

# 2018

**arcade**  
MEDIA INFORMATION



## THE DESIGN TRADE MAGAZINE

FOR PLANNERS, ARCHITECTS AND INTERIOR  
DESIGNER IN THE SECTORS OF LIVING -  
PROPERTY - OFFICE - HOTEL



FERDINAND HOLZMANN. IHR MÖBEL-VERLAG



arcade is a member of the



## BRIEF DESCRIPTION

- > arcade is the Premium-B2B-magazine for high quality interiors.
- > In focus: furniture and office furniture, floor coverings, textiles, wallpapers, surfaces, lighting, outdoorlighting and building technology as well as healthcare and bathroom solutions.
- > Designer, players in the sector, trade fairs – national and international –, trends, events and national and international design labels: **arcade presents the market in reports, interviews, portraits and analyses.** And all this in a unique and demanding design environment.
- > arcade appears 6 times a year with an extraordinary layout in XXL format covering everything that relates to interior design. The substantial and noble presentation and the high quality advertising specials make arcade into a very special optical highlight.
- > You can achieve a large-format, high-profile and prestigious advertising presence with arcade, which you can use to place your product or your project with **architects, interior architects, top fitters and planners in the area of upscale living, property and office sector and with high quality retailers.**
- > The distribution of arcade controlled by IVW (the association for the distribution of advertising materials).

## PUBLISHING EXPERTISE

arcade is published by the renowned Hamburg publishing house Ferdinand Holzmann Verlag. They also publish the well-known specialist magazines 'möbel kultur', 'möbelfertigung', 'der küchen-profi' and a wide range of B2B publications for the furnishing sector – both as digital and print products. Thus there are numerous synergies that constantly strengthen the expertise behind arcade.

## PROMINENT CUSTOMERS AND PARTNERS

dauphin  
HumanDesign® Group

Kinnarps  
WORKSPACE SOLUTIONS

GLOSTER

Villeroy & Boch  
1748

GROHE  
ENJOY WATER®

marburo

PHILIPS

Christian Fischbacher  
ST. GALLEN – SWITZERLAND  
EST. 1819

COR

Frei Frau®  
-Stuhlhersteller-

ANKER  
PROFESSIONAL CARPET

KFF®

JUNG

KALDEWEI

wagner

OBJECT CARPET

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## VOLUME

29th Volume 2018

## FREQUENCY OF PUBLICATION

Six editions per year, see dates

## ADDRESS FOR THE PUBLISHING HOUSE

Ferdinand Holzmann Verlag

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www.arcade-xxl.de

## ADDRESS FOR THE PRINTER

Mohn Media I Produktlinie Zeitschriften

Nils Corbasson I Objektleitung

### For inserts, bound inserts etc.:

Zentrale Warenannahme

LKW-Einfahrt Tor 3

Carl-Bertelsmann-Straße 161 M

33311 Gütersloh

## SUBSCRIPTION PRICE

Annual subscription

within Germany 66 € plus VAT + shipping

Individual retail price

12,15 € plus VAT

## CIRCULATION

1. Quarter 2017

Print run: 8,450 copies

Actual circulation (copies circulated): 7,757 copies

## Distribution

arcade guarantees total market cover in the premium sector. Thus you will reach direct and high quality contact to the target group.



> Planners, architects, designers	22 %
> Architects	26 %
> Upscale planning retail, flagships and studios (bathroom, office, light, flooring, furniture, textiles)	29 %
> Upscale interior fitters	8 %
> The upscale furniture and office furniture industry, the lighting industry, the textile distribution industry	7,5 %
> Shop fitting, shop design, hotels	7,5 %
Copies actually circulated	100 %

Displayed at the relevant national and international trade fairs.

## arcade TARGET GROUP

The premium magazine **arcade** is placed selectively and in a targeted manner with **architects, interior architects, planners and top fitters** in the upscale living, property and office sector and will high quality **specialist retailers**. There is additional distribution in the sectors of **healthcare** and **hotel**.

**arcade** reaches the decision makers of the sector – a large proportion are also members of BDA and BDIA – in Germany and other German-speaking countries.

## arcade FEEDBACK

**arcade** is *the target group magazine*. The shipping addresses in the relevant target groups are constantly updated in order to place **arcade** exactly where the optimum feedback is found for your advertising and editorial pieces.

This means: **hardly any scatter loss and maximum awareness!**

## arcade NEWSLETTER



The digital **arcade newsletter** reaches almost **8,000 subscribers** every week\*. The majority are architects and interior architects and the others are planners, top fitters in the upscale living, property and office sector and from high quality specialist retailers. The **arcade newsletter** guarantees total market cover in the premium sector.

**Targeted marketing within an exclusive circle of customers!**

**PRICES**  
for banners in the digital arcade newsletter

>Full-size banner  
600 x 120 px: **945 € per week**

>Half-size banner  
280 x 100 px: **506 € per week**

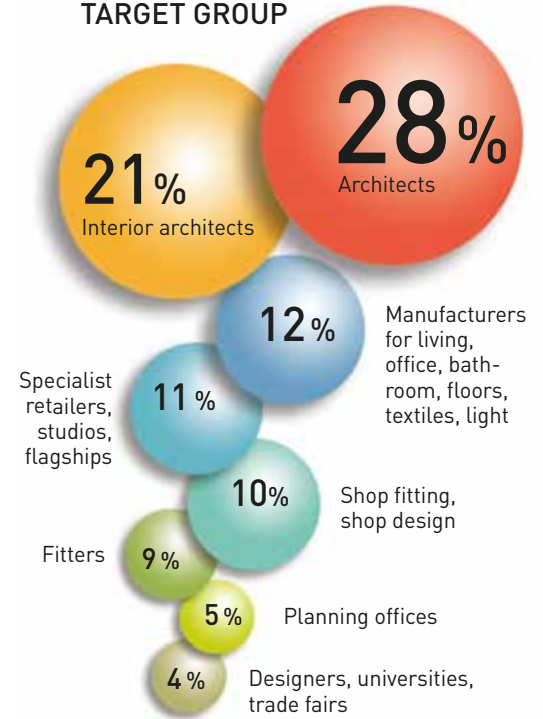
>Picture/Text advertisement  
300 x 150 px/max. 250 characters  
**749 € per week**

>Text advertisement  
Approx. 4–6 lines /65 characters: **310 € per week**

**Your contact for digital advertising:**  
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Tel.: +49 (0)40 632018-22. For more information please see the separate online media data

\*Effective date 08.9.2017

## TARGET GROUP



## MAGAZINE FORMAT

297 mm wide x 387 mm high  
(bleed on all sides 4 mm)

## TYPE AREA

257 mm wide x 359 mm high, 4 columns,  
each 59 mm wide

## BLEED SURCHARGE

Advertisements over type area size 10 %  
(Calculation basis: black and white price)  
Please call us for formats for cut advertising formats.

## PRINT PROCESSES

Offset, 60 grid, direct exposure of digital data on the printing  
plate [CTP]

## DIGITAL DATA

System: Apple Macintosh and PC  
Software: Adobe CC (Illustrator Photoshop, Indesign)  
Image formats: tif, eps, jpg, Strich, each at least 300 dpi  
Storage media: CD-ROM or DVD  
For advertisements we need a printable PDF with incorporated  
fonts and a colour-accurate digital proof in accordance with  
FOGRA standard.

**Contact:** Claudia Höfner, Telefon: +49 (0)40 632018-41  
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## ADVERTISEMENT FORMATS AND PRICES

Format	Type area: width x height in mm	Bleed size: * width x height in mm	Black and white price	4-colour price
2/1 S.	2 x 257x 359	2 x 297 x 387	10,240 €	13,480 €
1/1 S.	257 x 359	297 x 387	5,120 €	6,740 €
1/2 S.	257 x 176    125 x 359	297 x 192    147 x 387	2,560 €	4,180 €
1/3 S.	257 x 117    86 x 359	297 x 130    90 x 387	1,707 €	3,327 €
1/4 S.	257 x 88    59 x 359 125 x 176	297 x 102    70 x 387 198 x 387	1,280 €	2,900 €

\* plus 4 mm bleed margin on all sides

## PREFERENTIAL PLACEMENT

2nd und 3rd cover pages, b/w	5,964 €
4th cover page, b/w	6,458 €

## COLOUR SURCHARGE

Per additional colour, 1/1 page or smaller	
Scale colours (cyan, magenta, yellow)	540 €
Special colours (HKS, Pantone)	635 €
Four-colour	1,620 €

Four-colour advertisements will be printed in accordance with DIN 16539 (European scale) by the black channel.

## DISCOUNTS

for purchase within one year

Frequency scale	or quantity scale
3 advertisements	5 %
6 advertisements 10 %	3 pages 10 %
9 advertisements 15 %	6 pages 15 %
12 advertisements 20 %	12 pages 20 %

No discount can be granted on colours, inserts or bound inserts.

## COMBINED DISCOUNTS

Adverts in different publications at Ferdinand Holzmann Verlag are discounted together.

## TERMS OF PAYMENT

2 % discount for payment within 8 days, otherwise at the latest 30 days after the invoice date without deduction.

## PRICES FOR OCCASIONAL AND JOB POSTINGS

Millimetre price for each 59 mm column for:	
Job or agent offers	4.87 €
Job or agent wanted	2.44 €
Fee for box number including postal charges	13.40 €

## BOUND INSERTS

For technical reasons (saddle stitching) bound inserts can only be placed with 2 sheets and more.	
2 sheets = 4 pages	10,240 €
(larger sizes on request)	

## INSERTS

Format max. 290 mm wide x 380 mm high	
Price up to 25 g weight	3,200 €
For each additional 5 g or part thereof	620 €
Plus postal charges per %	13.40 €
We reserve the right to carry out an insert order until a sample is submitted.	

All prices are plus statutory VAT. Price modifications to the postage fees are possible. The general terms and conditions for advertising in newspapers and magazines are valid.

# TOP SUBJECTS, SPECIALS AND TRADE FAIR REPORTS

## TRADE FAIR DATES

<p><b>1/2018</b> January 3.</p> <p>Copy deadline: 08.12.2017</p>	<ul style="list-style-type: none"> <li>&gt; <b>SPECIAL IMM COLOGNE</b> All the latest trends for the 2018 imm cologne</li> <li>&gt; <b>HEIMTEXTIL, MAISON &amp; OBJET</b> The latest collections of fabrics and wall papers together with furniture and design trends</li> <li>&gt; <b>DOMOTEX NEW PERSPECTIVES</b> Fitted carpets, designer floor coverings, laminates and parquet</li> <li>&gt; <b>SUSTAINABILITY INTERIOR DESIGN CONCEPTS</b></li> <li>&gt; <b>YACHTS &amp; CRUISE SHIPS</b> Innovative concepts for the installation of fittings and for floors</li> <li>&gt; <b>STOCKHOLM FURNITURE &amp; LIGHT FAIR</b> Countdown to the Scandinavian furniture fair</li> </ul>	<p>Heimtextil, Frankfurt: 09.–12.01.2018</p> <p>Domotex, Hannover: 12.–15.01.2018</p> <p>imm cologne, Köln: 15.–21.01.2018</p> <p>Swissbau, Basel: 16.–20.01.2018</p> <p>Maison &amp; Objet, Paris: 19.–23.01.2018</p>
<p><b>2/2018</b> March 8.</p> <p>Copy deadline: 19.02.2018</p>	<ul style="list-style-type: none"> <li>&gt; <b>SPECIAL HOTEL</b> The latest national and international hotel projects, reports on the latest trends and exciting project and product solutions</li> <li>&gt; Follow-up trade fair reports <b>IMM, HEIMTEXTIL, DOMOTEX, MAISON &amp; OBJET</b></li> <li>&gt; <b>SUN PROTECTION</b> Sun protection solutions for internal and external areas</li> <li>&gt; <b>OUTDOOR</b> – Must-have items for terraces and gardens</li> <li>&gt; Preview of <b>LIGHT + BUILDING</b> Lamps, lights and building services technology</li> <li>&gt; <b>SMART HOME</b> – Intelligent products for greater comfort and security</li> </ul>	<p>architect@work, London: 24.–25.01.2018</p> <p>Blickfang, Hamburg: 02.–04.02.2018</p> <p>ZOW, Bad Salzfluten: 06.–08.02.2018</p> <p>Stockholm Furniture &amp; Light Fair, Stockholm: 06.–10.02.2018</p> <p>Ambiente, Frankfurt: 09.–13.02.2018</p>
<p><b>3/2018</b> May 11.</p> <p>Copy deadline: 20.04.2018</p>	<ul style="list-style-type: none"> <li>&gt; <b>SPECIAL FLOORS</b> Parquet, wood and laminated floors, elasticised floor coverings, tiles, carpets, designer floors – trends and solutions for individual buildings</li> <li>&gt; <b>MILAN</b> – Hot spots from the Milan Design Fair</li> <li>&gt; News from the <b>MÜNCHNER STOFF FRÜHLING</b></li> <li>&gt; Follow-up report on the <b>STOCKHOLM FURNITURE &amp; LIGHT FAIR</b></li> <li>&gt; <b>SHOP DESIGN</b> – Creative retail concepts</li> <li>&gt; Follow-up report on <b>LIGHT + BUILDING</b> Stand-out examples &amp; products</li> <li>&gt; <b>OFFICE</b> – From planning to furnishing</li> <li>&gt; <b>HEALTHCARE</b> – Follow-up report on the trade Fair <b>ALTENPFLEGE</b> in Hanover</li> </ul>	<p>R+T, Stuttgart: 27.02.–03.03.2018</p> <p>Altenpflege Messe, Hannover: 06.–08.03.2018</p> <p>Light + Building, Frankfurt: 13.–23.03.2018</p> <p>Blickfang, Stuttgart: 16.–18.03.2018</p> <p>Münchner Stoff Frühling, München: 16.–19.03.2018</p>



# 4/2018

July 23.

Copy deadline:  
06.07.2018

> **SPECIAL TEXTILES AND WALLPAPERS**

Decorative and upholstery fabrics, technical fabrics, wallpapers and sun protection

> **UPHOLSTERED FURNITURE**

From the armchair to the lounge suite

> **SPOGA+GAFA**

'Garden Unique' – Trade fair preview

> **SURFACES & MATERIALS**

Supplier innovation

> **ACOUSTICS**

Clever solutions for office and commercial properties

> **TABLES & CHAIRS**

All-rounders for every occasion

> **KITCHENS IN COMMERCIAL PROPERTIES**

Materials, elements and projects

Salone Internazionale del Mobile,  
Mailand: 17.–22.04.2018

Proposte, Cernobbio:  
02.–04.05.2018

Tendence, Frankfurt:  
30.06.–03.07.2018

Spoga+Gafa, Köln: 02.–04.09.2018

Comfortex, Leipzig: 07.–09.09.2018

# 5/2018

September 26.

Copy deadline:  
07.09.2018

> **SPECIAL OFFICE AT THE ORGATEC**

Workplace and acoustics solutions, systems, office chairs and lounge furniture

> **FLOOR COVERINGS**

Fitted carpets, designer floor coverings, tiles, wood, laminates & parquet

> **HOTEL-SPECIAL**

Current hotel projects worldwide

> **STORAGE** – Space savers for the home and the office

> **OUTDOOR**

Trends 2018 – follow-up report on Spoga+Gafa and Maison & Objet

> **BEDROOMS**

Must-have items, everything from the bed to the wardrobe

Maison & Objet, Paris: 07.–11.09.2018

MoOD, Brüssel: 11.–13.09.2018

Habitare, Helsinki: 12.–16.09.2018

100 % Design, London: 21.–24.09.2018

Cersaie, Bologna: 24.–28.09.2018

# 6/2018

November 23.

Copy deadline:  
30.10.2018

> **SPECIAL BATHROOM**

Tap fittings, shower trays and bathtubs, bathroom furniture & WC's, digital innovations & projects

> **SHOP-DESIGN**

Individual shop fitting concepts

> **LIGHT AND BUILDING SERVICES**

Smart home solutions for residential and commercial premises

> **TILES** in bathroom and living areas

> **SURFACES & MATERIALS**

Material innovations

> Follow-up report on the **ORGATEC**  
Highlights from the office trade fair

Biennale Interieur, Kortrijk:  
18.–22.10.2018

Orgatec, Köln: 23.–27.10.2018

Blickfang, Zürich: 09.–11.11.2018

Heim + Handwerk, München:  
11/2018

architect@work, Stuttgart:  
05.–06.12.2018



## FOR YOUR PLANNING: OUR SPECIFIC MAINE TOPICS

**LIGHT** Living and property lighting – Light and building technology – Designer lamps – Shop lighting – Light design ...

### TO BE FOUND IN THE EDITIONS

- 2/2018** Preview of Light + Building, Special Hotel
- 3/2018** Follow-up report on the Light + Building, Office
- 5/2018** Special Office, Hotel
- 6/2018** Light and building services, shop design, Office

**TEXTILES & WALLPAPER** Upholstery textiles – Technical textiles– Sun protection – Home textiles

### TO BE FOUND IN THE EDITIONS

- 1/2018** Trade fair edition on Heimtextil, imm cologne and Maison & Objet
- 2/2018** Special Hotel, Follow-up report on the January trade fairs, outdoor and sun protection
- 3/2018** Follow-up report on the Münchner Stoff Frühling and Healthcare
- 4/2018** Special Textiles and Wallpapers, Outdoor
- 5/2018** Special Office, Hotel, bedrooms



**OFFICE & PROPERTY** Desks – Complete solutions – Chairs – Floor coverings – Lighting – Conference rooms – Acoustic solutions – Sustainable and efficient office solutions...

### TO BE FOUND IN THE EDITIONS

- 2/2018** Special Hotel
- 3/2018** Special Floors, Office, Trade fair reports
- 4/2018** Acoustics, Tables & chairs
- 5/2018** Special Office at the Orgatec
- 6/2018** Follow-up report on the Orgatec

**BATHROOM** Fittings – Bathroom equipment – Tiles – Wellness – Healthcare-Products...

### TO BE FOUND IN THE EDITIONS

- 1/2018** Yachts & Cruise ships
- 2/2018** Special Hotel
- 3/2018** Healthcare
- 5/2018** Hotel
- 6/2018** Special Bathroom

**FLOOR** Living, property and shop sector – Textiles & elastic floor coverings – Parquet, laminate & tiles...

### TO BE FOUND IN THE EDITIONS

- 1/2018** Trade fair edition on imm cologne and Domotex
- 2/2018** Follow-up reports on the trade fairs, Special Hotel
- 3/2018** Special Floors, Healthcare, Shop design
- 4/2018** Acoustics, Surfaces & Materials
- 5/2018** Special Office, Floor coverings, Hotel
- 6/2018** Shop design, Follow-up report Orgatec

# arcade



## ARCADE AD SPECIALS

We can do even more! Take a look at our **ad specials/special advertising forms** – Tailor made for your marketing measures. Whether UV-painted high gloss effects, folding envelopes, folding posters, glued-in material samples, CDs or DVDs, XXL-formats as gate fold, a fluffy feel from flocking, 3D-look or striking envelope banderols – we are you flexible and creative media partner. Here are some current examples:



### Bookmarks

Particularly suited to date announcements, special events, outstanding figures or an eye-catcher.



### 3D-title

Realistic 3D animations can be visualised using a QR code.



### Fold-out on the title page or the inner pages

Surprise the reader with hidden content. Ideal for the presentation of new products or concepts. Creates additional areas for large-format views.

### Banderole around the magazine

Particularly suitable for data announcements, outstanding figures and special notices.



### Interested?

Request the separate ad special media data from us!  
Or simply download it at:  
[www.arcade-xxl.de/mediadaten.html](http://www.arcade-xxl.de/mediadaten.html)



# THE TREND SCOUTS FROM THE MEDIA CITY OF HAMBURG

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