

# TREND and style

TRADE MAGAZINE FOR GIFTWARE, HOME DECORATION, LIFESTYLE

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Göller Verlag

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### Publication


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**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](http://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 2021

Issue	Focal Points	Trade Fairs
<p><b>TREND</b> update</p> <p><b>Publication date</b> 02.02.2021  <b>Advertisement deadline</b> 20.01.2021  <b>Editorial deadline</b> 13.01.2021</p>	<p><b>SPECIAL ISSUE</b>            Spring innovations            Industry news            Christmas trends</p>	
<p>Spring</p> <p><b>Publication date</b> 25.03.2021  <b>Advertisement deadline</b> 11.03.2021  <b>Editorial deadline</b> 03.03.2021</p>	<ul style="list-style-type: none"> <li>- Fair Preview</li> <li>- Office &amp; Stationery</li> <li>- Beautiful Home</li> <li>- Glass- &amp; Chinaware</li> <li>- Kids &amp; Teens</li> <li>- <b>Special: Christmas</b></li> <li>- <b>EcoTrend</b></li> </ul>	<p>Buchmesse, Frankfurt (20.-24.10.2021)            Cadeaux, Leipzig Frühjahr (27.2.-1.3.2021)            Cadeaux, Leipzig Herbst (4.-6.9.2021)            Intl. Consumer Goods Show: Special Edition (17.-20.4.2021)            Consumer Goods Digital Days (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)            Heimtextil, Frankfurt (4.-7.5.2021)            HKTDC Hong Kong Gifts &amp; Premium Fair (27.-30.4.2021)            Homi, Milano (5.-10.9.2021)            Hong Kong Show 1 N.N.            Hong Kong Show 2 N.N.            IAW, Cologne (2.-4.3.2021)            IAW, Cologne (September 2021)            IHGF Delhi Fair Spring 17. - 21.03.2021            ILM Winter Styles, Offenbach (6.-8.3.2021)            ILM Summer Styles, Offenbach (4.-6.9.2021)            IMM Cologne, Cologne (19.-23.1.2022)            Insights-X, Nürnberg (7.-9.10.2021)            Intergift, Madrid (7.-11.4.2021)            IPM Essen Summit (25.-28.1.2022)            Maison&amp;Objet, Paris (22.-26.1.2021)            Nordstil, Hamburg (16.-18.1.2021)            Nordstil, Hamburg (N.N.)            NY NOW, Digital Wintermarket (28.1.-3.2.2021)            O-Days, Bern (17.-19.1.2021)            Ornaris Bern (22.-24.8.2021)            Show Up, Amsterdam (7.-8.2.2021)            Spielwarenmesse, Nuremberg (20.-24.7.2021)            spoga + gafa, Cologne (30.5.-1.6.2021)            Style Bangkok (10.-14.3.2021)            Tendence Frankfurt (N.N.)            Trendset Munich (20.-22.2.2021)            Trendset Munich (10.-12.7.2021)            Xtra Order Days by ILM, Offenbach (6.-8.7.2021)</p>
<p>Summer</p> <p><b>Publication date</b> 20.05.2021  <b>Advertisement deadline</b> 06.05.2021  <b>Editorial deadline</b> 28.04.2021</p>	<ul style="list-style-type: none"> <li>- Bags &amp; More</li> <li>- Office &amp; Stationery</li> <li>- At Home</li> <li>- Simply beautiful</li> <li>- Textile dreams</li> <li>- <b>Special: Outdoor</b></li> </ul>	
<p>Autumn</p> <p><b>Publication date</b> 19.07.2021  <b>Advertisement deadline</b> 06.07.2021  <b>Editorial deadline</b> 29.06.2021</p>	<ul style="list-style-type: none"> <li>- What's new?</li> <li>- Kids &amp; Teens</li> <li>- Christmas</li> <li>- Modern Living</li> <li>- Stationery &amp; Calendars</li> <li>- Garden &amp; Balcony</li> <li>- <b>Special: Passion for Design</b></li> <li>- <b>EcoTrend</b></li> </ul>	
<p>Winter</p> <p><b>Publication date</b> 11.11.2021  <b>Advertisement deadline</b> 28.10.2021  <b>Editorial deadline</b> 15.10.2021</p>	<ul style="list-style-type: none"> <li>- Living Ambience</li> <li>- Bags &amp; Co.</li> <li>- Giving</li> <li>- Office &amp; Stationery</li> <li>- Outdoor</li> <li>- <b>Special: Textile &amp; more!</b></li> </ul>	

## 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 EUR 800 52 x 50 mm  
 including publication on [www.trendwelten.eu](http://www.trendwelten.eu)

### Product Placement Newsletter + Website

15.000 recipients trade  
 Online [www.trendwelten.eu](http://www.trendwelten.eu)  
 Price EUR 720

Embedding a video clip + EUR 190

### 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](http://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.