7221 502 0
Telefax +49 (0)7221 502 222
info@goeller-verlag.de
www.trendwelten.eu



Göller Verlag

Freelance work

Eva Barth-Gillhaus
eva.barth-gillhaus@kom-pakt.de

Advertising Service Int.

Elvira Ulrich
Telefon +49 (0)7225 987-648
e.ulrich@goeller-verlag.de

Editorial Staff

Dr. Claudia Wasser (Editor in Chief)
Telefon +49 (0)7221 502 236
c.wasser@goeller-verlag.de

Anke Meißner
Telefon +49 (0)7221 502 218
a.meissner@goeller-verlag.de

Ute Bauermeister
Telefon +49 (0)7221 502 227
u.bauermeister@goeller-verlag.de

Advertising Service

Rebecca Gallian
Telefon +49 (0)72.21 502 215
Telefax +49 (0)72.21 502 4215
r.gallian@goeller-verlag.de

Subscription

Petra Blank
Telefon +49 (0)7221 502
Telefax +49 (0)7221 502
p.blank@goeller-verlag.de



THE KITCHEN
MAGAZINE OF

TREND
and style

Publication

quarterly

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Sparkasse Baden-Baden Gaggenau
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Baden-Baden

Distribution analysis and Publication

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 the groundbreaking topics, trends, news and products of KitchenTrend go online.



Issue

Focal Points

Trade Fairs

TREND
update

Publication date 02.02.2021
Advertisement deadline 20.01.2021
Editorial deadline 13.01.2021

SPECIAL ISSUE
Spring innovations
Industry news
Christmas trends

Spring

Publication date 11.03.2021
Advertisement deadline 25.02.2021
Editorial deadline 18.02.2021

Intl. Consumer Goods Show Preview
BBQ & Chill Out
Mixing & Crushing
All About Cooking
Cocktails & More

Summer

Publication date 10.06.2021
Advertisement deadline 27.05.2021
Editorial deadline 20.05.2021

Kitchen News
Preserving & Storing
Pots & Pans
Baking Trends
Glass- and Chinaware
EcoTrend

Autumn

Publication date 19.08.2021
Advertisement deadline 05.08.2021
Editorial deadline 29.07.2021

IFA News
Coffee & more
Festive Table
Highlights
Take away
Let's celebrate

Winter

Publication date 21.10.2021
Advertisement deadline 05.10.2021
Editorial deadline 30.09.2021

IFA Review
Knives & more
Easy Cleaning
Cooking Fun
EcoTrend

Asian Houseware & KitchenShow, Hong Kong
13.-16.04.2021 und 13.-16.10.2021
AsiaWorld Expo, Hong Kong N.N.
Cadeaux, Leipzig Frühjahr (27.2.-1.3.2021)
Cadeaux, Leipzig Herbst (4.-6.9.2021)
Intl. Consumer Goods Show, Frankfurt (17.-20.4.2021)
Creativ Salzburg (23.-25.1.2021)
EK LIVE, Bielefeld (20.-22.1.2021)
EK LIVE, Bielefeld (15.-17.9.2021)
Formex, Stockholm (24.-27.8.2021)
Formland Spring, Herning (4.-7.2.2021)
Gardiente, Wallau (5.-7.9.2021)
Gourmet & Dining Style Show, Tokyo (3.-5.2.2021)
Heimtextil, Frankfurt (4.-7.5.2021)
HKTDC Hong Kong Gifts & Premium Fair (27.-30.4.2021)
Horn, Malland (5.-10.9.2021)
IAW, Cologne (2.-4.3.2021)
IAW, Cologne (September 2021)
Intergift, Madrid (7.-11.4.2021)
Inspired Home Show, Chicago (7.-10.8.2021)
Internationale Funkaustellung, Berlin (3.-7.9.2021)
Maison&Objet, Paris (26.-30.3.2021)
Maison&Objet, Paris (10.-14.9.2021)
Nordstil, Hamburg (16.-18.1.2021)
Nordstil, Hamburg (N.N.)
NY Now, Digital Wintermarket (28.1-3.2.2021)
spoga + gafa, Cologne (30.5.-1.6.2021)
Tendence, Frankfurt N.N.
Trendset, Munich (20.-22.2.2021)
Trendset, Munich (10.-12.7.2021)

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 EUR 800 52 x 50 mm
including publication on www.trendwelten.eu

**Product Placement
Newsletter + Website**

15.000 recipients trade
Online www.trendwelten.eu
Price EUR 720

Embedding a video clip + EUR 190

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

Preferred Positions

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

Bound Inserts

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

Inserts

up to 25 grams	EUR 3,400
up to 100 grams	EUR 3,800

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.