

TREND and style

TRADE MAGAZINE FOR GIFTWARE, HOME DECORATION LIFESTYLE

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Media data 2020



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Publication

quarterly

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BIC: SOLADES1BAD
Registergericht Mannheim HRB 200 863
Geschäftsführer: Ulrich Göller
Gerichtsstand und Erfüllungsort: Baden-Baden

Distribution analysis and publication

Circulation

| | |
|----------------------------------|---|
| print run | 20.400 copies |
| distributed circulation | 20.040 copies |
| controlled circulation by |  (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

| | |
|--------------------------------------|--------|
| - Furniture stores | 17,2 % |
| - giftware shops | 15,4 % |
| - garden centres | 10,3 % |
| - retailers, house ware shops | 10,0 % |
| - stationery trade | 9,3 % |
| - shopping- and warehouses | 8,8 % |
| - DIY stores | 7,5 % |
| - electro shops | 5,1 % |
| - toys | 4,5 % |
| - floristry | 3,3 % |
| - bookstores (with nonbook-range) | 2,2 % |
| - buyers mail order and chain stores | 1,3 % |
| - online trading | 1,1 % |
| - costume jewellery | 0,9 % |
| - perfumeries | 0,8 % |
| - central purchasing Nonfood | 0,7 % |
| - arts and crafts | 0,6 % |
| - fan and museum shops | 0,4 % |
| - promotional trading | 0,4 % |
| - 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): | 20.400 |
| (IVW II/2019) | |

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 2020

| Issue | Focal Points | Trade Fairs |
|--|---|---|
| Spring Publication date 17.01.2020 Advertisement deadline 18.12.2019 Editorial deadline 12.12.2019 | <ul style="list-style-type: none"> - Fair Preview: Paperworld/Christmasworld, Ambiente, Regional Trade Fairs - Stationery Trends - New Living - Glass- & Chinaware - Stylish Accessories - Generation Future - Special: Christmas | Ambiente, Frankfurt (7.-11.2.2020) Buchmesse, Frankfurt (14.-18.10.2020) Cadeaux, Leipzig Frühjahr (29.2.-2.3.2020) Cadeaux, Leipzig Herbst (5.-7.9.2020) Christmasworld, Frankfurt (24.-28.1.2020) Creativ Salzburg (28.2-1.3.2020) Creativ Salzburg (28.-30.8.2020) Loft, Karlsruhe (19.-21.6.2020) 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) Formland Spring, Herning (30.1.-2.2.2020) Gardiente, Wallau (28.-30.6.2020) Heimtextil, Frankfurt (7.-10.1.2020) HKTDC Hong Kong Gifts & Premium Fair (27.-30.4.2020) Homi, Milano (24.-27.1.2020) Homi, Mailand (19.-22.9.2020) Hong Kong Show 1 (20.-23.10.2020) Hong Kong Show 2 (27.-29.10.2020) IAW, Cologne (10.-12.3.2020) IAW, Cologne (29.9.-1.10.2020) I.L.M Winter Styles, Offenbach (29.2.-2.3.2020) I.L.M Summer Styles, Offenbach (5.-7.9.2020) IMM Cologne, Köln (13.-19.1.2020) IHGF Delhi Fair Spring (15.-19.4.2020) Insights-X, Nuremberg (14.-17.10.2020) Intergift, Madrid (2.2.-9.2.2020) Intergift, Madrid (2.-6.9.2020) IPM Essen (28.-31.1.2020) Maison&Objet, Paris (17.-21.1.2020) Maison&Objet, Paris (4.-8.9.2020) Nordstil, Hamburg (11.-13.1.2020) Nordstil, Hamburg (25.-27.7.2020) NY NOW (1.2.-5.2.2020) Ornaris Zürich (12.-14.1.2020) Ornaris Bern (16.-18.8.2020) Paperworld und Creativeworld, Frankfurt (25.-29.1.2020) Show Up, Amsterdam (2.-3.2.2020 + 30.-31.8.2020) Spielwarenmesse, Nuremberg (29.1.-2.2.2020) spoga + gafa, Cologne (6.-8.9.2020) Style Bangkok (21.-25.10.2020) Tendence Frankfurt (27.-30.6.2020) Trendset Munich (5.-7.1.2020) Trendset Munich (11.-13.7.2020) |
| Summer Publication date 15.04.2020 Advertisement deadline 01.04.2020 Editorial deadline 20.03.2020 | <ul style="list-style-type: none"> - Bags & More - Stationery News - Urban Style - Garden Living - Living Ambiance - Travel Bug - Wellness & Health - Special: Fabric & more | (Continued from Spring section) |
| Autumn Publication date 01.07.2020 Advertisement deadline 03.06.2020 Editorial deadline 20.05.2020 | <ul style="list-style-type: none"> - Fair Preview: Tendence, spoga + gafa, Regional Trade Fairs - Simply beautiful! - Hip Kids - Christmas - Attractive Home - Stationery & Calendars - Outdoor Living - Special: Nordic Feeling | (Continued from Spring section) |
| Winter Publication date 11.11.2020 Advertisement deadline 28.10.2020 Editorial deadline 16.10.2020 | <ul style="list-style-type: none"> - Modern home - More Fabric! - Bags & Co. - Oh man! - Giving - Upcycling / Sustainability - Daily Office - Special: Outdoor Trends | (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