



TRENDS  
INTERIOR  
DESIGN

MEDIA DATA 2023

THE MAGAZINE FOR INTERIOR  
DECORATORS IN GERMANY,  
AUSTRIA AND SWITZERLAND





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

## 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

## WINKLER MEDIEN VERLAG

Winkler Medien Verlag GmbH  
Nymphenburger Strasse 1  
80335 Munich, Germany  
Telephone:  
+ 49 89 - 29 00 11 - 0  
E-mail:  
info@winkler-online.de  
Internet:  
www.winkler-online.de/rz  
www.raumausstatter.com  
facebook.com/rz.raum