



ZUHAUSE WOHNEN – THE MAGAZIN OF IDEAS

To feel at home means to feel comfortable, relax, catch a breath, recharge your batteries. **ZUHAUSE WOHNEN** is the magazine for people looking for exactly that.

People, looking for a special quality of life and standard of living. **ZUHAUSE WOHNEN** stands for alive reports, showing residents and actual apartments as well as advice from the most distinctive interior architects in Germany.

For this reason it is the only classical living magazine combining sensuality and aesthetics with service, creativity and longtime expertise to give advice about the home.

Virtually every issue features an **EXTRA** focusing on a single topic, presenting issues that our readers are particularly interested in.

www.zuhausewohnen.de

Frequency monthly
 Paid circulation 72,025 (IVW II/2018)
 Ad rate full page 4c € 23,000
 Copy price € 3.95

READERSHIP

The readers are well educated and have a high household income.

According to AWA 2018 **ZUHAUSE WOHNEN** reaches 540,000 readers in Germany.

% breakdown | Index

Sex
 Men 18 | 34
 Women 82 | 161

Age
 30–59 years 58 | 121

Net household income (in EURO)
 3,000 and more 62 | 136

Consumer typology
 Mainly quality oriented consumers 41 | 191

Real estates, ownership
 Single-family house 48 | 135

Willingness to spend money
 Garden 46 | 164

Applicable attributes, attitudes
 Special target group modern home & interior 16 | 271

Like to buy products with modern design 25 | 164

Interested in living & furnishing, give advice, considered to be an expert 46 | 241

Source: AWA 2018

ADVERTISING RATES 2019

Format	4c / EURO
Full page	23,000.-
Full page IFC/OBC	25,000.-
2/3 page	18,400.-
Half page	16,100.-
1/3 page	11,600.-
Double page	46,000.-
Double page IFC + page 3	49,000.-

DISCOUNTS

Turnover scale (gross)

(incl. Extras)

from 46,000 Euro – 3%	from 184,000 Euro – 13%
from 92,000 Euro – 6%	from 230,000 Euro – 17%
from 138,000 Euro – 10%	from 276,000 Euro – 20%

CIRCULATION

Circulation, IVW-audited, 2th quarter 2018

Print run	124,134 copies
Paid circulation	72,025 copies
Distributed circulation	76,401 copies
Subscribers	26,274 copies

SCHEDULE 2017 / Extras

Issue	Extras*	Publication date	Booking deadline	Copy deadline
02/2019	Better sleeping**	02.01.2019	09.11.2018	21.11.2018
03/2019	Bath & Wellness**	06.02.2019	14.12.2018	02.01.2019
04/2019	Building, renovation, smart home	06.03.2019	18.01.2019	30.01.2019
05/2019	Balconies&gardens during spring	10.04.2019	22.02.2019	06.03.2019
06/2019	Healthy living**	08.05.2019	18.03.2019	28.03.2019
07/2019	The best kitchens	12.06.2019	18.04.2019	06.05.2019
08-09/2019	The best living tips	10.07.2019	21.05.2019	03.06.2019
10/2019	The best baths	04.09.2019	18.07.2019	30.07.2019
11/2019	The best furnishing ideas**	09.10.2019	22.08.2019	03.09.2019
12/2019-01/2020	Kitchen trends	20.11.2019	30.09.2019	11.10.2019

*The Extras will be published with the main issues of ZUHAUSE WOHNEN.

** Booking- and copy deadline of specials earlier-upon request.

TECHNICAL DATA

Magazine format: 213 x 280 mm + 4 mm trim-reserve

Type area: 193 x 257 mm

Printing process: Offset

Artwork: Please deliver a print-PDF with 300 dpi resolution.

Color-management: CMYK

Delivery of advertisement:

The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: www.duon-portal.de

Support is available via e-mail: support@duon-portal.de or directly by phone: +49/ 40 / 37 41 17-50.

Kindly note our general terms and conditions of business for advertisements: <http://www.bm-brandmedia.de/agb/>



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