

GOODLIFE

WOHN·DESIGN

INTERIEUR
KUNST
GENUSS
REISEN

D 9,50 €
A 10,50 €
CH 15,20 srf
Lux/BE/NL
10,90 €
I/E 12,80 €



N° 176

*Sinnlich. Subtil.
Stilsicher.*

GOODLIFE

WOHN·DESIGN

MEDIA KIT 2024

Valid for all issues published in 2024

Preisliste Nr. 6, 2024

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

Christian Peters and Christian Krug
GOOD LIFE Publishing GmbH

GOODLIFE
WOHN·DESIGN

IDEAT
CONTEMPORARY LIFE

THE PUBLISHER.

GOOD LIFE Publishing GmbH

GOODLIFE
WOHN·DESIGN

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 WOHNDESIGN became GOODLIFE - WOHNDESIGN. 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.

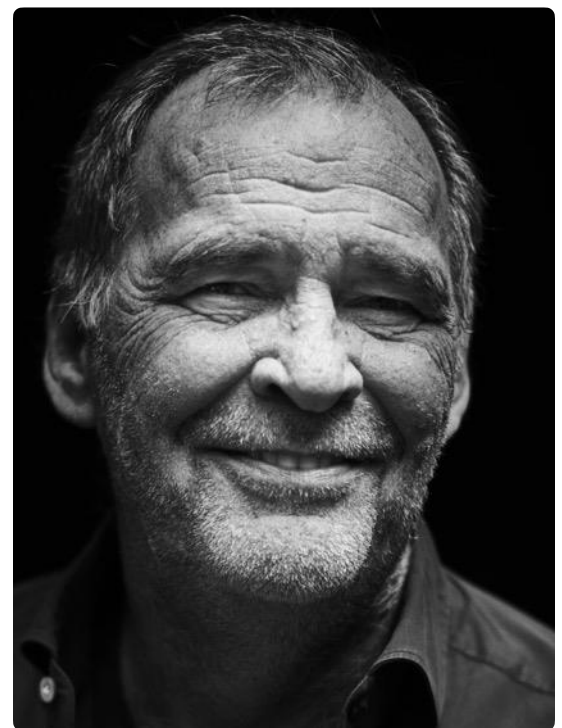
The success of the first few years has encouraged us to make further investments in brands that inspire us. IDEAT has been France's undisputed lifestyle icon for many years. It sets trends, is avant-garde, but never modernist, iconic, without ever being arrogant. In short, it suits us perfectly. The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

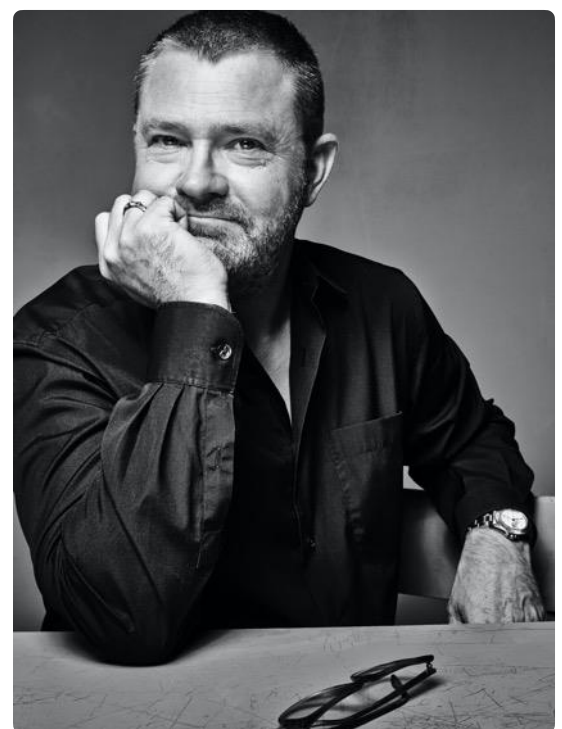
Warmest regards,

Christian Peters
Entrepreneur and publisher

Christian Krug
Editor-at-Large,
Ex-Chefredakteur Gala und STERN



CHRISTIAN PETERS



CHRISTIAN KRUG

TITLE PORTRAIT.



DR. STEPHAN DEMMRICH
EDITOR-IN-CHIEF

UPDATE -WOHN!DESIGN BECOMES GOODLIFE

Over the past five years, WOHN!DESIGN (founded in 1993) has transformed from a classic interior design magazine to a culturally inspired and ambitious title in the upscale lifestyle segment.

To correspond with this development in content and to reflect the consumer desire for less quantity but higher quality, there will also be a visual change as well as an adjustment in frequency. Four regular issues plus two special formats: the Summer Edition and Interior Collections. In return, there will be considerably more pages than before.

These changes are accompanied by a new name that lives up to the content and ambition of the magazine:

GOODLIFE - with the WOHNDESIGN logo integrated (but without the "!")

What's staying?

We have always focused on high-level interiors and on well-researched stories about people from the design industry, artists, and creatives from various fields. This is what WOHN!DESIGN stands for. Our maxim can be expressed in two words: Good Vibrations.

A feeling that will continue to accompany our discerning readership.

What's coming?

An upgrade. In basic terms: from "high-end" to beyond. In addition, a thematic opening for everything that constitutes a good life. This ranges from an intensive engagement with art to unusual excursions into culinary and table culture to travel topics and well-being. We see GOODLIFE as a promise for an attitude to life that we all long for and that needs to be portrayed.

Any questions?

In the next few pages you will find plenty of information on GOODLIFE and on page 18 you can find the relevant contacts.

MEDIA KITS 2024

THE RUBRICS.

GOODLIFE
WOHN·DESIGN

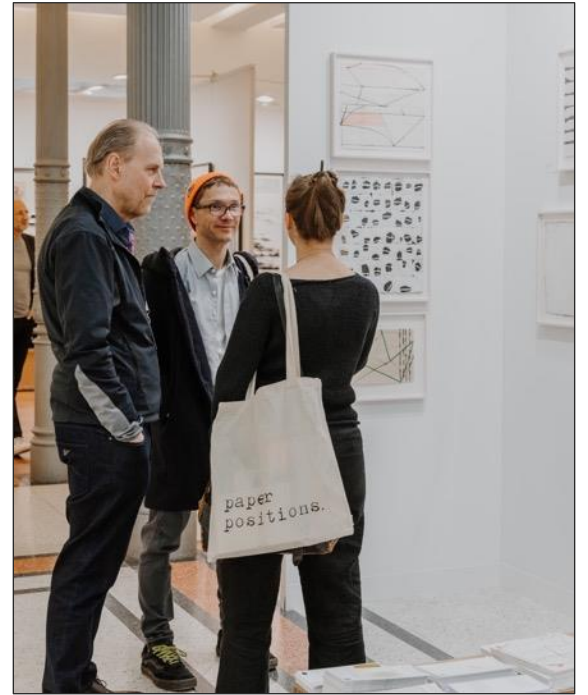
L I V I N G



D E S I G N



A R T &
C U L T U R E



G O U R M E T



T R A V E L



F A S H I O N



PRICES & FORMATS.

Price list no. 6, valid for issues with on sale dates from 1 January 2024

Placement in the magazine

Format	Placement	Supplement	Price in €
2/1	Inside	Normal	26.000
1/1	Inside	Normal	13.000

Premium placement

Format	Placement	Supplement	Price
2/1	Opening Spread	IFC plus first RHP	29.000
2/1	1. DPS in the magazine	Normal	27.000
2/1	2. DPS in the magazine	Normal	27.000
2/1	Closing Spread	IBC and last LHP	29.000
1/1	Outside back cover	Normal	15.000
1/1	Inside back cover	Normal	14.000
1/1	Inside front cover	Normal	14.000
1/2	Inside	Normal	6.600

GOODLIFE Publishing GmbH offers an art and culture discount for museums, galleries and book publishers.

Cancellations can only be made until four weeks before the advertising deadline.

Reservations for preferential placements expire if no written booking order is received by two weeks before the advertising deadline. 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 customer who made the original placement reservation fails to send the written booking order within two working days.

All prices are in euros; prices are valid for first publication dates as of 1 January 2024 for bookings with GOODLIFE Publishing GmbH. Statutory value added tax is added to the net invoice amount. Reservations are valid for 14 days. Partial page formats on request.

AD DELIVERY.

Price list no. 6, valid for issues with on sale dates from 1 January 2024

Please note the deadlines for delivering print documents and take the following details into account when creating print documents. Send print documents in PDF format to anzeigen@wohndesign.de.

Ad format

1/1 ad. 213 x 277 mm

2/1 ad. 426 x 277 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

3 mm (top: 3 mm, bottom: 3 mm, right: 3 mm, left: 3 mm)

No crop or registration marks within the data format.

Important text and motif elements must be placed at least 5 mm from the trimmed final format

ICC colour profile:

PSO coated v3 300%

Colour space:

CMYK (no special colours), no RGB colour elements

Resolution:

Colour/greyscale images: 300 dpi, line art/Bitmap: at least 1200 dpi

Font sizes:

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

Data format:

PDF/X4

Proof:

Our proofs are produced according to DIN ISO-Norm 12647 UGRA / FOGRA

Litho:

For binding technical details and information on deadlines, samples and delivery, please contact Thomas Lösch (t.loesch@loesch.eu).

For the current requirements, dimensions and delivery address for bound inserts and loose inserts, please contact:

anzeigen@wohndesign.de Tel. 0711 998826-61

INSERTS TIP-ONS BOUND INSERTS.

Price list no. 6, valid for issues with on sale dates from 1 January 2024

1

INSERTS

Inserts are products delivered ready for processing that are enclosed unbound in the magazine with the closed side facing the gutter.

up to 25g - € 200

up to 50g - € 300

over 50g - € 350

2

TIP-ONS

Tip-ons are always in addition to a carrier ad. Tip-ons 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 INSERTS

Bound inserts are integrated into the magazine. They are delivered ready for processing at the printers.

4 pages - € 300

8 pages - € 500

12 - 16 pages - € 650

More volumes upon request.

TECHNICAL SPECIFICATIONS

Price per 1.000 items

PRINT RUN 40.000 copies / PRINTING PROCESS web offset

MAXIMUM FORMAT for inserts 198 x 265 mm

MAGAZINE FORMAT and maximum format for bound inserts 213 x 277 mm plus 3 mm bleed

PRINT DOCUMENTS Create file in final format, 3 mm trim for trimmed motifs, text gap of 5 mm from the trim, crop marks for consistency.

DELIVERY: Frank Druck GmbH, WV / Corona, Industriestraße 20, 24211 Preetz

TOPICS & DEADLINES.

Price list no. 6, valid for issues with on sale dates from 1 January 2024

MAGAZINE	TOPIC	ON SALE	AD CLOSE	MATERIAL DEADLINE
GOODLIFE WOHNDESIGN 01/24 (No. 178)	EXPERIENCES Dossier: Travel, hotels As well as: Lights, table culture, home entertainment	13.12.23	13.11.23	16.11.23
GOODLIFE WOHNDESIGN 02/24 (No. 179)	WELL-BEING Dossier: Culinary delights, food & beverages As well as: Good sleep, wellness, textiles, outdoor	08.03.24	06.02.24	08.02.24
GOODLIFE Special issue SOMMER EDITION 2024 (No. 180)	SUMMER LIVING Dossier: Outdoor collections As well as: Culinary art, relaxation, accessories	12.04.24	05.03.24	14.03.24
GOODLIFE WOHNDESIGN 03/24 (No. 181)	GLOBAL-LOCAL CONSUMER WORLDS Dossier: Interior – exterior As well as: Beauty, jewellery, fashion Brands and their values	31.05.24	25.04.24	30.04.24
GOODLIFE WOHNDESIGN 04/24 (No. 182)	AGE OF AWARENESS Dossier: Living with art, galleries, museums As well as: Manufacturing, mobility	30.08.24	30.07.24	01.08.24
GOODLIFE Special issue INTERIOR (No. 183)	INTERIORS – PROFESSIONALS, BRANDS, PROJECTS FURNITURE: Collections, BATHROOM: Fittings, showers and bathtubs, accessories, KITCHEN: Appliances, recipes, table culture	18.10.24	17.09.24	19.09.24
GOODLIFE WOHNDESIGN 01/25 (No. 184)	PLURALISM Dossier: A kaleidoscope of ways of life As well as: more interior trends, the perfect lighting and cooking	29.11.24	29.10.24	29.10.24

KEY FACTS GOODLIFE WOHNDESIGN

Homepage: www.wohndesign.de

Frequency: 4 classic issues per year, 2 special issues per year

Copy price: € 9,50

Print run: 40.000 copies

Sold circulation: 31.217 copies*

Subscriptions: 8.534*

Digital subscriptions: 17.646*

(*Publisher's data Q2/2023 print + online)

Special issue at PoS

SUMMER EDITION 2024

OUTDOOR COLLECTIONS



SUMMER EDITION 2024

The SUMMER EDITION is the leading compendium for a stylish life outdoors. In the dossier we focus on the best OUTDOOR COLLECTIONS from premium brands and designers.

In addition, the glossy special edition presents design tips and inspires lovers of modern gardens to purchase accessories.

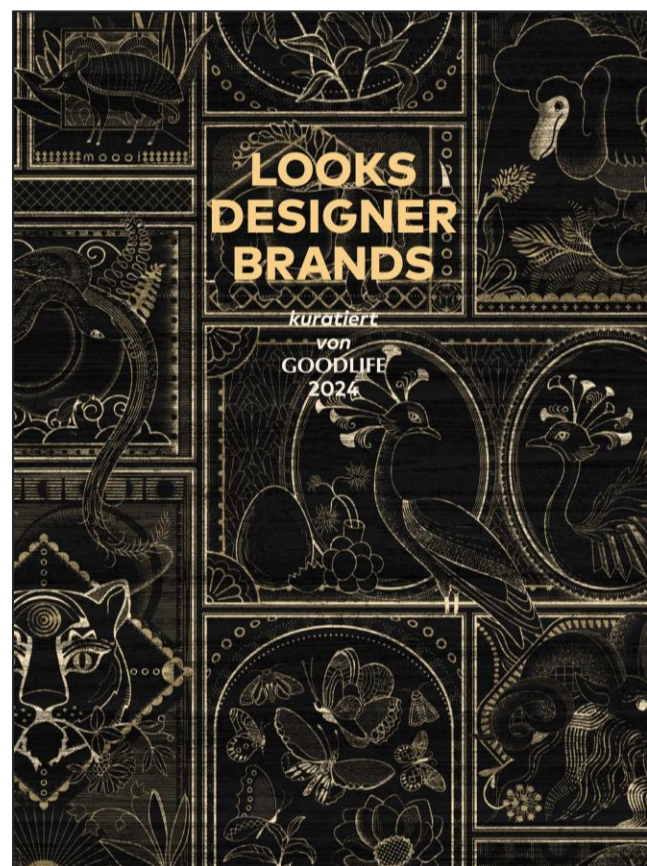
3 months at PoS

Copy price: € 9,50

Ad price see page 6

Special issue at PoS

INTERIOR - BRANDS. PROFESSIONALS. PROJECTS. FURNITURE. KITCHENS.BATHROOMS.



INTERIOR - PROFESSIONALS, BRANDS, PROJECTS: THE BEST FURNITURE AND DESIGNS OF THE YEAR

The special issue presents FURNITURE COLLECTIONS, curated by the editorial team, in an exclusive layout. It shows the latest interior pieces_ from tables and chairs, wardrobes and beds to sofas. Individualists with an affinity to design find brands, projects and extraordinary, beautiful interiors from the best interior professionals in this special issue. There are also multiple pages on BATHROOMS and KITCHENS, and we show the most beautiful fixtures, surfaces, accessories and built-in fittings. In addition: Real estate

3 months at PoS

Copy price: € 9,50

Ad price see page 6

Booklet

CROSSMEDIAL SHOPPING GUIDE.

Price list no. 6, valid for issues with on sale dates from 1 January 2024



In selected issues of WOHN!DESIGN, the exclusive SHOPPING GUIDE appears as a removable pocket-sized booklet. Four hundred top furniture stores, bathroom and kitchen studios offering first-class service, grouped by their respective postcodes, present themselves and provide detailed information about the manufacturers and brands they represent.

Ad price in printed version (available online simultaneously):

1/1 page inside (148 x 210 mm) € 3.000,-
U2 and U3 € 4.000,-

Please send as printable PDF in the abovementioned format with a bleed of at least 3mm

Digital prices

1/1 page inside (148 x 210 mm) € 1.500,-
U2 and U3 € 2.000,-

shopping@wohndesign.de

An e-paper of the print version can be found on the **homepage**. Additionally, all the information in the print version is constantly updated and shown in the **digital ShopFinder**. Searching via supplier name, brand name, product category and postcode enables users to quickly find the furniture stores, kitchen and bathroom studios in the region.

Feuilleton

PRICES & SPONSORING.



SPONSORING THE FEUILLETON

Exceptional and unique: GOODLIFE – WOHNDESIGN’s features section. Around twenty pages of culture, art, theatre and literary stories – for your delight and edification. Every issue, our readers are delighted by this entertaining section, and we want to share this exquisite cultural format with you. Since 2023, suitable brands have had the opportunity to sponsor the features section. So what’s the deal? A cultural partnership. You engage with us, we engage with you and provide editorial support for your cultural activities. Available in six-monthly and annual packages.

Frequency	Format & placement	Price	Supplement
Six-month sponsorship (2 issues)	1/1 page First page	On request	Editorial support for your brands
Annual sponsorship (4 issues)	1/1 page First page	On request	Print and digital editorial support

GOODLIFE READERSHIP.

Price list no. 6, valid for issues with on sale dates from 1 January 2024

GOODLIFE – WOHNDESIGN readers are cosmopolitan with a high level of education and an appreciation for the journalistic approach of the magazine as well as for the quality and diversity of the stories.

They have a strong interest in **DESIGN, INTERIOR, FASHION, ART** and the current **ZEITGEIST** and **TRENDS**. They are multipliers, networkers and opinion leaders in various areas of life and creative fields.

GOODLIFE is stylish, honest, extravagant and colourful. Just like our readers. They have the highest quality standards, a flair for design and live multi-faceted lives. Our readership includes countless architects, designers and creative industry heads.

The readers are exceptionally well educated, **earn very well** and **invest frequently**. GOODLIFE reaches around **57% women and 43% men** with an average **age of around 40 to 60 years old. 77% of them have a HHNI of over € 7,500 is available.**

Every issue reaches around 212.000 contacts.

Our readers see reading GOODLIFE as a way of relaxing and a way to enrich their free time. Reading GOODLIFE is a real luxury that they do not want to miss out on. GOODLIFE is a true source of inspiration.



DIGITAL FORMATS WEBSITE.

Price list no. 6, valid for issues with on sale dates from 1 January 2024

Website www.wohndesign.de				
Product	Description	Specs	Duration	Fixed price in €
Display Ads				
Top Leaderboard Banner	Present placement on the homepage.	Size: max: 1.400 x 200 px. jpg, png, svg, gif, webP, html5 Film, mpg, mp4 (H.264), html scrip	4 weeks	4.000
2nd Leaderboard	Present placement on the homepage.	Size: max. 1.400 x 400 px	4 weeks	3.540
Video	Brand or product video on the homepage	Size: 1.200x 900 px	4 weeks	3.000
Native Ads				
Branded Article	Article written by the editorial team in the look & feel of GOODLIFE – WOHNDESIGN with a link to the customer’s landing page	Max. 8 images, text, video optional, homepage Delievery 3 weeks in advance	4 weeks	5.000
KPIs (October 2023, Timeframe: 4 weeks)	Female: 53,3% Male: 46,7%	Top Locations: Frankfurt, Berlin, Hamburg, Munich, Vienna, Milan	Unique Users: 4.661 Page Impressions: 242.054	

DIGITAL FORMATS SOCIAL.

Price list no. 6, valid for issues with on sale dates from 1 January 2024

Instagram: goodlife_wohndesign_magazine			
Product	Description	Duration	Price in €
Instagram Story	Consists of 3 storysnippets of approx. 5 seconds	One-off	2.000
Instagram Post	One post on the account consisting of one image	Permanent	2.000
Instagram Video Post	A video post on the account	Permanent	2.500
Instagram Carousel Post	Placement on the homepage via scrolling. One image and text beside it.	Permanent	2.500
KPIs (status October 2023 over 4 weeks)	Followers: 7.900 Female: 60,3% Male: 39,6%	Accounts Reached: 3.969 Accounts Engaged: 237 Engagement Rate: 0,52%	Top Locations: Berlin, Hamburg Munich

PAYMENT CONDITIONS.

Price list no. 6, 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 older publisher's receivables are outstanding.

TERMS AND CONDITIONS:

For the processing of orders, the Terms of Payment and Terms of Business apply, which can be obtained from the publisher or can be viewed at www.wohndesign.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 may be updated during the year. You can find the latest, binding version at: www.wohndesign.de



CONTACTS.

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BIC BEGODEHH

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