

# IDEAT

CONTEMPORARY LIFE

The  real  
September  
Issue!



## Design

Kreativzelle Kopenhagen  
Martin Schoeller, Superstar  
der Porträtkunst

## Fashion

Der perfekte Auftritt:  
Landpartie de luxe

## Trips

Lissabon - Juwel  
am Rande Europas

Heiße Phase  
PRIME TIME IN DER  
MODE-SZENE



DAS INTERNATIONALE MAGAZIN FÜR INTERIOR DESIGN UND URBANEN LIFESTYLE

Nr. 15 - September/Oktober 2023 - 9,50 €

## MEDIA KIT 2024

### PRINT AND DIGITAL

Valid for all issues published in 2024

**“We love print and  
believe in the magic  
of exquisitely made  
magazines.”**

Christian Peters and Christian Krug  
GOOD LIFE Publishing GmbH

**IDEAT**  
CONTEMPORARY LIFE

**GOODLIFE**  
WOHN-DESIGN

# THE PUBLISHER.

## GOOD LIFE Publishing GmbH

**IDEAT**  
CONTEMPORARY LIFE

When we had the opportunity to take over WOHN!DESIGN in 2019, we did not hesitate. Being from Hamburg, we have been avid readers of the magazine from Stuttgart for many years. Since buying it, together with the long-time Editor-in-chief Stephan Demmrich and his team, we have expanded WOHN!DESIGN into one of the most sophisticated design and style magazines.

In 2023 the magazine celebrated its 30th anniversary. To mark the occasion we renamed the magazine and WOHN!DESIGN became GOODLIFE – and with that we are leading this exciting media brand into a new decade.

We love print and believe in the magic of exquisitely crafted brands and magazines – hand in hand with an exciting online presence and constant dynamic social media activity.

The success of the first few years has encouraged us to make further investments in brands that inspire us. IDEAT has been France's undisputed lifestyle icon for many years. It sets trends, is avant-garde, but never modernist, iconic, without ever being arrogant. In short, it suits us perfectly. The name of our publisher GOOD LIFE Publishing is an expression of our approach to life. We want to give beautiful things a stage, we believe in people who design with joy and in companies that have a sense of craftsmanship and quality. And we want to capture this energy, which we feel especially in Europe, and bring it to our readers. And therefore we have been filling the more than 250 pages of IDEAT with passion, colour, happiness and lifestyle since the beginning of 2021.

Or, to put it simply for both magazines: We fill them with good living.

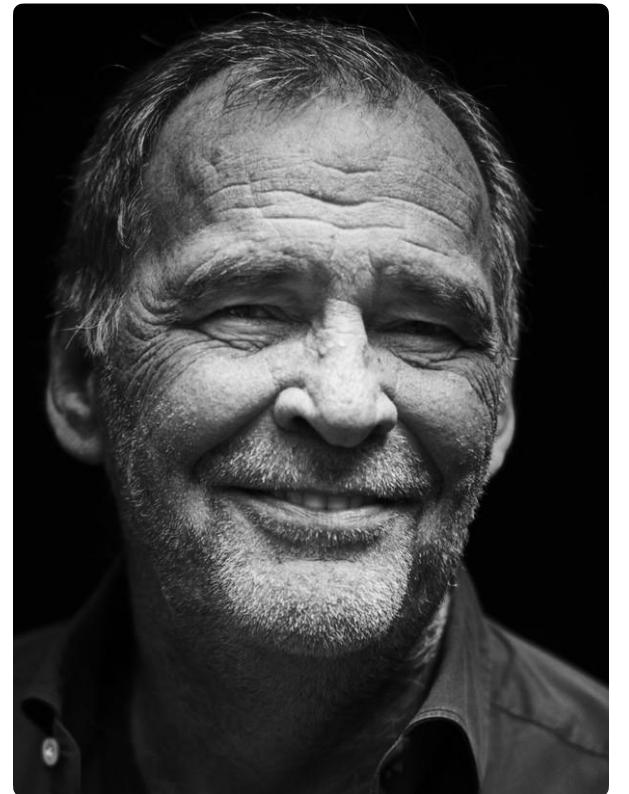
Warmest regards,

Christian Peters  
Entrepreneur and publisher

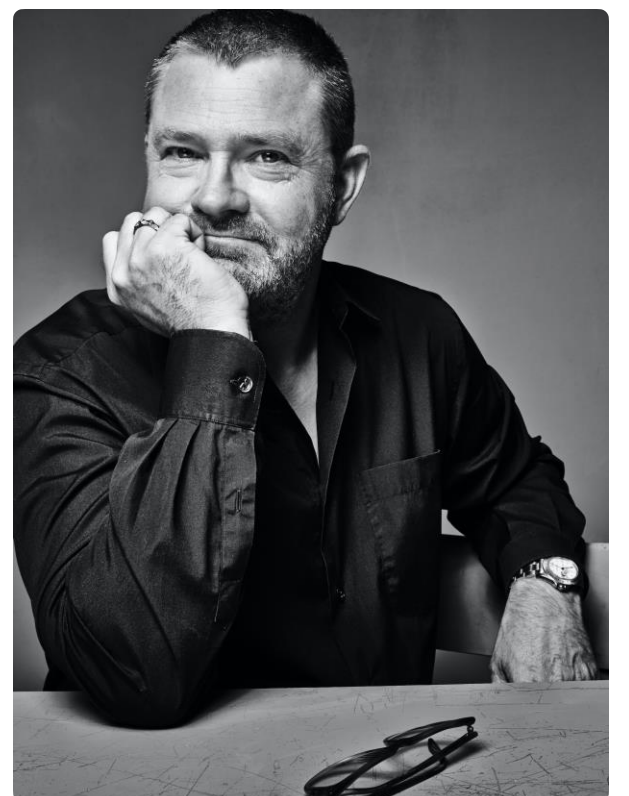
Christian Krug

Editor-at-Large,

Ex-Chefredakteur Gala und STERN



**CHRISTIAN PETERS**



**CHRISTIAN KRUG**

# TITLE PORTRAIT.

IDEAT  
CONTEMPORARY LIFE

**IDEAT is much more than an interiors magazine.**

It is a meeting point for the most interesting trends and currents from furniture design, art, architecture, fashion, lifestyle, photography and travel. A place of encounter for cultural diversity, whose entrance is CONTEMPORARY LIFE. Saying that we mean life today from its most beautiful side.

**We do not just document** what we discover, experience and live out for our readers. The people and the products that inspire us are spectacularly presented in IDEAT and staged in elaborate productions. With sensational photography, lively interviews and text by authors and experts who delve deep into the world they describe.

**This is how we see our readers:** They are well familiar with the world of sophisticated lifestyle and are always happy to receive new, high-quality suggestions. They know about culture, design and architecture. And they are always looking for ideas and inspiration. IDEAT is aimed at people who love the urban lifestyle – and know the difference between modern and fashionable.

**IDEAT is colourful, cheeky and diverse.** We look for and find what is exceptional, extraordinary, special and only pick the best things that enrich the lives of our readers.

**The layout of IDEAT is unmistakable.** It follows a clear principle: It does not want to be the focus itself. It stays in the background and gives the magazine support and recognition value. It serves those who are covered in this magazine: creative people, companies and organisations who inspire our readers with their work.



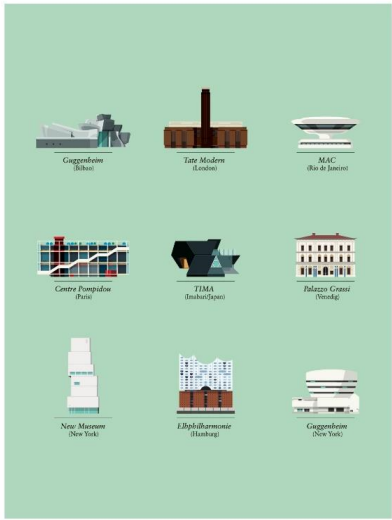
JAN VAN ROSSEM

EDITOR IN CHIEF



# THE RUBRICS.

NEWS



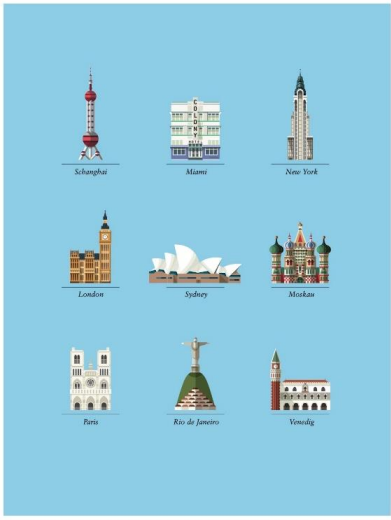
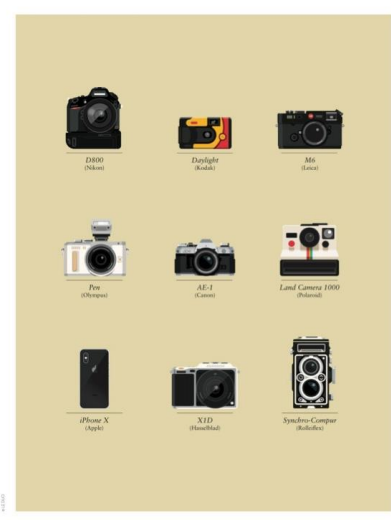
DESIGN



STYLE



New:  
FASHION



HOME

PICTURES

TRIPS

# PRICES & FORMATS.

Price list no. 4, valid for issues with on sale dates from 1 January 2024

Placement 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 (2. DPS in book)	35.000
2/1	Closing Spread	IBC + last LHP	35.000
2/1	1st DPS in book	Normal (2. Or 3. DPS in book)	34.000
2/1	2nd DPS in book	Normal (3. Or 4. DPS in book)	34.000
1/1	OBC	Normal	21.900
1/1	IBC	Normal	19.900
1/1	1st LHP	LHP behind an opening spread on stiff paper	19.900
1/1	Opposite Web / Contents	3 following pages	18.900
1/1	Opposite imprint	1 - 2 following pages	18.900
1/1	1st RHP advert	In editorial section	17.900
1/1	2nd RHP advert	In editorial section	17.900

Preferential placements are limited. Reservations for preferential placements expire if there is no written booking order for them up to four weeks before the advertisement deadline. Reservations do not guarantee placement of the 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 2024 for bookings with GOOD LIFE Publishing GmbH. Statutory value added tax is added to the net invoice amount. Reservations are valid for 14 days. Partial formats on request.

We will also be happy to provide offers for campaigns in IDEAT FRANCE – simply get in touch with us.

# 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](mailto: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)

No crop or registration marks within the data format

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

**ICC colour profile:**

PSO Coated V3; [www.eci.org](http://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 ([ideat@bertelsmann.de](mailto:ideat@bertelsmann.de))

# INSERTS TIP-INS BOUND-IN INSERTS.

Price list no. 4, valid for issues with on sale dates from 1 January 2024

1

## INSERTS

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

up to 30g - €200

up to 50g - €300

up to 50g - €350

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(Postcard) - €200

up to 25g(Booklet)- €300

up to 50g(Booklet)- €350

Product samples: up to max. 20g - €250

3

## BOUND-IN INSERTS

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

4 page - €300

8 pages - €500

12 - 16 pages - €650

More volumes upon request

## TECHNICAL SPECIFICATIONS

PRICE PER 1.000 pieces

PRINT RUN 40.000 copies

MAGAZINE FORMAT 215 x 275 mm

PRINT DOCUMENTS 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.

**IDEAT**  
CONTEMPORARY LIFE

Price list no. 4, valid for issues with on sale dates from 1 January 2024

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 Chile, 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. ©

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

SINGULART  
Mehr auf [singularart.com](https://singularart.com)



## 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
- Kosten:
  - 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 + 2.500€ creation costs (not subject to client or agency discount)
- Advertorials marked with the word „Anzeige“ (advertisement)
- 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 document deadline

# IDEAT READERSHIP.

**IDEAT**  
CONTEMPORARY LIFE

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

IDEAT reaches around 150,000 contacts with each edition. These are aged between 40 and 65 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 Leserdaten



**Age:**  
40-60  
years old



**URBANITY**  
62% live in  
urban areas



**GENDER**  
62% female,  
38% male

**HHNI**  
62% above  
5.000 EUR monthly

# TOPICS & DEADLINES.

Magazine Nr. Issue		Topic	On sale	Ad Close	Materials Deadline
Nr. 18	IDEAT 02/24	IMM NEWS, OUTDOOR	23.02.2024	19.01.2024	26.01.2024
Nr. 19	IDEAT 03/24	KITCHENS, OUTDOOR KITCHEN, POOLS	26.04.2024	21.03.2024	28.03.2024
Nr. 20	IDEAT 04/24	MILAN NEWS, ART	21.06.2024	17.05.2024	24.05.2024
Nr. 21	IDEAT 05/24	FASHION & BEAUTY	30.08.2024	26.07.2024	02.08.2024
Nr. 22	IDEAT 06/24	FABRICS, COLOURS, FLOORS	25.10.2024	20.09.2024	27.09.2024
Nr. 23	IDEAT 01/25	LIGHTS, BEDS, BATHS	13.12.2024	08.11.2024	15.11.2024

Subject to change. Further topics on request. Ad placement in specific topics possible.

**Permanent rubrics: Design, fashion, beauty, art, culture, photography, travel, architecture, furniture**

**Further products upon request:**

- Content marketing in stories
- Content Marketing in photo productions
- Events and sponsoring
- Presentations and events in the IDEAT lab "The BOX" in Hamburg (thebox-hamburg.com)
- Special print/production runs for client events

KEY FACTS IDEAT  
Homepage: [www.ideat.de](http://www.ideat.de)  
Frequency: 6 issues per year  
Copy price: 9,50€  
Print run: 40.000 copys  
Sold circulation: 20.000 copys (publisher's data)  
Reach Print: 150.000 readers  
Subscriptions: 6.000 copys  
Digital subscriptions: 7.000 copys

# DIGITAL

# WEBSITE FORMATS.



Price list no. 4, valid for issues with on sale dates from 1 January 2024

Website <a href="http://www.ideat.de">www.ideat.de</a>				
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
Wide Skyscraper Ad	Placement side of screen. Run of site	Size: 240 x 400 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	5.000
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	5.500
Product Advertorial	Product integration in IDEAT essentials	Product photo, price, USP homepage	4 weeks	3.000

**KPIs (Timeframe: 4 weeks)**  
 Page Impressions: 160.000  
 Age: 25 - 54  
 Gender: 60% Weiblich, 37% Männlich, 3% Andere

**IDEAT Newsletter**  
 Sent: weekly  
 Subscribers: 6.000  
 Opening rate: on average 40% (market standard is 25%)

# DIGITAL SOCIAL FORMATS.

Price list no. 4, valid for issues with on sale dates from 1 January 2024

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: 4 weeks)**

Follower: 5.060  
 Accounts Reached: 5.621  
 Accounts Engaged: 258  
 Engagement Rate: 0,91%  
 Gender: 67% female, 33% male  
 Age: 25 – 54  
 Top locations: Germany (58%), France (7,2%), Italy (6,1%)



# PAYMENT CONDITIONS.

Price list no. 4, valid for issues with on sale dates from 1 January 2024

## 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](http://www.ideat.de)



# CONTACTS.

**IDEAT**  
CONTEMPORARY LIFE

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BIC BEGODEHH

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