

RATE CARD 2024



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EDITORIAL CONCEPT

- » WOHNIDEE is the trusted brand in all matters of homes and interiors. It provides ideas and inspiration on how to give one's living environment the individual touch. The variety of design ideas and excellent advisory competence make WOHNIDEE a source of great utility and orientation.
- » Expert advice is our particular focus. As the only home living title with an interior designer as editor-in-chief, WOHNIDEE places emphasis on understandable instructions, ideas and tips. We present the reader diverse and inspiring home stories and reports, coupled with the most beautiful design trends in generous spreads with quality visual language. Our featured topics come in the form of removable specials which serve as practical references with long-term practicality.
- » Sustainability is a special concern to us: In every issue we give readers orientation, for example, on ecological aspects of living, healthy room climate and a green habitat.

**WOHNIDEE. The experts for small changes with big effect.
No other media source offers more LIVING IDEAS.**

WOHN
IDEE



PUBLISHER AND GENERAL INFORMATION

PUBLISHER

Heinrich Bauer Verlag KG

MARKETER

Bauer Advance KG

ADDRESS OF ADVERTISING DEPARTMENT

WOHNIDEE | Burchardstraße 11 | 20095 Hamburg

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+49 40 30 19 31 02 Ad Management

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Ad Management
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PZN (magazine code) 510006

FREQUENCY monthly

ON SALE Friday

BANK

HypoVereinsbank München, IBAN: DE72 7002 0270 0665 8974 43, BIC: HYVEDEMMXXX

VAT ID. DE 118 90 81 49

TERMS OF PAYMENT

Invoices are issued on the first day of sale.

Payment is due within 30 days from invoice date without deduction. 2% discount is granted for prepayment received by the publisher prior to first day on sale, provided no other amounts are outstanding. In case of default in payment or deferment, interest on arrears will be charged at prevailing bank interest rates for current account overdrafts.

TERMS OF BUSINESS

Advertising orders are subject to the "General Terms and Conditions for Advertisements and other Forms of Advertising in Magazines" – see separate rate sheet or visit: <https://baueradvance.com/agb/>

The placement of an advertisement in the print version of a magazine automatically includes, if available, its digital versions (online magazine).



Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)

TECHNICAL SPECIFICATIONS

For our current and binding technical specifications please visit **www.duon-portal.de**, also available as pdf download.

DATA DELIVERY

All printing material to be submitted electronically to www.duon-portal.de.



SUPPORT

For support please email: **support@duonportal.de**

or call: **+49 40 37 41 17 50**

ONLINE BOOKING

Ad bookings can also be submitted via the online booking system (OBS): www.obs-portal.de



FORMATS AND RATES

FORMATS ON SINGLE PAGES

Format	Type page (mm) Width x Height	Trim size ¹ (mm) Width x Height	Rates all colours in €
1/1	196 x 261	210 x 280	28.970,-
3/4 vertical	146 x 261	153 x 280	26.070,-
3/4 horizontal	196 x 195	210 x 205	
2/3 vertical	129 x 261	136 x 280	23.670,-
2/3 horizontal	196 x 173	210 x 183	
1/2 vertical	96 x 261	103 x 280	18.250,-
1/2 horizontal	196 x 129	210 x 139	
1/3 vertical	63 x 261	70 x 280	15.350,-
1/3 horizontal	196 x 84	210 x 94	

Special positions ²

Back cover page	31.870,-
Inside front cover	30.420,-

SPREAD FORMATS

2/1	406 x 261	420 x 280	57.94,-
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¹ Bleed plus 5 mm top, bottom and outside

Spread formats: doubling in gutter 5-7 mm

² Discounts and commission apply

Rates in €
plus VAT if applicable

FURTHER INFORMATION

- » Other formats on request
- » Magazine format: 210 x 280 mm
- » Promotion ads, ad splits, special colours, scented coating, special ad formats, foldouts and postcard tip-ins on request

SPECIAL FORMATS

We offer you a native placement in affined editorial environments.

1. SMALL AD FORMAT 1/8 P. 2-COLUMN

FORMAT

» 96 mm wide x 63 mm high in type area

2. BUBBLE AD

FORMAT

» Ø 8cm

RATES

» Each format € 4.120,-. Agency commission applies to this rate, but no discount.

DESIGN COSTS

- » 250 Euro | 20 Euro each subsequent correction loop, no commission or discount
- » Design by editorial team. Small ad format 1/8 page can also be supplied by client.

DEADLINES 2024

WOHNIDEE

Issue	On sale* Friday	Calendar week	Ad closing date	Delivery date digital data
02	12.01.2024	02	23.11.2023	30.11.2023
03	09.02.2024	06	21.12.2023	02.01.2024
04	15.03.2024	11	30.01.2024	06.02.2024
05	12.04.2024	15	23.02.2024	01.03.2024
06	10.05.2024	19	20.03.2024	27.03.2024
07	14.06.2024	24	24.04.2024	02.05.2024
08	12.07.2024	28	27.05.2024	04.06.2024
09	09.08.2024	32	25.06.2024	02.07.2024
10	13.09.2024	37	30.07.2024	06.08.2024
11	11.10.2024	41	26.08.2024	02.09.2024
12	15.11.2024	46	26.09.2024	04.10.2024
01	13.12.2024	50	25.10.2024	05.11.2024

FURTHER INFORMATION

- » Final cancellation by ad closing date
- » Deadlines Ad Specials see **10**

* Deadline for payment if claiming discount according to rate card

CONTENT COMPASS

**CONTENT
COMPASS**

BAUER ADVANCE



baueradvance.com/
content-compass

LOOKING FOR SUITABLE ENVIRONMENTS AND SEGMENTS FOR YOUR CAMPAIGN?

Our new "CONTENT COMPASS" tool gives you a comprehensive overview of planned editorial topic environments in our print and digital brands.

NOW YOU'VE FOUND THE PERFECT TOPIC ENVIRONMENT FOR YOUR COMMUNICATION, PLEASE PAY ATTENTION TO THE FOLLOWING:

- » Final confirmation of environment can only be given on the respective issue's ad closing date.
- » Editorial decisions may cause topics to change.
- » There is no competitor exclusion in the topic spread.
- » Please indicate your desired placement when booking.

The cost for advertorials is made up from the advertisement rate plus production costs. Production costs are technical costs and subject to neither discount nor commission. Value added tax is charged if applicable. Production costs comprise: concept, layout, control and repro. Picture buying or copyright costs are invoiced separately. The advertisement rate is discounted according to the valid rate card and in consideration of existing bookings.

Production costs for smaller formats on request



AD SPECIALS

LOOSE INSERTS

	Courier deliveries	Postal deliveries
max 20 g	130,-	156,-
max 30 g	135,-	169,-
max 40 g	140,-	182,-
max 50 g	145,-	196,-

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Heavier weights or gummed elements on request
- » Minimum: 30.000 copies
- » No partial booking of postal deliveries
- » See notes on Postal deliveries/Partial circulation

SURCHARGES

Total postal subscription
15,-

€ per thousand copies
plus VAT if applicable

OVERSIZE INSERTS

	Courier deliveries
max 30 g	163,-

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Heavier weights or gummed elements on request
- » Minimum: 30.000 copies
- » Postal deliveries on request
- » See notes on Postal deliveries/Partial circulation

AD SPECIALS

TIP-INS

	Courier deliveries	Postal deliveries
Postcards/Coupons*	71,-	82,-
Booklet max 20 g	77,-	92,-
Product samples max 20 g	98,-	123,-

* Size and weight acc. to Deutsche Post AG

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Other tip-ins and higher weights on request.
- » Minimum order: National printed circulation
- » See notes on Postal deliveries/Partial circulation

BOUND INSERTS

	Courier deliveries	Postal deliveries
max 8 pages	141,-	176,-
more than 12 pages	151,-	204,-

€ per thousand copies
plus VAT if applicable

FURTHER INFORMATION

- » Bound inserts with more pages and gummed elements on request
- » Minimum order: National printed circulation
- » See notes on Postal deliveries/Partial circulation

AD SPECIALS

PRICES

Prices for Ad Specials may rise if they inconvenience processing.

Ad Specials combined with other titles are possible by arrangement. Weight-related postal charges levied on subscription circulation are included in these prices. Additional postal charges are applied to product samples and objects with thickness more than 2,5 mm.

CIRCULATION

Calculation and delivery of Ad Specials are based on print circulation figures at order confirmation.

COURIER DELIVERIES

The courier delivered circulation is title-dependent and comprises print circulation for the distribution channels retail, reader circles, airport copies and others, excl. E-Paper.

POSTAL DELIVERIES

Sole booking of postal deliveries (subscription only) is possible for inserts and tip-ins on request.

PARTIAL CIRCULATION

The publisher reserves the right to defer orders for partial circulation to a subsequent issue. If minimum order quantity is not reached, the rate is calculated on basis of minimum order quantity.

CIRCULATION CHECK

Sales and distribution logistics may cause slight deviations from agreed coverage areas.

Circulation booked for Ad Specials is subject to fluctuation, therefore exact quantity required must be verified on booking.

SPLIT

Splits are possible for a surcharge and in consideration of minimum order quantities. Splits can only be considered if announced in advance up to 4 weeks before booking deadline.

Further information:

www.baueradvance.com • www.bauer-extras.de

Or on request:

adspecials@baueradvance.com

TECHNICAL PROCEDURE AND DELIVERY

Delivery address and deadlines are indicated in the respective order confirmation. No checks are conducted at printer. Advance notice of delivery must be given in good time by email. Binding technical information, deadlines and delivery requirements can be downloaded from:

www.adspecial-portal.de



Ad Special-Portal

PRINT SERVICE

If required the publisher will handle production of Ad Specials.

Prices on request.

Visit our homepage for more information on our extended services:

<https://baueradvance.com/solutions-cases/>

AD SPECIALS 2024 DEADLINES

WOHNIDEE

Issue	On sale* Friday	Calendar week	Booking deadline Ad Specials	Delivery deadline Ad Specials
02	12.01.2024	02	23.11.2023	13.12.2023
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04	15.03.2024	11	30.01.2024	19.02.2024
05	12.04.2024	15	23.02.2024	14.03.2024
06	10.05.2024	19	20.03.2024	11.04.2024
07	14.06.2024	24	24.04.2024	17.05.2024
08	12.07.2024	28	27.05.2024	17.06.2024
09	09.08.2024	32	25.06.2024	15.07.2024
10	13.09.2024	37	30.07.2024	19.08.2024
11	11.10.2024	41	26.08.2024	13.09.2024
12	15.11.2024	46	26.09.2024	17.10.2024
01	13.12.2024	50	25.10.2024	18.11.2024

FURTHER INFORMATION

- » Final cancellation by ad closing date
No guarantee can be given for reservations. Compensation claims are invalid. Existing reservations:
- » Reserving party has 48 hours to commit

* Deadline for payment if claiming discount according to rate card

CROSSMEDIA

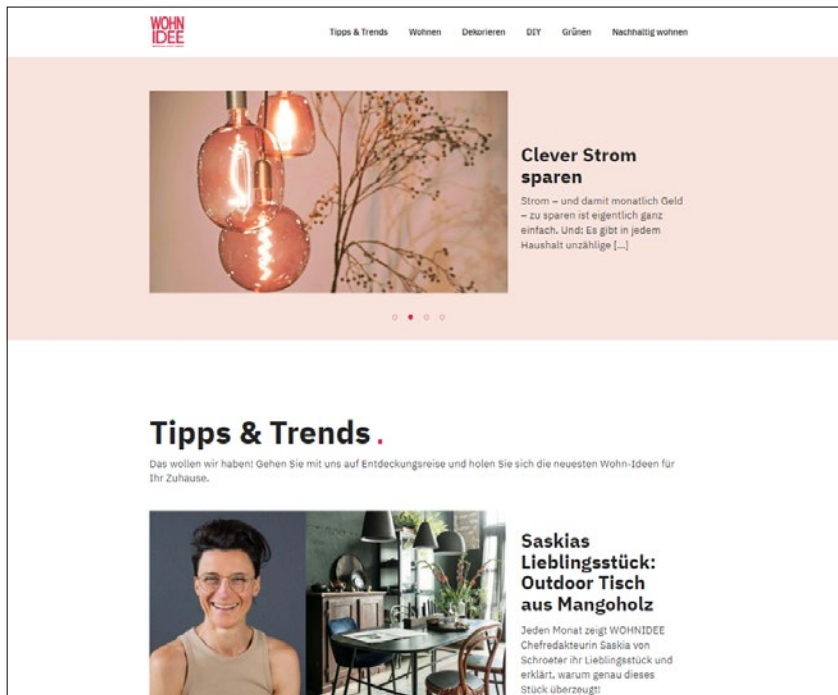
WOHNIDEE.DE - EXPERT LIVING ADVICE NOW DIGITAL

Those looking for inspiration and recommendations with regard to accessories, decoration, colour, and plants, also tips for lighting, room utilisation or sustainability can enjoy this advisory competence now on WOHNIDEE.DE. With *inspiring content* for one's own four walls, users are given valuable tips through *additional digital articles*, *moving images* and not least through the *expertise of our editor-in-chief* and her editorial team. This expertise is also extended into social media channels.

Following the launch of our new website WOHNIDEE.DE, our WOHNIDEE brand now offers attractive possibilities for your crossmedia campaign. Become our launch partner and profit from a high quality environment with affined users and unbeatable start conditions.

For further information on the WOHNIDEE brand please visit:
<https://baueradvance.com/de/brands/wohndee-de/>

Please contact us for your *customised crossmedia offer*.



CONTACTS

INTERNATIONAL SALES

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