

# IDEAT

CONTEMPORARY LIFE

## MEDIA KIT 2023

Valid for all editions with publication date in 2023



**“We love print,  
and we believe in the  
magic of exquisitely  
crafted magazines.”**

Christian Peters and Christian Krug  
GOOD LIFE Publishing GmbH

**WOHN!DESIGN**  
DIE SCHÖNEN DINGE DES LEBENS • KULTUR, GENUSS, INTERIOR UND REISEN

**IDEAT**  
CONTEMPORARY LIFE

# THE PUBLISHER.

**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. What we are particularly pleased about: Many new readers support our passionate journey. Since the takeover of the publisher, the brand has grown rapidly and continues to grow in terms of retail sales and subscriptions. We have expanded the scope, improved the features of the magazine and have introduced a feature section that is aimed at meeting the highest cultural demands. As you can see, we love print and we believe in the magic of exquisitely crafted magazines – which go hand in hand with an exciting website and dynamic social media activities 24/7.

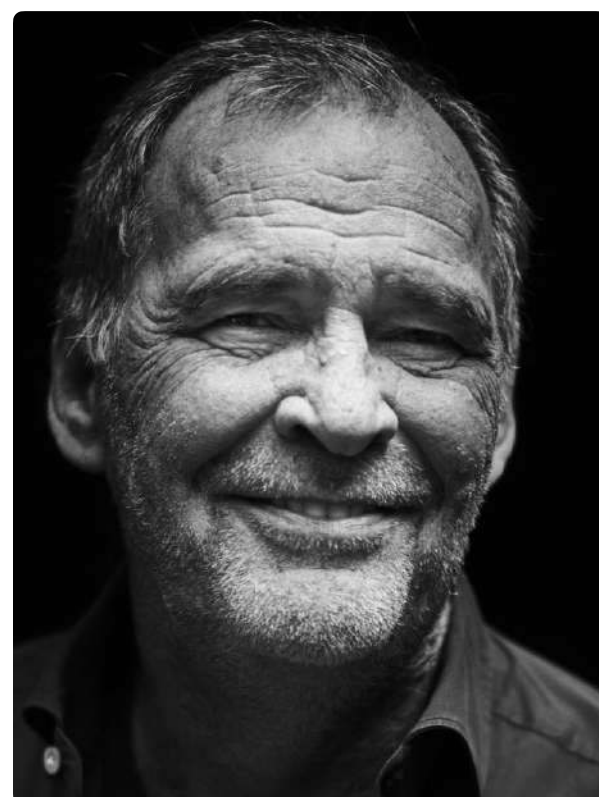
The success of the first few years has encouraged us to make further investments in brands that inspire us. IDEAT has been France's undisputed lifestyle icon for many years. It sets trends, is avant-garde, but never modernist, iconic, without ever being arrogant. In short, it suits us perfectly. The 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.

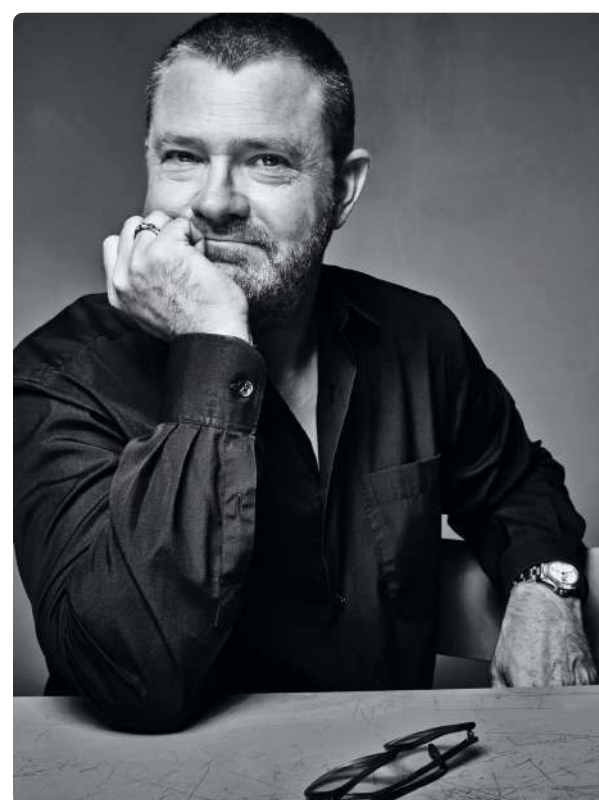
Warmest regards,

Christian Peters  
Entrepreneur and publisher

Christian Krug  
Editor-at-Large,  
Ex-editor-in-chief Gala and STERN



**CHRISTIAN PETERS**



**CHRISTIAN KRUG**

# TITLE PORTRAIT.

**IDEAT**  
CONTEMPORARY LIFE

JAN VAN ROSSEM

EDITOR-IN-  
CHIEF

## 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.



# THE SECTIONS.

NEWS



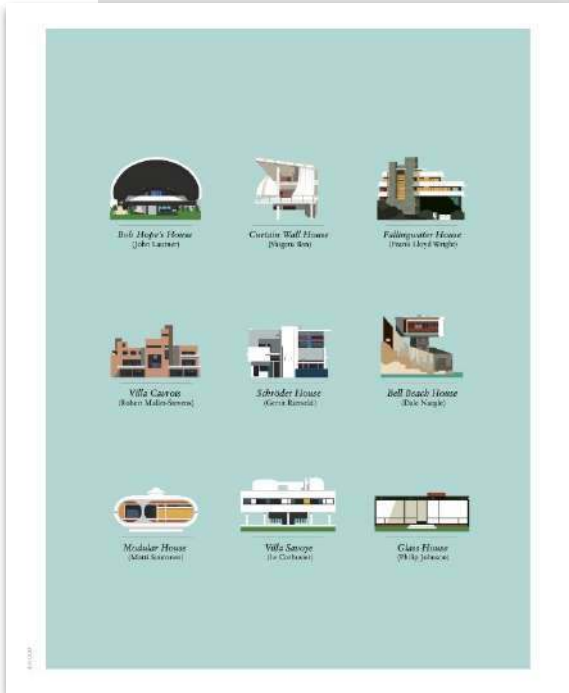
DESIGN



STYLE



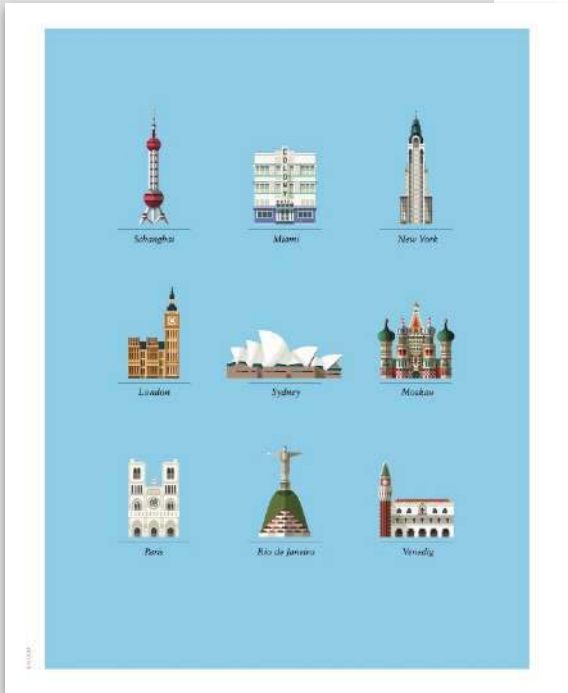
HOME



FASHION & BEAUTY



TRIPS



# PRICES & FORMATS.

Price list no. 3 valid from 2023

## Placement in the magazine

Format	Placement	Supplement	Price in €
2/1	Inside	Normal	30,000
1/1	Inside	Normal	15,000

## Premium placement

Format	Placement	Supplement	Price
2/1	Opening spread	Inside front cover + 1st right page	36,000
2/1	1st double page in magazine	On stiff paper	33,500
2/1	2nd double page in magazine	On stiff paper	32,500
1/1	4th single page	Normal	19,900
1/1	3rd single page	Normal	16,900
1/1	1st left advertisement	Left behind premium double pages, on stiff paper	16,900
1/1	Opposite Web / Content	3 following pages	17,900
1/1	Opposite legal information	1 - 2 following pages	17,900
1/1	1st right advertisement	In editorial section	16,900
1/1	2nd right advertisement	In editorial section	16,900

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 2023 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.**

# ADVERTISEMENTS 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) or your Account Manager.

**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: 5mm right: 5 mm, left: 5mm)

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:**

PS0 Coated V3; [www.eci.org](http://www.eci.org)

**Colour space:**

CMYK (no special colours), no RGB colour elements

**Resolution:**

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

**Font sizes:**

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: ISOcoated-V2 (Fogra39))

**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. 3 valid from 2023

Ad Special bookings refer to the entire print run. Partial placement upon request.

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 30 g - €120

up to 50 g - €130

over 50 g - €210

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 10 g (Postcard) - €120

Up to 25 g (Booklet) - €130

Up to 50 g (Booklet) - €180

Product samples: up to max. 20 g - €150

3

## BOUND-IN INSERTS

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

4 pages - €120

8 pages - €140

12 - 16 pages - €180

More volumes on request

## TECHNICAL SPECIFICATIONS

PRICE per 1,000 pieces (based on print run)

PRINT RUN 50,000 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. 3 valid from 2023

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 farbigter 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. ©

1/ Das Kunstwerk von Bernhard Simonovic (2021) 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 [singulart.com](https://www.singulart.com)



## FACTS

- Advertorials possible upon approval of the brand by editorial
- Native integration of the brand in the look & feel of IDEAT on a coloured background
- Close connection to IDEAT through editorial nature
- Binding creation of the advertorial by the IDEAT editorial team
- **Costs:**
  - 1/1 page: €15,000 advert price + €2,500 creation costs (not applicable for discounts, nor can the agency commission be deducted on creation costs)
  - 2/1 page: €30,000 advert price + €3,000 creation costs (not applicable for discounts, nor can the agency commission be deducted on creation costs)
- Advertorials are marked with the word "Advertisement" or "Advertorial"
- Necessary material: Logo, 4-8 product images, mood images, text, core message, product information and, if applicable, prices, website URL
- Material delivery up to three weeks before the print document deadline

# SUBJECTS & DEADLINES.

Price list no. 3 valid from 2023

Magazine	Topic	First publication date	Advertising deadline	
IDEAT 02/23 (No. 12)	FOCUS ITALY: DESIGN & FURNITURE, OUTDOOR FROM ITALY	22/02/23	20/01/23	27/01/23
IDEAT 03/23 (No. 13)	OUTDOOR, KITCHEN, GRILLS	26/04/23	22/03/23	29/03/23
IDEAT 04/23 (No. 14)	MILANO FAIR, POOLS, SUMMER ESSENTIALS	21/06/23	19/05/23	26/05/23
IDEAT 05/23 (No. 15)	BATHROOM, FASHION, ART	30/08/23	28/07/23	04/08/23
IDEAT 06/23 (No. 16)	FABRICS, WALLPAPER, COLOURS	25/10/23	22/09/23	29/09/23
IDEAT 01/24 (No. 17)	BEDS, INTERIOR, LIGHTING	13/12/23	10/11/23	17/11/23

Information subject to change. Other topics on request. Placement in the surrounding area possible.

**Permanent sections and topics: Design, Fashion, Beauty, Art, Culture, Photography, Travel, Architecture, Furniture**

**Other marketing products on request:**

Content Marketing in Stories  
 Content Marketing in photo productions  
 Production-sharing  
 Events and sponsorings  
 Trade fair partnerships  
 Special print / production runs  
 Supplements for customer events

# IDEAT READERSHIP.

**IDEAT**  
CONTEMPORARY LIFE

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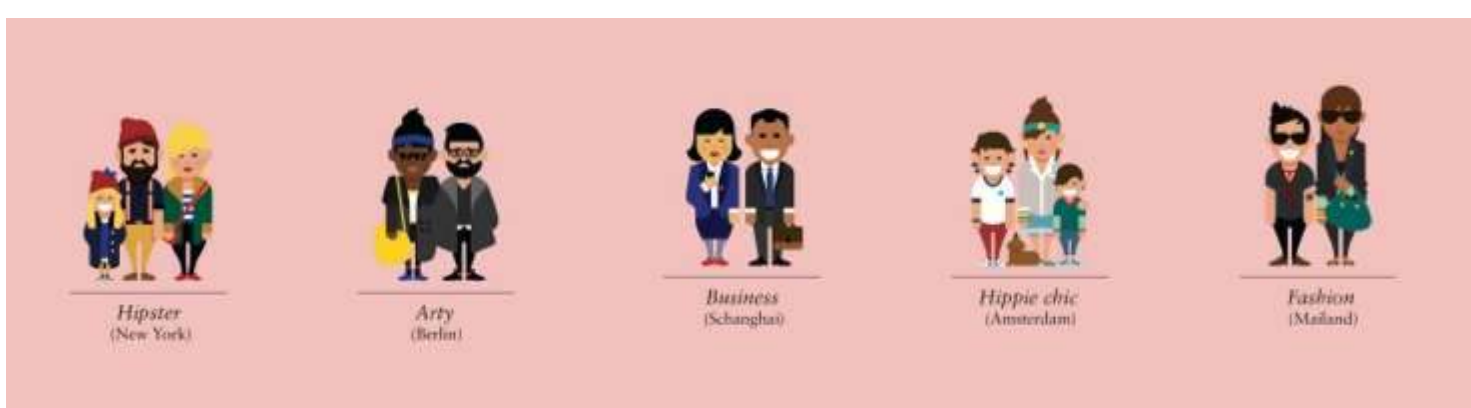
The IDEAT readership is in high demand! Well-placed, high demands on quality, enthusiastic about travel and enjoy spending money when it comes to unique pieces or designer classics.

IDEAT reaches around **150,000 contacts** with each edition. These are aged **between 30 and 65** on average, and are **equally distributed 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.



IDEAT

CONTEMPORARY LIFE

DIGITAL

WEBSITE FORMATS.

Price list no. 3 valid from 2023

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 on the homepage at the top of the desktop.	Size: 1,200 x 200 px	4 weeks	3,000
Ideat Hero Ad	Prominent placement on the homepage appearing first under the Leaderboard.	Size: 1,200 x 900 px	4 weeks	5,000
Medium Billboard Ad	Placement on the homepage by scrolling. One image and text beside it.	Size: 1,200 x 900 px	4 weeks	3,000
Native Ads				
Sponsored Article	Images + customer items in the IDEAT look and feel with link to customer's landing page.	Large start screen: 1,200 x 200 px or 1,200 x 900 px Texts Customer logo Landing pages	Present on the homepage for 4 weeks, then on the website permanently	8,000
Product Advertorial	Incorporation of product in IDEAT Essentials.	Product image Description, price, landing page	4 weeks	5,000
KPIs (September 2022, period: 4 weeks)	Unique User: 10,619	Page Impressions: 13,112	Gender: 55% female 45% male	Age: 25-54 years old

# DIGITAL SOCIAL FORMATS.



Price list no. 3 valid from 2023

Instagram ideat_magazin			
Product	Description	Duration	Price in €
Instagram Story	Consists of 3 Story snippets every 5 seconds	One time	3,500
Instagram Post	One post on the IDEAT account. Consisting of one image.	Permanent	5,000
Instagram Video Post	One video post on the IDEAT account	Permanent	5,000
Instagram Carousel Post	Placement on the homepage by scrolling. One image and text beside it.	Permanent	7,500
KPIs (version dated September 2022)	Followers: 3,500	Accounts Reached: 3,178 accounts Engagement Rate: 1.59	Top Locations: Hamburg, Berlin, Munich



# PAYMENT CONDITIONS.

Price list no. 3 valid from 2023

## PAYMENT CONDITIONS:

Invoices are due within 30 days of the invoice date. A 2% discount will be granted within 10 days of the invoice date, unless there are older publisher claims.

## 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)



# CONTACT.

**IDEAT**  
CONTEMPORARY LIFE

## PUBLISHER

GOOD LIFE Publishing GmbH  
Managing directors -  
Christian Peters, Marion Lülfig  
Borselstrasse 18, D-22765 Hamburg, Germany  
Telephone +49 40 398 633-0  
Fax +49 40 390 9587

Tax no.: 41/787/00656  
VAT ID no.: DE 325 723 894  
HRB 157685 Hamburg District Court  
IBAN DE85 2012 0000 0067 7110 02  
BIC BEGODEHH

## MARKETING

### Director Sales & Brand

Katharina Struve  
katharina.struve@ideat.de  
+49 170 94 62 367

### Sales Office France

Anke Blagogee  
Anke.ankeblagogee.de  
+33 951 26 36 02

### Sales Office Germany

Kirsten Fischer  
Kirsten.fischer@ideat.de  
+49 171 48 85 811

### Sales Office Italy

Jean-Pierre Bruel  
medias@mediasinternational.it  
+39 31 75 14 94

### Sales Office Germany

Ulrike Ehlers  
Ulrike.ehlers@wohndesign.de  
+49 173 30 09 326

### Sales Office Spain

Olga Martinez & Almudena Pardilla  
olga.martinez@aboutim.es  
+ 34 669 10 12 73  
almudena.pardilla@aboutim.es

**We will also be happy to provide proposals for campaigns in  
IDEAT FRANCE - simply get in touch with us.**

## AD SCHEDULING

Martin Lindner  
Martin.lindner@wohndesign.de  
+49 711 96 666-410

## ACCOUNTING

Stefan Tiedemann  
Stefan.tiedemann@loewenstein-ag.de

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