

mediadata 2021

küche&bad
FACHMAGAZIN DER BRANCHE forum
short overview



MEDIA POWER FOR THE
KITCHEN AND BATHROOM TRADE

RITTHAMMER
media group

Circulation analysis:

Appearance:
12 x per year

distribution:

Ø 11.120 copies

Sold circulation:

Ø 8.407 copies

küche&bad forum appears as an independent magazine
and as a supplement in MÖBELMARKT.

Primary target group:

Kitchen retailers, furniture retailers with affiliated kitchen departments, kitchen stores,
special take-away markets, DIY stores, sanitary retailers

Secondary target group:

architects/interior designers, top furnishers, interior decorators, furniture industry, furniture
supply industry

www.kuecheundbadforum.de

Knowing what affects the industry!

2021 Topicplan

Issues	Dates	Subjects
1	January ET: KW 3 AS: 23.12.2020 DU: 04.01.2021	<ul style="list-style-type: none">- Interior design and organization in the kitchen- Household appliances: Added value of modern hobs- Housekeeping room: Equipment ideas for additional business- Trendsetter for the 2021 kitchen year
2	February ET: KW 7 AS: 22.01.2021 DU: 04.02.2021	<ul style="list-style-type: none">- Household appliances: trends in cooker hoods, Trough fans, table hoods & Co.- outdoor kitchens: The statement for outside- Bathroom: Innovations for the wellness oasis- Software for kitchen planning
3	March ET: KW 11 AS: 19.02.2021 DU: 02.03.2021	<ul style="list-style-type: none">- fairs: Preliminary report Eurocucina- Household appliances: Small appliances as added value- Storage and stocking in the kitchen- Specialized assortments for the kitchen trade, inkl. preliminary report International Consumer Goods Show Special Edition (Ambiente)- Light and lighting systems for the kitchen and bathroom
4	April ET: KW 15 AS: 16.03.2021 DU: 30.03.2021	<ul style="list-style-type: none">- fairs: Preliminary Report Interzum- fairs: Preliminary report Küchenwohntrends Salzburg- household appliances: New products for refrigerators and freezers- Associations 2021: An overview of the association scene for kitchen and bathroom- Culinary school concepts as a frequency generator
5	May ET: KW 20 AS: 17.04.2021 DU: 30.04.2021	<ul style="list-style-type: none">- fairs: Review Eurocucina- Household appliances: All-rounder oven/steam cooker- Design in the kitchen: Excellent furniture, appliances and accessories- Design in the bathroom- Franchise systems and sales type concepts in the overview: Opportunity for business start-ups and professionals
6	June ET: KW 24 AS: 17.05.2021 DU: 28.05.2021	<ul style="list-style-type: none">- fairs: Review Interzum- Storage and stocking in the kitchen- fairs: Review Küchenwohntrends Salzburg- Household appliances: hob and extractor hood as an unbeatable duo- Kitchen Day 2021: An opportunity for sustainable customer contacts
7	July ET: KW 27 AS: 07.06.2021 DU: 21.06.2021	<ul style="list-style-type: none">- Sinks and taps: The big market overview- Worktops and surfaces: Materials and their strengths- Waste separation systems: Added value under the sink- Water Treatment Systems

2021 Topicplan

Issues	Dates	Subjects
8	August ET: KW 33 AS: 16.07.2021 DU: 30.07.2021	<ul style="list-style-type: none">- Household appliances: Refrigerators and freezers - News at a glance- fairs: Preliminary Report IFA- Smart and networked – how digital features are changing the kitchen industry- Coffee Special- Outdoor kitchens: The statement for outside
9	September ET: KW 36 AS: 09.08.2021 DU: 20.08.2021	<ul style="list-style-type: none">- Der Küchenherbst 2021: The big trade fair booklet for Küchenmeile A30, area30, cube30, house4kitchen, Forum26, Kitchen Center Löhne, Architekturwerkstatt and Gut Böckel- fairs: Preliminary Report M.O.W.- fairs: Preliminary Report Sicam
10	October ET: KW 42 AS: 17.09.2021 DU: 30.09.2021	<ul style="list-style-type: none">- Review of Küchenherbst 2021 - part 1- fairs: IFA review- Wellnessoase bath – inkl. M.O.W. review
11	November ET: KW 46 AS: 18.10.2021 DU: 29.10.2021	<ul style="list-style-type: none">- Review of Küchenherbst 2021 - part 2- fairs: Review Sicam- Light and lighting systems in the kitchen and bathroom
12	December ET: KW 49 AS: 08.11.2021 DU: 19.11.2021	<ul style="list-style-type: none">- Food preparation - new features for hobs, stoves, ovens, extractors and steamers- Interior design and organization in the kitchen- Sustainability in the kitchen industry- Logistics Special- That was the kitchen year 2021 – the big review

Your topic was not included? Talk to us!
On request we also offer special forms of presentation.

Additionally we inform in each issue about the latest Topics of the industry. Due to the Covid-19 pandemic, we are keeping changes in topics and publication dates.



All mentioned prices plus VAT!

Format ads and ad prices, valid from 1 January 2020

Format	Bleed: width x height	Print space: width x height	S/W-Price	4c-Price
1/1 side	230 x 297 mm	210 x 285 mm	4.895 €	6.595 €
1/2 page horizontal	230 x 143 mm	210 x 137 mm	2.445 €	4.145 €
1/2 page vertical	113 x 297 mm	105 x 285 mm	2.445 €	4.145 €
1/3 page horizontal	230 x 99 mm	210 x 93 mm	1.635 €	3.335 €
1/3 page vertical	75 x 297 mm	67 x 285 mm	1.635 €	3.335 €
1/4 page horizontal	230 x 73 mm	210 x 67 mm	1.225 €	2.925 €
1/4 page vertical	56 x 297 mm	48 x 285 mm	1.225 €	2.925 €
1/4 Page rectangular	113 x 143 mm	105 x 137 mm	615 €	2.925 €
1/8 page horizontal	230 x 41 mm	210 x 35 mm	615 €	2.315 €
1/8 page vertical	58 x 143 mm	50 x 137 mm	615 €	2.315 €
1/8 page horizontal	113 x 73 mm	105 x 67 mm	615 €	2.315 €

For special formats please contact us!

Prices, Extra charges for preferential places

U2./3. On inside cover page, S/W	5.230 €
U2./3. On inside cover page, 4c	6.930 €
U4. On back cover page, S/W	5.545 €
U4. On back cover page, 4c	7.245 €
Binding space requirement,	10% of S/W-basic price
Editor placement,	15% of S/W-basic price

Color surcharges

For each normal color (Euro-Skala)	565 €
four-colored in total	1.700 €
For each special color (HKS, Pantone etc.)	700 €

Bleed surcharges

Ads over waistband,	10% of S/W-basic price
Bleed ads,	10% of S/W-basic price

Prices small/opportunity ads

(1-column, 52 mm)

height	1-sp.	2-sp.	3-sp.	4-sp.
20 mm	80 €	160 €	240 €	320 €
40 mm	160 €	320 €	480 €	640 €
60 mm	240 €	480 €	720 €	960 €

The millimeter price per column is 4 €. plus value added tax.

Discounts (will only be applied to b/w price), in case of acceptance within a contract year (beginning with the publication of the first advertisement):

placement discount

Appearance 3 times	5 %
Appearance 6 times	10 %
Appearance 12 times	15 %

quantity discount

1 page	5 %
3 pages	10 %
6 pages	15 %
12 pages	20 %

Combination discounts for ad placement in several issues or print and online on request.

Crossmedial Online

with kitchen&badforum.de and moebelmarkt.de

In our product portfolio there are also some online products which you can inform yourself about [here](#).

You are also welcome to contact us and we will advise you personally and individually.

Your kitchen&bath forum team



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