



kitchen TREND

TRADE MAGAZINE FOR KITCHEN AND TABLEWARE

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kitchen TREND

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THE KITCHEN
MAGAZINE OF

TREND

and style

Publication

quarterly

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Baden-Baden

Distribution analysis and Publication

Circulation

print run	11.440 copies
distributed circulation	11.387 copies
controlled circulation by	 (MVA II/2021)

Topics in every issue

- Reports
- Interviews
- Background reports
- Pre-fair and after-fair reports
- News of trade and industry
- Range at a glance
- Innovative products
- Technical novelties

Distribution analysis

addresses

retailers, house ware shops	26,2 %
furniture stores	19,4 %
electro shops	16,7 %
shopping centres	8,4 %
garden-centres	8,1 %
kitchen studios	6,3 %
giftware shops	5,5 %
DIY Stores	5,2 %
buyers mail order	2,5 %
online shops	0,7 %
central purchasing non-food	0,6 %
promotional trade	0,4 %
total	100,0 %

(a good portion of the above mentioned trade addresses are members of purchasing associations, i. e. EK/servicegroup, Alliance, Expert, Euronics etc.)



Brief description



Think out of the box

KitchenTrend is the field-crossing trade magazine for kitchen, table culture, household products and smart home. With a circulation of 11.000 copies it reaches decision makers of all relevant trade channels in the German speaking area. Exciting trend reports and innovative product ideas show the trade latest developments and new perspectives.

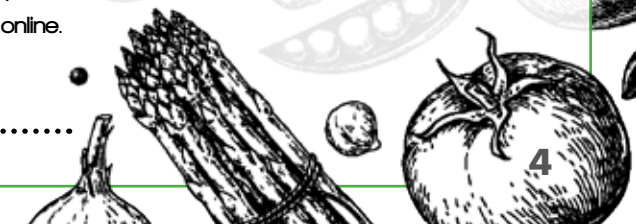


KitchenTrend – the kitchen stylebook

Data Base

Frequency:	4 times a year
Prize per copy:	14 Euro
Circulation (printrun):	11.440 copies (VW II/2021)
controlled circulation by	

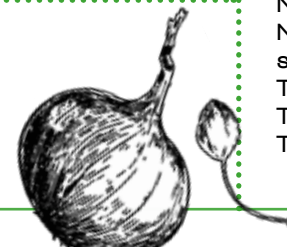
KitchenTrend opens the industry a modern and wide communication platform for existing and new sales channels. On the comprehensive website [Trendwelten.eu](https://www.trendwelten.eu) the groundbreaking topics, trends, news and products of KitchenTrend go online.





Editorial calendar KitchenTrend 2022

Issue		Focal Points	Trade Fairs
Spring			
Publication date	31.01.2022	Ambiente News	Ambiente, Frankfurt (cancelled)
Advertisement deadline	17.01.2022	Barbecue & Grill	Asian Houseware & Kitchen Show, Hong Kong
Editorial deadline	10.01.2022	Mixing & Chopping	20.-26.10.2022
		News	AsiaWorld Expo, Hong Kong N.N.
		Drinking culture	Cadeaux, Leipzig Frühjahr (5.-7.3.2022)
			Cadeaux, Leipzig Herbst (3.-5.9.2022)
			Creativ Salzburg (26.-28.8.2022)
			EK LIVE, Bielefeld (19.-21.1.2022)
			EK LIVE, Bielefeld (14.-16.9.2022)
			Formex, Stockholm (23.-26.8.2022)
			Formland Spring, Herring (3.-6.2.2022)
			Gardiente, Wallau (4.-6.9.2022)
			Gourmet & Dining Style Show, Tokyo (8.-10.2.2022)
			Heimtextil, Frankfurt (21.-24.6.2022)
			HKTDC Hong Kong Gifts & Premium Fair (N.N.)
			IAW, Cologne (8.-10.3.2022)
			IAW, Cologne (September 2022)
			Intergift, Madrid (2.-6.2.2022)
			Inspired Home Show, Chicago (5.-8.3.2022)
			Internationale Funkaustellung IFA, Berlin (2.-6.9.2022)
			Maison&Objet, Paris (23.-28.3.2022)
			Nordstil, Hamburg (15.-17.1.2022)
			Nordstil, Hamburg (23.-25.7.2022)
			NY Now, Digital Wintermarket (6-9.2.2022)
			spoga + gafa, Cologne (19.-21.6.2022)
			Tendence, Frankfurt (N.N.)
			Trendset, München (8.-10.1.2022)
			Trendset, München (9.-11.7.2022)
Summer			
Publication date	25.05.2022	Kitchen News	
Advertisement deadline	10.05.2022	Preserving & Storing	
Editorial deadline	02.05.2022	Pots & Pans	
		Baking Trends	
		Porcelain & Glass	
		EcoTrend	
Autumn			
Publication date	17.08.2022	Large Appliances	
Advertisement deadline	02.08.2022	IFA News	
Editorial deadline	25.07.2022	Coffee & more	
		Set table	
		Highlights	
		Take away	
Winter			
Publication date	18.10.2022	Kitchen Trends	
Advertisement deadline	04.10.2022	IFA Review	
Editorial deadline	22.09.2022	Knives & more	
		Housework 4.0	
		EcoTrend	



Advertisement Rates & Conditions

Price list No. 2 (valid since 01.10.2011)

Advertisement Rates, Formats

Size (all 4c)	rate	format
1/1 page	EUR 4,800	210 x 297 mm (bleed)
2/3 page (Vert.)	EUR 3,300	133 x 297 mm (bleed) 118 x 247 mm (type area)
1/2 page (Vert.)	EUR 2,600	102 x 297 mm (bleed) 88 x 247 mm (type area)
1/2 page (Horiz.)	EUR 2,600	210 x 143 mm (bleed) 180 x 127 mm (type area)
1/3 page (Vert.)	EUR 1,800	72 x 297 mm (bleed) 57 x 247 mm (type area)
1/3 page (Horiz.)	EUR 1,800	210 x 102 mm (bleed) 180 x 91 mm (type area)
1/4 page (Vert.)	EUR 1,500	88 x 133 mm (type area)
Spot colour (not Euroscale)	EUR 1,10	

Product Placement EUR 800 52 x 50 mm
including publication on www.trendwelten.eu

Product Placement Newsletter + Website

10.000 recipients trade
Online www.trendwelten.eu
Price EUR 720

Embedding a video clip + EUR 190

Banner advertisement

periodic german newsletter
(at least 24 times per year)

Banner on the newsletter:
EUR 950 per newsletter
Size 660 wide x 110 pixel high

banner on website: on request
www.trendwelten.eu

Preferred Positions

Cover	(on request)
Inside front cover	20 % additional charge
Back cover	30 % additional charge
Inside cover	(on request)

Bound Inserts

2 pages	EUR 3.100,-
4 pages	EUR 3.600,-
6 pages	EUR 3.900,-
8 pages	EUR 4.200,-

Inserts

up to 25 grams	EUR 3,400
up to 100 grams	EUR 3,800

Ads should be paper size orientated (DIN A4)
plus bleed difference (3 mm at the outer
edge of the magazine, 10 mm bleed difference for page header). No third party advertisements are allowed in bound-ins and inserts. Bound-ins and insert are accepted only without pagination.