

TREND and style

TRADE MAGAZINE FOR GIFTWARE, HOME DECORATION / LIFESTYLE

Media data 2019

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Distribution analysis and publication

Circulation

print run	18.400 copies
distributed circulation	18.008 copies
controlled circulation by	 (III/2018)

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

- giftware shops	23,6 %
- retailers, house ware shops	11,5 %
- furniture stores	11,4 %
- shopping- and warehouses	9,1 %
- stationery trade	8,8 %
- floristry	8,6 %
- garden centres	6,7 %
- electro shops	5,1 %
- DIY stores	3,1 %
- bookstores (with nonbook-range)	2,6 %
- toys	2,2 %
- costume jewellery	1,9 %
- perfumeries	1,2 %
- buyers mail order and chain stores	1,3 %
- arts and crafts	0,7 %
- online trading	0,6 %
- fan and museum shops	0,4 %
- promotional trading	0,5 %
- central purchasing Nonfood	0,5 %
- souvenir shops	0,2 %

total

100,0 %

Brief description

website with daily news

www.trendwelten.eu



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Data Base

Frequency:	4 times a year
Prize per copy:	14 Euro
Circulation (print run):	18.400
(IVW III/2018)	

Think out of the box

Trend&Style is the field-crossing trade magazine for trendy products with a print run of approx. 20.000 copies. Following the development of a modern retail market, **Trend&Style** focuses on relevant commercial and distribution channels in the trade segments giftware and fancy goods, stationery stores, interior decoration, shopping centres and department stores, as well as furniture stores, furnishing houses etc. Adapting to the changes in today's business environment, **Trend&Style** intends to move away from merely limiting itself to specific lines of business. By doing so, **Trend&Style** offers its partners from the industry and distribution sectors a comprehensive coverage of target groups for all decision makers. The retail market itself will be comprehensively informed about new trends and sales opportunities in a hands-on manner, with visually superior contents. Product lines thereby enjoy top priority and are supplemented by articles about market development, modern marketing, business models, points-of-sale and store styles or international trends. The ambitious presentation is focusing on specific target groups and supports in-depth product information oriented towards trade sources. Quarterly publication is perfectly matched to the sector's order focus, as well as to the most important trade fairs. Product information is realised as advertisements or advertorials. Fine tuning in coordination with the customers takes place on an individual basis.

Editorial calendar KitchenTrend 2019

Issue	Focal Points	Trade Fairs
Spring Publication date 17.01.2019 Advertisement deadline 17.12.2018 Editorial deadline 12.12.2018	<ul style="list-style-type: none"> - Fair Preview: Paperworld/Christmasworld, Ambiente, Regional Trade Fairs - Stationery Trends - Lifestyle - Glass- & Chinaware - Jewellery & Accessories - Special: Christmas 	Ambiente, Frankfurt (8. – 12.2. 2019) Asia LifeStyle Expo, Bangkok (21. – 23.8.2019) Buchmesse, Frankfurt (16. – 20.10.2019) Cadeaux, Leipzig Frühjahr (9. – 11.3.2019) Cadeaux, Leipzig Herbst (7. – 9.9.2019) Christmasworld, Frankfurt (25. – 29.1.2019) Creativ Salzburg (N.N.) Creativ Salzburg (N.N.) Loft, Karlsruhe (24. – 26.5.2019) EK LIVE, Bielefeld (18. – 19.1.2019) EK Home, Bielefeld (N.N.) Formex, Stockholm (15. – 18.1.2019) Formex, Stockholm (20 – 23.8.2019) Formland Spring, Herning (31.1. – 3.2.2019) Formland Autumn, Herning (15. – 18.8.2019) Gardiente, Wallau (30.6. – 2.7.2019) Heimtextil, Frankfurt (8. – 11.1.2019) HKTDC Hong Kong Gifts & Premium Fair (N.N.) Homi, Milan (25. – 28.1.2019) Hong Kong Show 1 (20. – 23.10.2019) Hong Kong Show 2 (27. – 29.10.2019) IAW, Cologne (26.2. – 28.2.2019) IAW, Cologne (18.9. – 20.9.2019) I.L.M Winter Styles, Offenbach (16. – 18.2.2019) I.L.M Summer Styles, Offenbach (7. – 9.9.2019) IMM Cologne, Cologne (14. – 20.1.2019) Insights-X, Nuremberg (10. – 12.10.2019) Intergift, Madrid (6.2. – 10.2.2019) Intergift, Madrid (11. – 15.9.2019) IPM Essen (22. – 25.1.2019) Maison&Objet, Paris (18. – 22.1.2019) Maison&Objet, Paris (8. – 12.9.2019) Nordstil, Hamburg (12. – 14.1.2019) Nordstil, Hamburg (N.N.) Ornaris Bern (13. – 15.1.2019) Ornaris Bern (18. – 20.8.2019) Paperworld und Creativeworld, Frankfurt (26. – 29.1.2019) Spielwarenmesse, Nuremberg (30.1. – 3.2.2019) spoga + gafa, Köln (1. – 3.9.2019) Tendence Frankfurt (29.6. – 2.7.2019) Trendset Munich (3. – 5.1.2019) Trendset Munich (6. – 8.7.2019 with reservation)
Summer Publication date 15.04.2019 Advertisement deadline 01.04.2019 Editorial deadline 22.03.2019	<ul style="list-style-type: none"> - Fair News - Kids & Teens - Bags & Accessories - Home Trends - Stylish Stationery - Light & Luminary - Garden Living - Special: Textile World 	(Continued from Spring section)
Autumn Publication date 01.07.2019 Advertisement deadline 17.06.2019 Editorial deadline 06.06.2019	<ul style="list-style-type: none"> - Fair Preview: Tendence, spoga + gafa, Regional Trade Fairs - Nordic Design - Nice Living - Christmas - Stationery & Calendars - Special: Outdoor 	(Continued from Spring section)
Winter Publication date 11.11.2019 Advertisement deadline 28.10.2019 Editorial deadline 18.10.2019	<ul style="list-style-type: none"> - At home - Textile Trends - Bags & Co. - Chilled Teens - Giving - Outdoor Trends 2020 - Office Ambiente - Special: Fair Highlights 	(Continued from Spring section)

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 www.trendwelten.eu	EUR 800	

Bound Inserts

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

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.

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 newsletter (12 times a year)

banner on the newsletter:
 EUR 950 per newsletter
 Size 410 x 60 pixel

banner on website: on request
 (different formats available)

www.trendwelten.eu