

Bambini

THE PROFESSIONAL MAGAZINE FOR BABY AND CHILDREN STORES *MÖBELMARKT.*

Issue 1, February

Publication date: Week 7

Ad closing date: 27.01.2012

- Furniture and interior trends 2012 – from the imm cologne, Heimtextil and Domotex
- Unlimited play: The Toy Fair 2012
- Spring cleaning! – The big “Baby Hygiene Special”

Issue 3, August

Publication date: Week 33

Ad closing date: 27.07.2012

- Kind + Jugend 2012: the industry meets in cologne (preliminary report issue)
- In the spotlight: new products and concepts

Issue 2, May

Publication date: Week 20

Ad closing date: 20.04.2012

- At a glance: the buying groups of the industry
- Sustainability: What are the benefits of eco-tex & co.?
- Let's get started! – On the go with kids

Issue 4, October

Publication date: Week 42

Ad closing date: 28.09.2012

- That was the Kind + Jugend 2012 (after show report issue)
- Sweet dreams: the big sleeping special



Media Rates
2012

Brief description

MÖBELMARKT Bambini sees itself as a trade magazine for retailers of products for babies and children as well as for furniture dealers who have either separate shops or integrated departments for baby and children's furniture.

Publishers

Klaus Ritthammer, Franz Schäfer, Andreas Müller-Buck

Management board

Klaus Ritthammer, Andreas Müller-Buck

Editorial Staff

Bianca Schmidt
Sabine Schmiendl-Babel

Advertising

Arnd Schwarze
Gerrith Horndasch

Publishing company

Ritthammer Publishing House



Circulation Distribution Analysis

1,936 specialized retailers for baby- and children items, thereof
1,674 Germany 262 Abroad
304 manufacturers, buying groups and agencies
Further via **MÖBELMARKT**

Data and facts **MÖBELMARKT** according to. IWV 02/2011

Circulation analysis

Printed copies	12,283
Actually distributed	11,869
Subscriptions	7,147

Geographical distribution analysis

Economic region	Proportion of actual distribution	
Germany	80.7%	9,577 copies
Abroad	19.3%	2,292 copies

Breakdown of foreign distribution

Europe	65.9%	1,511 copies
Overseas	34.1%	781 copies

Recipient analysis

Recipient groups	Proportion of actual distribution	
Retail trade with furniture and other household items, furniture stores wholesale trade, mail-order companies, and alternative furniture suppliers	80.0%	9,564 copies
Furniture manufacturers and supply industry for furniture	8.6%	1,026 copies
Designers, trade agents, federations, professional trade schools, others	6.0%	714 copies
Achitects and related professions	5.4%	650 copies

Postal address

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Internet

www.moebelmarkt-bambini.de

Publication plan, theme plan

please see theme plan

Prices

Annual subscription Euro 16.- plus postage plus VAT.
Single copies Euro 5.- plus postage, plus VAT, plus delivery charge.

Price list

Advertisements	
1/1 page 4-colours	Euro 3,550
1/2 page 4-colours	Euro 1,970
1/3 page 4-colours	Euro 1,420
1/4 page 4-colours	Euro 1,110
1/8 page 4-colours	Euro 630

Prices for preference placing

2./3. Cover page	Euro 3,970
4. Cover page	Euro 4,490

Advertorials

2/1 pages 4-colours	Euro 4,950
1/1 page 4-colours	Euro 2,550
1/2 page 4-colours	Euro 1,300

Cover page package

Cover page plus 1/1 page advertorial	Euro 4,500
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Further options on request.

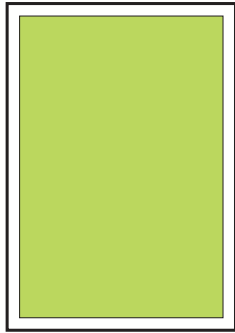
Magazine format

Width 230 mm, height 297 mm

Type area

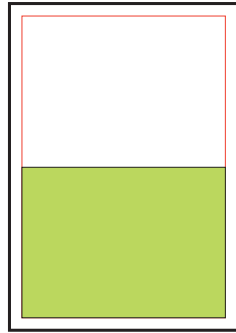
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Trimming allowance: all-round 3 mm
Grind off: 3mm

Magazine format
trimmed 230 x 297mm



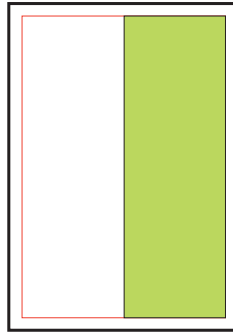
1/1 page (212 x 285 mm)

Trimming allowance
all-round 3 mm

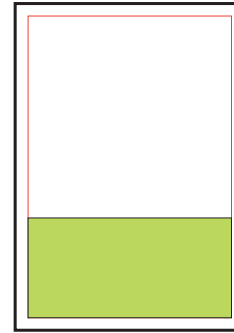


1/2 page (212 x 137 mm)

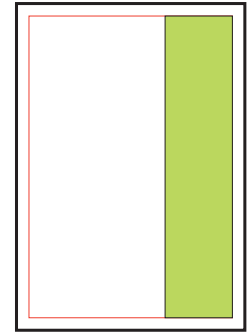
Type area
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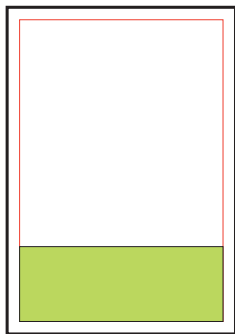
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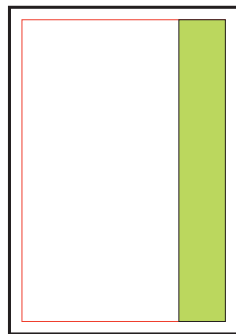
1/3 page (212 x 90 mm)



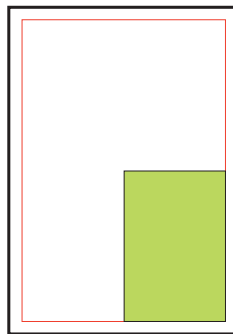
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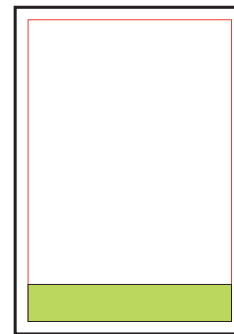
1/4 page (212 x 67 mm)
All data in each case width x height



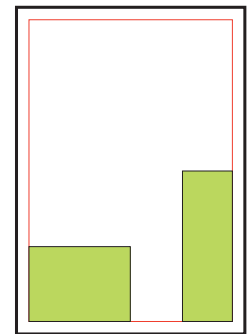
1/4 page (50 x 285 mm)



1/4 page (104 x 137 mm)



1/8 page (212 x 35 mm)



1/8 page (104 x 67 mm)
1/8 page (50 x 137 mm)

Instructions for supply of digital data on Apple Macintosh basis

Page formats and trimming allowance

You must ensure that your document format is of the same size as the trimmed final format. Elements that come up against the edge of the page overlap the format by 3 mm (trimming allowance).

Postscripts and PDF files are charged as single pages with trimming symbol.

Programs

- Acrobat Pro 9.0 (pdf)
- InDesign CS4
- Photoshop CS4
- QuarkXPress 5.0
- Illustrator CS4

If you use other programmes, please consult us concerning this.

Backup copies and document descriptions

All files that are passed on to us must be backup copies. The documents and lists must be clearly designated. Where possible, your file names should not contain any special characters, blanks, umlauts, or punctuation marks with the exception of underlining. For example Prospect_798_S01 or Kuechen_798_S25. Please ensure that you have also supplied all the elements used in the document (logos, pictures, fonts)!

Data carriers

- FTP: On request
- E-mail: media@ritthammer-verlag.de
- CD-ROM, DVD
- Outboard hard discs

All data carriers should be accompanied by a directory of contents.

A colour proof is necessary for printing reproduction.

Colours*

If you use colours other than cyan, magenta, yellow and black, and these are not to be printed as special colours, please ensure that these are also marked as 4-colour representations. If necessary, delete from your document all colours not used. Also, check all presettings for overprinting, overcharging and leaving blank.

Illustration data

Save your illustrations in EPS or TIF format. They must be prepared in CMYK, grey-scale or Bitmap mode. Raster width, raster angle and print characteristics should not be saved together with these. Coverage of more than 300% is to be avoided in CMYK illustrations. An image resolution of at least 300 dpi is necessary. Where documents have been compressed, we cannot assume any guarantee for correct reproduction of colour or details.

Fonts

Please use only PostScript fonts. An indication of the fonts used in your document and in imported graphics is recommendable.

For the correct lighting of your documents, all the fonts used must also be sent. In Illustrator or Freehand files please convert fonts into paths or vectors or send all fonts in the same way. For distinctive designs (bold, cursive etc.), please only use the original fonts. Designs generated by the programmes can be lost due to the lighting.

PostScript files and pdf

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*** For colour advertisements, please make absolutely sure to supply us with an appropriate colour sample (scale or proof print). This also applies if you send us print samples by data carrier. The colour proof print must be on MÖBELMARKT magazine paper 90 g/m² or UpholsteryFashion magazine paper 115 g/m². Without a proof print, no guarantee can be given for correct colour reproduction. If digital advertisements are supplied, any costs arising (basic processing, revising and preparation of the documents) will be invoiced.**