

TREND and style

TRADE MAGAZINE FOR GIFTWARE, HOME DECORATION LIFESTYLE

Göller Verlag GmbH
Aschmattstraße 8
76532 Baden-Baden
Germany

Phone +49 (0)72 21 502 0

Fax +49 (0)72 21 502 222

info@goeller-verlag.de

www.trendwelten.eu

Media data 2022

Publishing House



Address

Göller Verlag GmbH
Aschmattstraße 8, D-76532 Baden-Baden
Phone +49 (0)7221 502 0
Fax +49 (0)7221 502 222
info@goeller-verlag.de
www.trendwelten.eu

Editorial Staff

Dr. Claudia Wasser (Editor in Chief)
Phone +49 (0)7221 502 236
c.wasser@goeller-verlag.de

Anke Meißner
Phone +49 (0)7221 502 218
a.meissner@goeller-verlag.de

Ute Bauermeister
Phone +49 (0)7221 502 227
u.bauermeister@goeller-verlag.de

Advertising Service Int.

Elvira Ulrich
Phone +49 (0)7221 502 648
e.ulrich@goeller-verlag.de

Advertising Service

Rebecca Gallian
Phone +49 (0)7221 502 215
r.gallian@goeller-verlag.de

Subscription

Petra Blank
Phone +49 (0)7221 502 210
p.blank@goeller-verlag.de

Publication

quarterly

Bank Details:

Sparkasse Baden-Baden Gaggenau
BLZ 662 500 30
bank account number. 70 771
IBAN: DE22 6625 0030 0000 0707 71
BIC: SOLADES1BAD
Registration court Mannheim HRB 200 863
Managing director: Ulrich Göller
Place of Performance and
Court of Jurisdiction Baden-Baden

Distribution analysis and publication

Circulation

print run	18.620 copies
distributed circulation	17.455 copies
controlled circulation by	 (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

– Furniture stores	16,9 %
– giftware shops	15,4 %
– garden centres	10,3 %
– retailers, house ware shops	9,6 %
– stationery trade	9,3 %
– shopping- and warehouses	8,8 %
– DIY stores	7,5 %
– electro shops	5,1 %
– toys	4,5 %
– floristry	3,6 %
– bookstores (with nonbook-range)	2,6 %
– buyers mail order and chain stores	1,3 %
– online trading	1,1 %
– costume jewellery	0,9 %
– perfumeries	0,8 %
– central purchasing Nonfood	0,7 %
– arts and crafts	0,6 %
– fan and museum shops	0,4 %
– promotional trading	0,4 %
– souvenir shops	0,2 %

total

100,0 %

Brief description

website with daily news

www.trendwelten.eu



Follow us on Facebook und Twitter

Think out of the box

Trend&Style is the field-crossing trade magazine for trendy products with a print run of approx. 18.500 copies. Following the development of a modern retail market, **Trend&Style** focuses on relevant commercial and distribution channels in the trade segments giftware and fancy goods, stationery stores, interior decoration, shopping centres and department stores, as well as furniture stores, furnishing houses etc. Adapting to the changes in today's business environment, **Trend&Style** intends to move away from merely limiting itself to specific lines of business. By doing so, **Trend&Style** offers its partners from the industry and distribution sectors a comprehensive coverage of target groups for all decision makers. The retail market itself will be comprehensively informed about new trends and sales opportunities in a hands-on manner, with visually superior contents. Product lines thereby enjoy top priority and are supplemented by articles about market development, modern marketing, business models, points-of-sale and store styles or international trends. The ambitious presentation is focusing on specific target groups and supports in-depth product information oriented towards trade sources. Quarterly publication is perfectly matched to the sector's order focus, as well as to the most important trade fairs. Product information is realised as advertisements or advertorials. Fine tuning in coordination with the customers takes place on an individual basis.

Data Base

Frequency:	4 times a year
Prize per copy:	14 Euro
Circulation (print run):	18.620
(IVW II/2021)	

Editorial calendar 2022

Issue	Focal Points	Trade Fairs
Spring Publication date 19.01.2022 Advertisement deadline 04.01.2022 Editorial deadline 13.12.2021	- Fair Preview - Office & Stationery - Beautiful Home - Glass- & Chinaware - Kids & Teens - EcoTrend - Special: Christmas	Ambiente, Frankfurt (cancelled) Buchmesse, Frankfurt (19.-23.10.2022) Cadeaux, Leipzig Frühjahr (5.-7.3.2022) Cadeaux, Leipzig Herbst (3.-5.9.2022) Creativ Salzburg (26.-28.8.2022) Christmasworld (cancelled) EK LIVE, Bielefeld (19.-21.1.2022) EK LIVE, Bielefeld (14.-16.9.2022) Formex, Stockholm (23.-26.8.2022) Formland Spring, Herning (3.-6.2.2022) Gardiente, Wallau (4.-6.9.2022) Heimtextil, Frankfurt (21.-24.6.2022) HKTDC Hong Kong Gifts & Premium Fair (N.N.) Hong Kong Show 1 (20.-23.10.2022) IAW, Cologne (8.-10.3.2022) IAW, Cologne (September 2022) IHGF Delhi Fair Spring (30.3.-3.4.2022) ILM Winter Styles, Offenbach (5.-7.3.2022) ILM Summer Styles, Offenbach (3.-5.9.2022) IMM Cologne, Cologne (16.-21.1.2023) Insights-X, Nuremberg (6.-8.10.2022) Intergift, Madrid (2.-6.2.2022) IPM Essen Summit (24.-27.1.2023) 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) O-Days, Bern (16.-18.1.2022) Ormaris, Bern (14.-16.8.2022) Paperworld und Creativeworld, Frankfurt (cancelled) Show Up, Amsterdam (3.-4.4.2022) Spielwarenmesse, Nuremberg (abgesagt) spoga+gafa, Cologne (19.-21.6.2022) Style Bangkok (N.N.) Trendset, Munich (8.-10.1.2022) Trendset, Munich (9.-11.7.2022)
Summer Publication date 02.05.2022 Advertisement deadline 04.04.2022 Editorial deadline 21.03.2022	- Bags & Accessories - Office & Stationery - At Home - Highlights of the year - Textile Trends - Special: Outdoor	
Autumn Publication date 04.07.2022 Advertisement deadline 10.06.2022 Editorial deadline 01.06.2022	- Highlights for Kids - Kids & Teens - Christmas & Gifts - Modern Living - Stationery & Calendars - Garden & Balcony - Special: EcoTrend	
Winter Publication date 16.11.2022 Advertisement deadline 27.10.2022 Editorial deadline 13.10.2022	- Living Ambience - Bags & Co. - Highlights - Office & Stationery - Outdoor - Special: Textile Trends	

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 1,100	

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 newsletter
 (at least 24 times a year)

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

banner on website: on request
 (different formats available)

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.