



advertising rates 2025



Hospitality > The temporary home > Whether hotel, restaurant or apartment – the well-being of the guests are the focus. The interior design plays a decisive role. The latest projects and products in the hospitality sector are presented in the InteriorFashion issues **2|2025** and **4|2025**.

Short profile

[interior|fashion]

InteriorFashion – the unique special interest magazine dedicated to high quality interior design for both the private and contract segments.

Sector news, professional articles, retailers' stories, company and designer portraits, as well as trade fair reports provide a comprehensive view of what is happening in the sector – in Germany as well as internationally. The focus is on the entire field of interior design, from furniture to wall and floor design, illumination, technical and lighting systems, baths, and outdoor facilities to cover materials, home textiles, and accessories.

The topics are well-researched and presented in an insightful way. As a result, InteriorFashion is an indispensable guide for interior designers, architects, interior decorators, contract furnishers, designers, premium specialized furniture retailers, and producers of premium interior furnishings.



InteriorFashion Living Extra | Outdoor Extra > We dedicate a separate issue to private living and to the topic of the outdoors. There we present the latest living and outdoor trends. The InteriorFashion Living Extra is enclosed with InteriorFashion issue **1|2025**. The Outdoor Extra special issue can be found in InteriorFashion issue **2|2025**.

Photo: P. Schumacher/Leicht | www.leicht.de / Photo: W. & L. Jordan/Joka | www.joka.de

Target groups and distribution

[interior|fashion]

Interior designers, architects, interior decorators, contract furnishers, designers, premium specialized furniture retailers, and producers of high quality interior furnishings.

Publication dates: 6 times a year
(February, April, June, August, October, December)

Print run: 7,500
Distribution: 7,000

Recipient group:

| | |
|--|-----|
| Interior designers, architects, designers, contract furnishers | 64% |
| Interior decorators | 7% |
| Furniture retailers | 19% |
| Producers of high quality interior furnishings | 10% |

InteriorFashion will continue to provide an extra edition at trade fairs inside and outside Germany.



The office of the future > Changing world of work – Digitalization and a new generation of workers have changed the world of work. We already deal with the topic in issue **3|2025** and focus on it in InteriorFashion issue **5|2025** with a major preliminary report on Orgatec – Leading Trade Fair for Modern Working Environments.

Your contact persons



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Facts

Magazine format 250 mm width x 350 mm height plus 3 mm trimming allowance

Prices for advertisement

| Format | width x height | b/w | 4c |
|-----------------------|-----------------|---------------|---------------|
| 2/1 pages (bleed) | 500 mm x 350 mm | 10,240.– Euro | 11,530.– Euro |
| 1/1 page (bleed) | 250 mm x 350 mm | 4,600.– Euro | 5,890.– Euro |
| ½ page high (bleed) | 115 mm x 350 mm | 2,100.– Euro | 3,390.– Euro |
| ½ page across (bleed) | 250 mm x 165 mm | 2,100.– Euro | 3,390.– Euro |
| ¼ page high (bleed) | 62 mm x 350 mm | 1,180.– Euro | 2,470.– Euro |
| ¼ page across (bleed) | 250 mm x 82 mm | 1,180.– Euro | 2,470.– Euro |

Prices for special positions

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|--|--------------|
| 2 nd and 3 rd coversheet | 6,470.– Euro |
| 4 th coversheet | 6,840.– Euro |

Colour supplementary charges

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|------------------------------------|--------------|
| per normal colour (European scale) | 430.– Euro |
| 4-colour, total | 1,290.– Euro |
| per special colour | 630.– Euro |

Advertorials

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|-----------|--------------|
| 2/1 pages | 6,420.– Euro |
| 1/1 page | 3,530.– Euro |
| 1/2 page | 1,930.– Euro |

Cover Page Package

The cover page package includes the following benefits: Cover picture (in agreement with the editorial department), including 2/1 pages advertorial (alternatively 1/1 page), mentioning of the cover page partner in the magazine's table of contents as well as on the website www.interiorfashion.de

Price on request

We would like to point out that the cover page package and advertorials are not subject to discounts for advertisement representatives.

Discounts

Within a contract year
(commences with the appearance of the first advertisement)

| | |
|---------------|-----|
| 2 appearances | 5% |
| 3 appearances | 10% |
| 4 appearances | 15% |
| 5 appearances | 20% |
| 6 appearances | 25% |

Supplements (total circulation)

max. 245 mm width x 340 mm height

| | |
|------------------|--------------|
| Price up to 25 g | 2,500.– Euro |
| Price up to 30 g | 3,000.– Euro |
| Price up to 35 g | 3,500.– Euro |
| Price up to 40 g | 4,000.– Euro |
| Price up to 45 g | 4,500.– Euro |

Supplements weighing 50 g or more on request.

No discounts can be granted for inserts.

Bound inserts (total circulation)

max. 250 mm width x 350 mm height

| | |
|----------|--------------|
| 1 sheet | 4,200.– Euro |
| 2 sheets | 7,100.– Euro |

Bound inserts (total circulation)

Every further sheet 990.– Euro
Discountable onto frequency scale.

Special forms of advertising such as glued-on postcards, product samples, or bookmarks: price on request or after submission of a sample.

Print specifications

Print: sheet offset. Printed on 120 g offset paper, PK4 (envelope 300 g). Binding method: adhesive binding. Colors: printing inks (CMYK) according to ISO Coated V2 300%. Special colors are available on request. Data formats: Please deliver your ads as high resolution PDF files in CMYK mode with a minimum resolution of 300 dpi and embedded fonts.

Print/proof: For testing purposes at least one proof according to Fogra 47 is required for the printer in order to facilitate color matching. If no proof is available, the file will be checked for technical printability and passed on to the print shop. In this case we assume no liability for completeness and the correct representation of colours.

Theme plan 2025

[interior|fashion]

Issue **IF 1|2025**
DOP CW 9 (24th – 28st February)
ADL 13th January 2025
CD 30st January 2025

Themes **Sustainability in Interior Design**
– about sustainable materials, products and processes as well as the companies behind

Living Extra – The special issue on Private Living Space, Kitchen, Spa, Home Office, Smart Home – The new home

Special Section Wallpapers

Preview ISH

IF 2|2025
CW 18 (28th April – 2nd May)
10th March 2025
31rd March 2025

Public Buildings – Solutions and products for schools, play-schools, museums and public authority buildings

Hospitality – News, trends, products

Healthcare – News, trends, products

Preview Interzum

Review BAU Munich

Review ISH

Outdoor extra – The special issue focusing on outdoor furniture and accessories for easy outdoor living

IF 3|2025
CW 27 (30th June – 4th July)
12nd May 2024
28th May 2024

Smart materials – News from the world of materials, incl. Preview Interzum

Textile trends in residential and commercial buildings, Preview on Münchner Stofffrühling

Office – News, trends, products

Architectural acoustics – Effective solutions for commercial buildings

Shop, trade show, trade fair booth – News, trends, products

Review iSaloni and Milan Design Week

Fairs

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|----------------------------|--|
| BAU Munich | 13 th – 17 th January 2025 |
| Heimtextil, Frankfurt | 14 th – 17 th January 2025 |
| Déco Off, Paris | 15 th – 18 th January 2025 |
| Maison & Object, Paris | 16 th – 20 th January 2025 |
| Südbund Wohntage, Backnang | 22 nd – 23 rd January 2025 |
| Stockholm Design Week | 3 rd – 9 th February 2025 |
| Stockholm Furniture Fair | 4 th – 8 th February 2025 |
| Ambiente, Frankfurt | 7 th – 11 th February 2025 |

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|------------------------------|--|
| Münchner Stoff Frühling | 13 th – 16 th March 2025 |
| Internorga, Hamburg | 14 th – 18 th March 2025 |
| ISH, Frankfurt | 17 th – 21 st March 2025 |
| Wohnen & Interieur, Wien | 12 th – 16 th March 2025 |
| Milan design week | 7 th – 13 th April 2025 |
| iSaloni, Mailand | 8 th – 13 th April 2025 |
| World of Fireplaces, Leipzig | 28 th – 30 th April 2025 |

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|---------------------------------|---|
| Proposte, Cernobbio | 6 th – 8 th May 2025 |
| Berlin Design Week | 10 th – 18 th May 2025 |
| Munich Creative Business Week | 10 th – 18 th May 2025 |
| Clerkenwell Design Week, London | 20 th – 22 nd May 2025 |
| Interzum, Cologne | 20 th – 23 rd May 2025 |
| 3daysofdesign, Kopanhangen | 4 th – 6 th June 2025 |
| Spoga, Cologne | 24 th – 26 th June 2025 |

Theme plan 2025

[interior|fashion]

Issue **IF 4|2025**
DOP CW 35 (25th – 29th August)
ADL 7th July 2025
CD 29th July 2025

Themes **Hospitality** – Welcome in your temporary home

Healthcare – Healing design

Public Building – News, trends, products

InteriorFashion Living (Living room, Kitchen, Spa, Home Office, Smart Home) – News, trends, products

IF 5|2025
CW 44 (27th – 31st October)
8th September 2025
30th September 2025

Office and commercial buildings - Cultural change in the working world

Acoustics – News, trends, products

Smart Office – Intelligently networked

Lights – News, trends, products

IF 6|2025
CW 51 (15th – 19th December)
3rd November 2025
17th November 2025

Shop, trade show, trade fair booth – Focus on storytelling and emotion, incl. preview Euroshop

Interior furnishing trends 2026 – Raising the curtain for imm cologne, Heimtextil and Domotex and Surface trends from the Sicam

The base of the room – textile and hard flooring materials for residential and commercial buildings

Fairs

| | |
|----------------------------|--|
| Küchenmeile | 20 th – 26 th September 2025 |
| Möbelmeile | 23 rd – 27 th September 2025 |
| area30, Löhne | 20 th – 25 th September 2025 |
| Südbund Wohntage, Backnang | 24 th – 25 th September 2025 |
| Cersaie, Bologna | 24 th – 25 th September 2025 |

Brussels Furniture Fair

November 2025

dieschmidt

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