

IDEAT

CONTEMPORARY LIFE



Design

Ganz entspannt!
Gigantische Sofas und
gemütliche Betten
Exklusiv: Zu Hause bei
Top-Galeristin Esther Schipper

Trips

Helsinki - Lizenz zum
Glücklichsein
Traumhotels und coole
Beachbars in Athen

Perfekter
Auftritt
50 SEITEN MODE,
BEAUTY, SCHMUCK



DAS INTERNATIONALE MAGAZIN FÜR INTERIOR DESIGN UND URBANEN LIFESTYLE

Nr. 21 - September/Oktober 2024 - 9,50 €

MEDIA KIT 2025

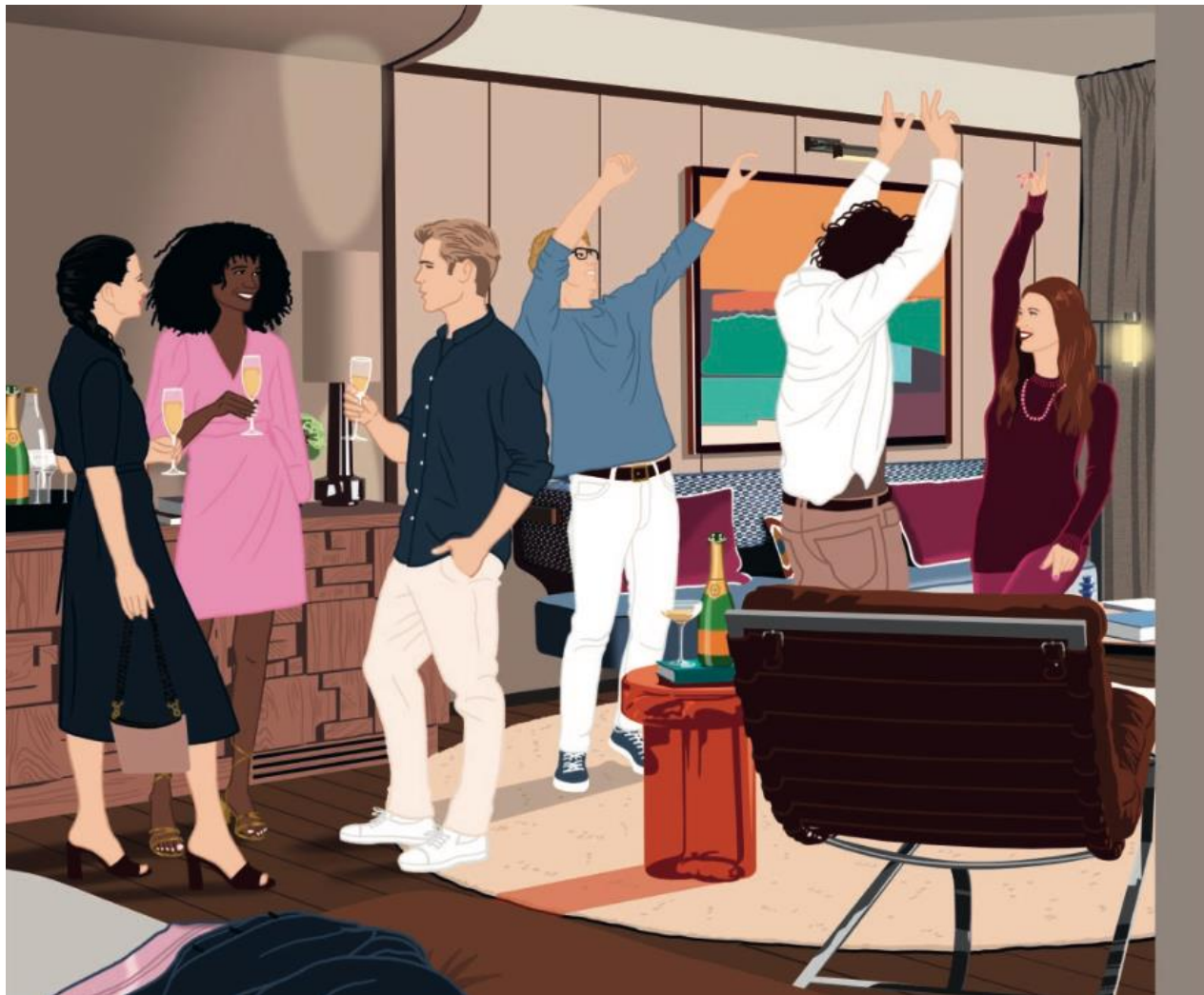
PRINT AND DIGITAL

Valid for issues on sale from 1st January 2025

MAGAZINE PORTRAIT.

IDEAT
CONTEMPORARY LIFE

Welcome to **IDEAT**! The meeting point for lifestyle and culture, for inspiration and joie de vivre with class. **IDEAT is much more than a lifestyle magazine.** It offers space for everything for an urban and modern lifestyle: from exclusive furniture design to contemporary art news to dreamy travel destinations. IDEAT is fun, creates value and is instagrammable with depth.



THE LAYOUT: Lavish, airy, visually stunning

THE VISUAL LANGUAGE: A passepertout layout and exclusive photos create a gallery aesthetic

THE TEXT: Informative, readable and witty

THE TOPICS: Interior, architecture, art, culture, fashion, beauty, travel, food & drink

THE READERS: Cosmopolitan, well-to-do, educated, laid back, dynamic with a high propensity to spend

REACH: 174.000

THE RUBRICS.

NEWS



DESIGN



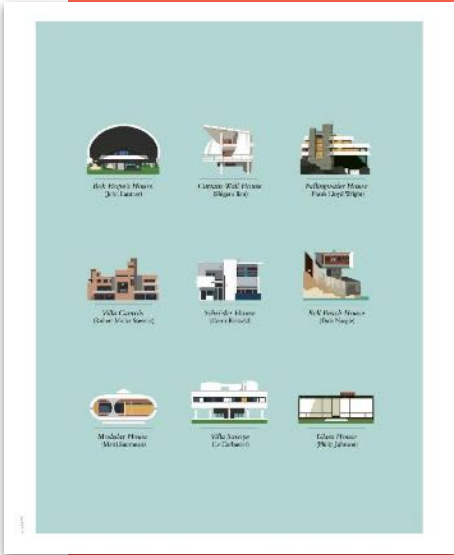
STYLE



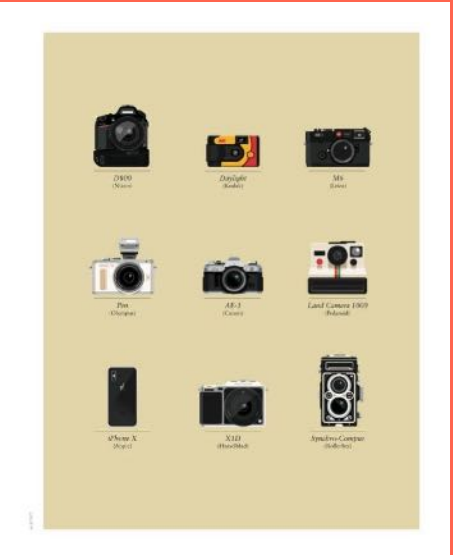
FASHION



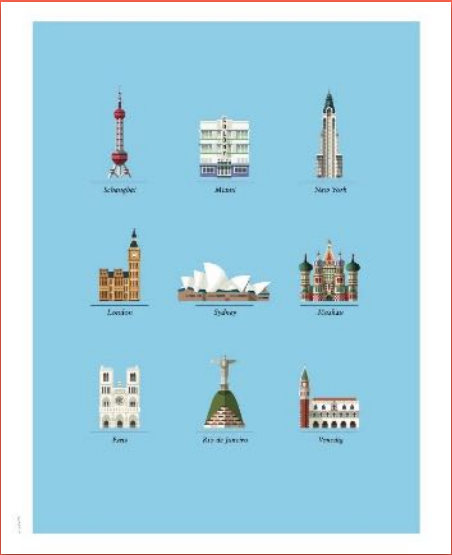
HOME



PHOTOGRAPHY



TRIPS



IDEAT READERSHIP.

The IDEAT readership is an absolutely premium target group. They are well-placed with high demands on quality, enthusiastic about travel and enjoy spending money when it comes to unique pieces or designer classics.

IDEAT reaches around 174,000 contacts with each edition. These are aged between 40 and 60 years old on average and are distributed almost equally between men and women.

IDEAT readers are extremely interested in furniture, art & culture, travel, design, fashion and lifestyle. The readers typically value enjoyment in life and are happy to pay for quality. They are consumer-oriented and surround themselves with life's most beautiful things.

The readers are not elitist but are always easy-going and in touch with the times. They enjoy life in a relaxed, modern and cool manner. IDEAT is a key source of inspiration for its readers and provides design stories that often bring about small talk.

Key Facts Reader Data



AGE	URBANITY	GENDER	HHNI
40-60 years old	62% live in urban areas	62% female 38% male	62% over 5.000 EUR per month

TOPICS & DATES.

Nr.	Issue	Topic	On Sale	Booking Deadline	Materials Deadline
Nr. 24	IDEAT 02/25	KITCHENS, PARQUET FLOORIING, CARPETS	21.02.2025	17.01.2025	24.01.2025
Nr. 25	IDEAT 03/25	OUTDOOR, OUTDOOR KITCHENS, BATH, TILES	25.04.2025	21.03.2025	28.03.2025
Nr. 26	IDEAT 04/25	FURNITURE IN FOCUS, LIVING, DINING AND BEDROOMS, HOME OFFICES	20.06.2025	16.05.2025	23.05.2025
Nr. 27	IDEAT 05/25	FASHION, BEAUTY, JEWELLERY, WATCHES	29.08.2025	25.07.2025	01.08.2025
Nr. 28	IDEAT 06/25	PAINTS, WALLPAPER, FABRICS, ENTERTAINMENT	24.10.2025	19.09.2025	26.09.2025
Nr. 29	IDEAT 01/26	KITCHENS, BEDS, LIGHTS	12.12.2025	07.11.2025	14.11.2025
Nr. TR-02	IDEAT TRAVELLER	COOL TRIPS	09.05.2025	08.04.2025	15.04.2025
Nr. TR-03	IDEAT TRAVELLER	COOL CITIES 2	07.11.2025	13.10.2025	17.10.2025

Subject to change. Further topics on request. Ad placement within specific rubrics possible.
Permanent rubrics: Design, fashion, beauty, art, culture, photography, travel, architecture, furniture

Further products upon request:
Content marketing: Storytelling (print and digital), e.g. "Rezept des Lebens"
Content marketing: product integrations, production costs, events, sponsoring opportunities
Media partnership cooperations at trade fairs
Presentations and event in our IDEAT Lab, "The BOX", in Hamburg (www.thebox-hamburg.com)
Special print/ production runs for client events

Cancellations are possible up to four weeks before booking deadline. The booking deadline for premium placements is four weeks in advance of booking deadline for standard placements. Reservations for premium placements will automatically lapse if no written booking confirmation has been sent 4 weeks in advance of booking deadline.

PRICES & FORMATS.

Price list Nr. 5, valid for issues on sales from 1st January 2025

Placements in the magazine			
Format	Placement	Details	Price in €
2/1	Inside	Normal	30.000
1/1	Inside	Normal	15.000
Premium Placement			
Format	Placement	Details	Price in €
2/1	Opening Spread	IFC + 1st RHP	38.000
2/1	2nd Opening Spread	On stiff paper (2nd DPS in book)	35.000
2/1	Closing Spread	IBC + last LHP	35.000
2/1	1st DPS in book	Normal (2nd or 3rd DPS in book)	34.000
2/1	1st DPS in book	Normal (3rd of 4th DPS in book)	34.000
1/1	OBC	Normal	21.900
1/1	IBC	Normal (if no closing spread)	19.900
1/1	1st LHP	LHP behind an opening spread of stiff paper	19.900
1/1	Opposite web / contents	3 possible page positions	18.900
1/1	Opposite imprint	1 - 2 possible page positions	18.900
1/1	1st RHP advert	In editorial section	17.900
1/1	2nd RHP advert	In editorial section	17.900

Cancellations possible four weeks before booking deadline.
 Premium placements are limited and reservations for premium placements expire if there is no written booking order received f our weeks before the standard booking deadline. Reservations do not guarantee a booking. Furthermore, if another customer places an order for a preferential placement that has already been reserved, we reserve the right to approve this reservation for booking if the order from the customer making the reservation is not received within two working days.

All prices are in euros. The prices apply to editions with the first publication date from 1 January 2025 for bookings with GOOD LIFE Publishing GmbH. Statutory value added tax is added to the net invoice amount. Partial formats on request.

We are ah happy to provide offers for campaigns in IDEAT FRANCE – please get in touch.

INSERTS TIP-INS BOUND-IN INSERTS.

Price list Nr. 5, valid for issues on sales from 1st January 2025

1

INSERTS

Inserts are products delivered ready for processing which are added to the magazine loose with the closed side facing the spine

Up to 30g - € 300

Up to 50g - € 400

From 50g - € 450

2

TIP-INS

Tip-in always plus a carrier advertisement. Tip-ins are products delivered ready for processing which are stuck onto a carrier ad and can be removed by the reader.

Up to 10g (Postkarte) - € 300

Up to 25g (Booklet) - € 400

Up to 50g (Booklet) - € 450

Product samples: up to max. 20g - € 350

3

BOUND-IN INSERTS

Bound-in inserts are firmly integrated into the magazine. They are delivered ready for processing.

4 pages - € 400

8 pages - € 600

12 - 16 pages - € 750

Larger volumes upon request.

TECHNICAL SPECIFICATIONS

PRICE per 1.000 pieces

PRINT RUN 40.000 copies

MAGAZINE FORMAT 215 x 275 mm

MATERIALS Create file in final format, 3 mm bleed for cropped motifs, text gap of 5 mm from the bleed, crop marks for exact layout.

DELIVERY: Vogel Druck und Medienservice GmbH, Leibnizstraße 5, 97204 Höchberg

AD VERTORIALS.

Price list Nr. 5, valid for issues on sales from 1st January 2025

IDEAT
CONTEMPORARY LIFE

ANZEIGE SINGULART

Kunst ohne Grenzen



Kunst kaufen, ohne sie mit eigenen Augen gesehen zu haben – undenkbar! Das Gegenteil beweist die Onlinegalerie SINGULART. Ihr Erfolgsrezept: eine enorme Auswahl kuratierter Werke aus aller Welt. Besonders Abstraktion ist gerade en vogue.

Was war das für ein Aufruhr, als der russische Maler Wassily Kandinsky 1911 sein erstes abstraktes Aquarell, eine Komposition aus tanzenden Farben und Formen, in der Neuen Künstlervereinigung München zeigte. Entweder sei der Künstler geistig verwirrt oder sensationsheischend, mutmaßte man damals. Heute zählt Abstraktion zu den Topsellern am Kunstmarkt. In den eigenen vier Wänden, über dem Sofa oder als Bilder-Patchwork an einer Wand, verändert abstrakte Kunst gleich die Atmosphäre des Raumes. Bei der Auswahl gibt es kein Richtig oder Falsch. In reduzierten Interieurs darf ein Kunstwerk richtig knallen. Inmitten farbig-er Wände und Möbel kommen monochrome Abstraktionen optimal zur Geltung. Fließende Formen betonen Möbel mit sanften Kurven, grafische Kompositionen klare Architektur. Wer in den Markt einsteigen will, sollte sich online umsehen: Der Kunstkauf per Klick boomt! So hat sich das französische Start-up SINGULART in nur vier Jahren auf dem globalen Kunstmarkt etabliert. Die Gründer versammeln handverlesene Künstler, von Ghana bis Chik, vom etablierten Namen bis hin zum Nachwuchstalent. »Wir wählen professionelle Künstler aus und bieten ihnen eine internationale Plattform«, so Véra Kempf, Mitinitiatorin der Onlinegalerie, die bereits mehr als 45.000 Werke im Portfolio verzeichnet. Und wenn das Objekt der Begierde doch nicht den Erwartungen entspricht, schickt man es einfach zurück. ©

1/ Das Kunstwerk von Bernhard Sennow, G20 passt optimal zu den scharfen Silhouetten der Skulpturen und Möbel. 2/ Catherine Ludeus Arbeit (2020) reflektiert die Kurven des Sofas. 3/ Die Gründer von SINGULART: Véra Kempf und Brice Lecompte.

SINGULART
Mehr auf singulart.com



ADVERTORIAL - FACTS

- Advertorials possible upon approval from editorial team
- Native integration of the brand in the look and feel of IDEAT
- Close connection to IDEAT through the editorial character
- Creation of advertorial through and with close collaboration with editorial team
- Costs:
 - 1/1 page advertorial: 15.000€ ad price + 2.500€ creation costs (not subject to client or agency discount)
 - 2/1 page advertorial: 30.000€ ad price + 3.000€ creation costs (not subject to client or agency discount)
- Advertorials must be marked with the word „ADVERTORIAL“
- Necessary material: logo, 4-8 product images, mood images, text, core message, product information, website and, if applicable, price.
- Material delivery up to three weeks before the print materials deadline

NATIVE CONTENT.

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CONTEMPORARY LIFE

Price list Nr. 5, valid for issues on sales from 1st January 2025



“REZEPT FÜRS LEBEN” (Recipe for life) - FACTS

- The content marketing Marketing option “Recipe for life” is a native interview form between the IDEAT Editor in Chief and the people behind a particular brand
- Native integration of the brand through a personal conversation about the recipe for success, a good life, friendship, good products etc – all whilst the protagonist prepares their favourite recipe
- Through this, the brand, its values, and the people behind the brand are presented in IDEAT in a relatable and likeable way
- Exclusive photos are shot which can be used digitally and in print
- Buy outs for the photos are included in price
- Concrete creation of the format to be discussed with IDEAT team in each case
- Cists:
 - 2/1 page recipe for life: 25.000 € advert price + 2.000 € creation costs (not subject to client or agency discount)
 - 4/1 page advertorial: 30.000€ advert price + 2.000€ creation costs (not subject to client or agency discount)
- Any incurred travel costs must be paid by the client

LIVE EVENTS.

IDEAT
CONTEMPORARY LIFE

Price list Nr. 5, valid for issues on sales from 1st January 2025



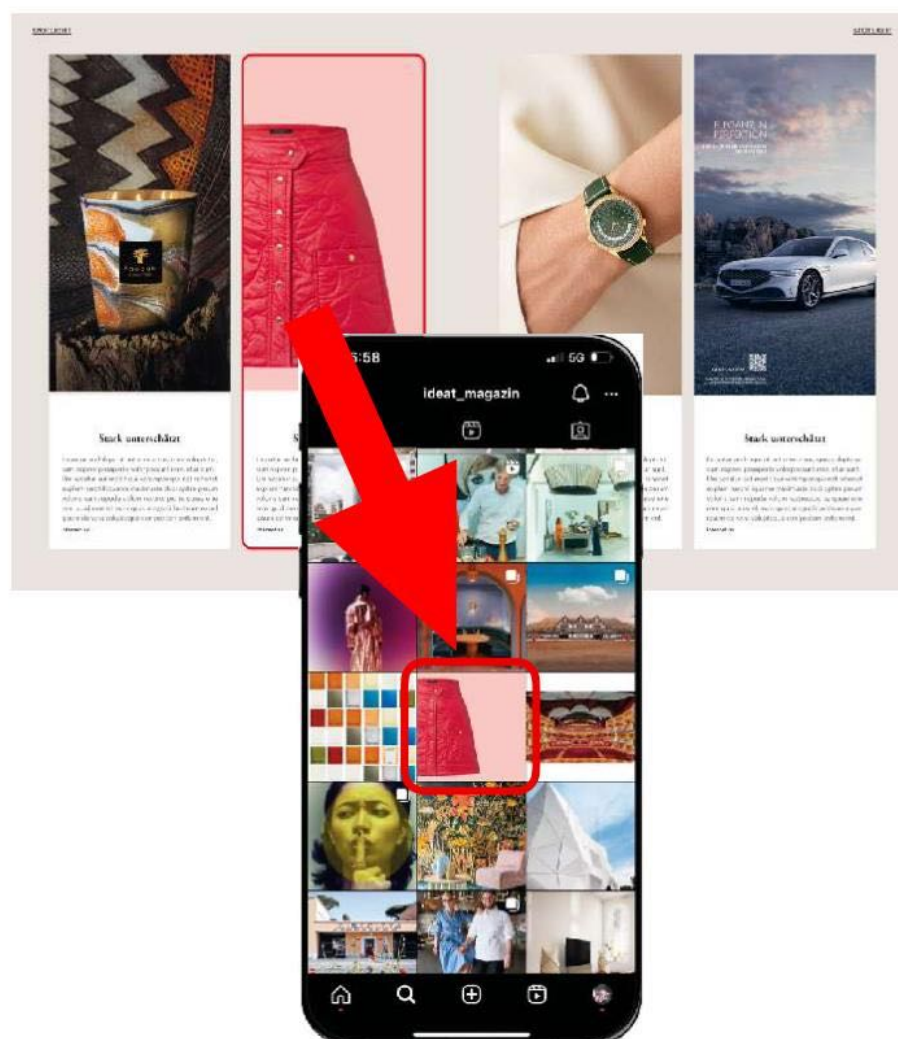
EVENT LOCATION "GOOD LIFE LAB" - "THE BOX"

- The event venue "THE BOX" belongs to GOODLIFE Publishing and is located on the premises of the IDEAT editorial department in Hamburg and is bookable for individual client events
- **Key Facts**
 - Stage (ground floor): 28m², including piano
 - Main interior area (ground floor): 160m²
 - Ceiling height: 5,50 m up to gallery, 14,00 m up to atrium
 - Fully stocked bar and cloakroom
 - Equipped catering kitchen (ground floor))
 - Open show kitchen
 - Terrace area, illuminated in summer: 45m²
 - Barrier free sanitary facilities
 - Usage of location for collaborative brand events in consultation with IDEAT
- **Example of 15.000 € event package:**
 - Location rental THE BOX
 - Co-branded logo on event invitation
 - Creation of invitation
 - Invitation mailing to subscribers in the relevant region
 - IDEAT / GOODLIFE branding at the event (displays, banners, magazines)
 - Goodie bags (IDEAT bag + magazine)
 - Photographer and editor on site
- The costs of individual events are available on request. Prerequisite for a co-branded live event a campaign booked in IDEAT or GOODLIFE.

IDEAT SPOTLIGHT.

IDEAT
CONTEMPORARY LIFE

Price list Nr. 5, valid for issues on sales from 1st January 2025



FACTS

- The communication format **IDEAT SPOTLIGHT** splits a double page into four bookable columns. Each column is individually bookable and is comprised out of a product image plus the relevant text.
- The placement offer the possibility to integrate a URL or QR code in order to link the print integration to a landing page of the client's choice
- **IDEAT SPOTLIGHT** is places in the middle of the book and can be digitally extended on Instagram
- SPOTLIGHT can only be published when at least two columns are booked
- Costs:
 - SPOTLIGHT column in print: 3.500 €
 - Instagram Post + story highlight: 2.500 €
 - Delivery to: petra.wehling@ideat.de
 - Bookable until ad close
 - Materials should be delivered at the latest by the advertising materials deadline (see "Topics and dates")

ADVERTISEMENT DELIVERY.

IDEAT
CONTEMPORARY LIFE

Please note the deadlines when delivering the print documents and the following details when creating the print documents. Send the print documents as a PDF to anzeigen@ideat.de.

Advert format:

1/1 advertisement: 215 x 275 mm

2/1 advertisements: 430 x 275 mm, please deliver as single pages. Please name the files differently so that the left/right page can be clearly identified

Binding:

Glued (Lumbeck binding) Print method: Web offset

Bleed:

5 mm (top: 5 mm, bottom: 5 mm right: 5 mm, left: 5 mm)

The file should show crop marks.

Important text and motif elements must be min. 5mm away from the trimmed end format.

ICC colour profile:

PSO Coated V3; www.eci.org

Colour specs:

CMYK (no special colours), no RGB colour elements

Resolution:

Colour/greyscale images: 300 dpi, line art/Bitmap: min. 1200 dpi

Font size:

1c min. 6pt, 4c min. 8 pt.

Gutter doubling:

2/1 advertisements: for elements that run over the gutter, a gutter doubling must be applied. In content of 4 mm, from cover to content 5 mm.

Data format:

PDF/X4

Proof: Our proofs are produced according to DIN ISO standard 12647-2. (Paper class 1: PSOcoated-V3 (Fogra51))

Litho: For binding technical information, information on deadlines, samples and delivery, please contact Katharina Landkorz (katharina.landkorz@bertelsmann.de)

DIGITAL WEBSITE FORMATS.

Price list Nr. 5, valid for issues on sales from 1st January 2025

Website www.ideat.de				
Product	Description	Specs	Duration	Fixed price in €
Display Ads				
Top Leaderboard Banner	Present placement at top of screen. Run of site.	Size: 1.200 x 200 px	4 weeks	3.000
Medium Billboard Ad	Placement on homepage, visible through scrolling	Size: 1.200 x 900 px	4 weeks	3.000
Skyscraper Ad	Placement side of screen. Run of site	Size: 160 x 60 px	4 weeks	2.000
Native Ads				
Branded Article	Article written in look and feel of IDEAT with a link to client website	Large start photo: 1.200 x 200 / 900 px Delivery, text, logo, home page	4 weeks on homepage, permanently on website	2.500
Branded Article + Newsletter Teaser	Sponsored Article with a teaser in IDEAT newsletter	Größe Startbild: 1.200 x 200 / 900 px Anlieferung: Texte, Logo, Landingpages	4 weeks on homepage, permanently on website	3.500
Product Advertorial	Product integration in IDEAT essentials	Product photo, price, USP homepage	4 weeks	1.750

KPIs (time frame: 4 weeks)
Page Impressions: 254.500
CTR: 1,4%
Gender: 59% female, 41% male

IDEAT Newsletter
Sent: 1x weekly
Subscribers: 11.000
Opening rate: on average 40% (market standard is 25%.)

DIGITAL SOCIAL FORMATS.

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Instagram handle : ideat_magazin			
Product	Description	Duration	Price in €
Instagram Story	Consists of three story snippets each 5 seconds long	One time	2.000
Instagram Post	A post on the IDEAT account	Permanent	2.000
Instagram Video Post	A video post on the IDEAT account	Permanent	2.500
Instagram Carousel Post	Consists of at least two images	Permanent	2.500

KPIs (Timeframe: 12 weeks)
Followers: 6.360 (September 2024)
Accounts Reached: 27.600
Accounts Engaged: 835
Content Interactions: 2.454
Engagement Rate: 0,95%
Age: 25 – 54

PAYMENT CONDITIONS.

Price list Nr. 5, valid for issues on sales from 1st January 2025

PAYMENT CONDITIONS:

Invoices are due within 30 days of the invoice date. A 2% discount will be granted within 14 days of the invoice date, unless an invoice is still due.

TERMS AND CONDITIONS:

For the processing of orders, the Terms of payment and Terms and conditions apply, which can be obtained from the publisher or can be viewed at <https://ideat.de/AGB/>.

Due to tax regulations, we request that you provide your tax number and/or sales tax ID when placing your order.

The information contained in this price list can be updated during the year. You can find the latest, binding version at: www.ideat.de



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