



TRENDS INTERIOR DESIGN

Räume gestalten
Ideen umsetzen

FACTSHEET 2023



THE MAGAZINE FOR INTERIOR DECORATORS IN GERMANY, AUSTRIA AND SWITZERLAND

RZ is the official organ (specialist publication and trade magazine) of the two German associations of interior decorators and experts in the craft as well as the European society.

Topics are general up-to-date informations and education for this occupation. The focal points of the editorial sections are:

- latest fabrics
- soft furnishings
- floor covering
- wallpapers
- window decoration
- bed, bath and table linen
- passementerie (trimmings)
- home accessories
- smart home

READERSHIP

Members of the above mentioned associations/societies as well as other non-organized people with a professional interest in interior decoration and home-textile trade like interior decorators and designers, home-furnishing stores, furniture stores, upholstery, saddler, wholesaler and retailer, but no end-consumers.

SCHEDULE AND PLAN OF TOPICS

01/23 January	Ad deadline: December 9, 2022 Increased circulation	Future Living: Trends for 2023, Preview fairs in 2023, Special: New collections
02/23 February	Ad deadline: January 25, 2023	Outdoor Living, Fair Favs Domotex and Heimtextil, Special: Sun sails
03/23 March	Ad deadline: February 24, 2023	Holistic Designing, Trendscouting: best of spring fairs, Preview: MSF, Special: Floors
04/23 April	Ad deadline: March 22, 2023	Smart Home, Visual cover and sun protection, Special: Floors - cleaning and care
05/23 May	Ad deadline: April 21, 2023	Wall design, Shopfitting, Special: Digitalization
06-07/23 June/July	Ad deadline: June 7, 2023 Increased circulation	Münchener Stoff Frühling, Property/building, Architecture, Special: Restoration in the monument
08/23 August	Ad deadline: July 13, 2023	Marketing, PoS, Promotion, Window decoration, Special: Wooden floors
09/23 September	Ad deadline: August 11, 2023	Sustainability: Ecological products, Next generation: Advance training, Special: Linoleum
10/23 October	Ad deadline: September 15, 2023	Upholstery: know how, Scene change: Colour, acoustic, etc., Special: Leather repair, recolour
11/23 November	Ad deadline: October 13, 2023 Incl. Hotel Interior	Living area flooring, Extra: HOTEL INTERIOR, Special: Installation materials
12/23 December	Ad deadline: November 15, 2023	Flooring in the object, Upcoming fairs, Special: Lighting design, planning
01/24 January	Ad deadline: December 8, 2023 Increased circulation	Future Living: Trends for 2024, Preview fairs in 2024, Special: New collections

FORMATS AND PRICES FOR ADVERTISING

Formats	width	height	trimmed width	trimmed height	prices bw. euro	prices 4c euro
2/1 pages over gutter			420 mm	297 mm	8,180.–	12,968.–
1/1 page	180 mm	245 mm			3,990.–	6,384.–
1/1 page bleed off			210 mm	297 mm	4,190.–	6,584.–
1/2 page portrait	88 mm	245 mm			2,290.–	3,664.–
1/2 page landscape	180 mm	120 mm			2,290.–	3,664.–
1/2 page portrait bleed off			102 mm	297 mm	2,490.–	3,864.–
1/2 page landscape bleed off			210 mm	149 mm	2,490.–	3,864.–
1/3 page portrait	57 mm	245 mm			1,700.–	2,720.–
1/3 page landscape	180 mm	78 mm			1,700.–	2,720.–
1/3 page portrait bleed off			72 mm	297 mm	1,900.–	2,920.–
1/3 page landscape bleed off			210 mm	109 mm	1,900.–	2,920.–
1/4 page portrait	42 mm	245 mm			1,150.–	1,840.–
1/4 page landscape	180 mm	57 mm			1,150.–	1,840.–

BLEED

with one to all sides bleed (margin)
200.– euros
Cropped ads require + 3 mm
additional bleed on the outer edges

EXTRA FOR COLOURS

For each added colour 20% of the
black & white price
(no rebates on surcharges for
colour)

DISCOUNT

Volume discount
3 pages/issues: 5 %
6 pages/issues: 10 %
11 pages/issues: 15 %
In order to earn discount, space
must run within 12 consecutive
month

AGENCY REMUNERATION

15 %

INSERTS

(%) to 25 g 299.– euros
max. size 202 x 294 mm

RZ SPECIAL: HOTEL INTERIOR



The successful special is published with a
total print run of 10,000 copies and is presented
as an insert in RZ No. 11/2023.

ADVERTISING PRICES HOTEL INTERIOR

1/1 page 4c	w 210 x	h 297	2,990.– euros
1/2 page 4c	w 100 x	h 297	1,480.– euros
1/2 page 4c	w 210 x	h 145	1,480.– euros
1/3 page 4c	w 65 x	h 297	998.– euros
1/3 page 4c	w 210 x	h 95	998.– euros

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