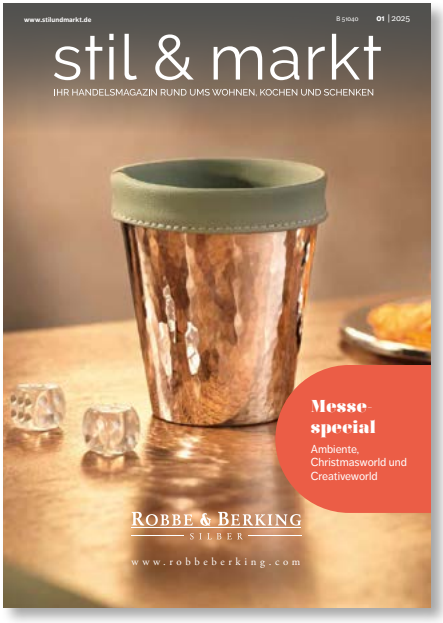
stil & markt

stilundmarkt.de

MEDIAKIT 2026

Ad rates no. 27, valid from 1 October 2025, as per: 01 October 2025

Menschen. Märkte. Meisenbach.



Your trade magazine for living, cooking and giving



BRAND NEWS – Special issues for the most important order dates of the year

Target group:
Targets individuals and companies in Germany and abroad who are commercially interested in products for table top, kitchen and lifestyle as well as gifts: bricks-and-mortar retailers and online stores, as well as manufacturers, agencies and associations. Also included are department stores, furniture and interior design stores, electrical goods retailers, book sellers and market research and trade institutes.

stil & markt is the official partner of gia, the Global Innovator Award.

Print run:
5,340 copies*

Qualified circulation:
5,113 copies*

Frequency:
6 issues per year + 2 issues BRAND NEWS

Volume:
27th volume

Membership/Participation:
IVW (Information Community for the Assessment of the Circulation of Media)

*Source: IVW 2nd Quarter 2025

Brief description

stil & markt – the trade magazine all about living, cooking and giving presents ranges and brands suitable for the end consumer's living environment. As in a concept store, products are not assigned to different product ranges, but to living spaces.

stil & markt also offers trade and industry know-how with reports on specialist stores, sections such as design stories and sustainability, and background articles on trends, trade fairs and companies.

The homepage www.stilundmarkt.de supplements the print edition with up-to-the-minute reports from the industry and additional product information. The stil & markt newsletter is another regular information platform. The trade magazine also has a social media presence.



Sabine Stenzel
Editor-in-Chief
Tel.: +49 951 861-181
E-Mail: sabine.stenzel@meisenbach.de

A feeling of Home

a feeling of Home

stil & markt



360 Days Coverage PLUS Print
In every issue our readers are taken on an exciting journey through the home of stil & markt, starting in the kitchen, lounge and dining room, through the home office and into the bathroom, bedroom, garden and more. Our editorial team presents products and brands in luxurious lifestyle worlds, providing inspiration for powerful PoS displays.

Our online editorial team also sheds light on current topics at www.stilundmarkt.de and in our newsletter.

Topics and Dates

stil & markt BRAND NEWS 1/2026

Editorial deadline
11.12.2025

Advertising deadline
11.12.2025

Publication date
23.01.2026

Focal themes
Special edition for TrendSet, Ambiente, Christmasworld and Creativeworld: product innovations & information about the trade fairs

Trade Fairs
Ambiente, Christmasworld and Creativeworld, Frankfurt/Main

stil & markt 1/2026

Editorial deadline
18.12.2025

Advertising deadline
18.12.2025

Publication date
28.01.2026

Focal themes
Trade fair special Ambiente, Christmasworld and Creativeworld
Small kitchens, big impact: space-saving appliances and gadgets

Trade fairs
Ambiente, Christmasworld and Creativeworld, Frankfurt/Main
Cadeaux Frühjahr, Leipzig

stil & markt 2/2026

Editorial deadline
24.02.2026

Advertising deadline
24.02.2026

Publication date
23.03.2026

Focal themes
Dining, giving, living: the trends
Interior looks: from small furniture to lighting

Topics and Dates

stil & markt 3/2026

Editorial deadline
09.04.2026

Advertising deadline
09.04.2026

Publication date
12.05.2026

Focal themes
Barbecuing 2.0: Innovations and accessories
Across the house: from the hallway to the bathroom
NEW: Supplement 'Gift Guide: Perfect Picks for Every Occasion'

Trade fairs
spoga+gafa, Cologne
Trends Up West, Düsseldorf

stil & markt 4/2026

Editorial deadline
03.06.2026

Advertising deadline
03.06.2026

Publication date
01.07.2026

Focal themes
What's new: Focus on the summer trade fairs
Sustainable preparation, sustainable enjoyment: News about cooking and preserving food

Trade fairs
TrendSet, Munich
Nordstil, Hamburg
creativ salzburg, Salzburg/Austria

stil & markt 5/2026

Editorial deadline
23.07.2026

Advertising deadline
23.07.2026

Publication date
19.08.2026

Focal themes
For the start of the day: from coffee machines to egg cups
International cuisine at home: Tagine, raclette & co.

Trade fairs
IFA, Berlin
Maison&Objet, Paris/France
Cadeaux Herbst, Leipzig
EK Live, Bielefeld

Online special Advent calendar 2026
01.09. – 02.10.2026
Editorial and advertising deadline: 24.08.2026

Topics and Dates

stil & markt
BRAND NEWS 2/2026

Editorial deadline
09.09.2026

Advertising deadline
09.09.2026

Publication date
08.10.2026

Focal themes
Special edition for the 2026 Christmas season:
(Gift) ideas for the festive season

stil & markt
6/2026

Editorial deadline
04.11.2026

Advertising deadline
04.11.2026

Publication date
03.12.2026

Focal themes
Get ready for 2027: trends, innovations and more
It's that time of year again:
products for Christmas, Easter and more
Seen at IFA: New small electrical appliances

Trade fairs
TrendSet, Munich
Nordstil, Hamburg
Maison&Objet, Paris
EK Live Spring, Bielefeld

Ad Rates and Ad Formats

1/1 page

B: 210 mm x 297 mm

5,665.- €

1/2 page

B: 210 mm x 151 mm
B: 100 mm x 297 mm

3,030.- €

1/3 page

B: 210 mm x 106 mm
B: 78 mm x 297 mm

2,161.- €

1/4 page

B: 210 mm x 75 mm
PS: 94 mm x 131 mm
PS: 62 mm x 197 mm

1,607.- €

2/1 page

B: 420 mm x 297 mm

8,642.- €

Best Placement:

Front cover + Back cover page	**11,909.– €**
Opening Spread (2nd cover page + page 3)	**9,749.– €**
Front cover page	**7,182.– €**
2nd cover page	**6,798.– €**
3rd cover page	**6,508.– €**
Back cover page	**7,114.– €**
Eye-catcher	**4,089.– €**
Lead page	**2,530.– €**

Surcharge for other compulsory placement instructions and confirmed placements **+10%**

PS: Print Space, B: Bleed
Formats = width x height

Ad formats bleed off:
Bleed ad format plus 3 mm allowance on all sides

Ad Rates and Ad Formats

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

Colour:
Colours from the Euro Colour Scale CEI 12-66 DIN 16539 included in price / special colours
(no discount available) each 1,344.- €

Magazine format:
210 mm wide x 297 mm high

Discounts:
Ads within 12 months (insertion year):
Frequency discount

3 Ads	**5%**
6 Ads	**10%**
9 Ads	**15%**

Ad rate for job offers (mm-ad rate in b/w): **on request**

Ad specials:
Inserts/price per thousand

up to 25 g:	**538.- €**
up to 50 g:	**645- €**

Maximum format available for loose inserts:
205 x 297 mm

Rates for bound inserts: **3,812.-€**

Correction and release details:
A release cycle is included in the excellent price for the following products: Advertorial Print, Eye-catcher, Lead story, Advertorial Online, Special Newsletter. Each additional cycle is charged at a flat rate of 150.- €.



Markus Erhardt
Media Consultant
Tel.: +49 951 861-105
E-Mail: markus.erhardt@meisenbach.de

LOOKING FOR AN EMPLOYEE?
Our readers - Your future specialists!



Print ad	
¼ page (width x height 94mm × 131mm)	760.-€
½ page (width x height 210mm × 151mm or 100mm × 297mm)	1,470.-€
1/1 page (width x height 210mm × 297mm)	2,780.-€

Online ads	
Newsletter + website	830.-€

Your job advertisement will be pushed in the newsletter and also appears on the website (duration 4 weeks) with a lead text and integrated PDF.

Combined discount Print | Online 10 %

Advertorial Print

An increasingly popular advertising medium, the Advertorial offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary – the text and images are embedded in the editorial section both in terms of look and feel.

ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact – creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

1 page Advertorial: 3,795.- €

We need:

- 2-3 images
- Company logo
- Lead paragraph/Entry point: 250 characters
- Main text minimum: 1,000 characters; Maximum: 1,500 characters (both including spaces).

Plus 700.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the stil & markt layout.*

1/2 page Advertorial: 2,187.- €

We need:

- 1 image
- Company logo
- Lead paragraph/Entry point: 250 characters Main text minimum: 750 characters; Maximum: 1,000 characters (both including spaces).

Plus 350.- € for texts researched and written by our editors:

The text is written by our editors in consultation with you and then adapted to the stil & markt layout.*

*Any net travel expenses with be billed to the customer.

Our correction and release details can be found on p. 9.

We will also be glad to publish your advertorial online as an option. You will find the prices for this on page 20.

Eye-catcher

The EYE-CATCHER is our creative double-sided format 2/1. If you have a particularly beautiful picture of one of your products or of your company, it gets a very special appearance with our eye-catcher.

Double-sided eye-catcher:
4,089,- €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (*jpg, 300 dpi or 3,508x4,961 pixels)
- a short descriptive text (*.txt, *.docx) with max. 450 characters (including spaces)
- headline with max. 20 characters (including spaces)
- Your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.



Our correction and release details can be found on p. 9.

Lead page

With our LEAD PAGE, you can skilfully showcase your image as an eye-catcher on an entire print page. The lead page opens up a new subject area or a specific focus topic in the magazine.

One-sided lead page:
2,530,- €

We need the following data from you:

- a picture, ideally based on the focus topic, in portrait format and in printable quality (*jpg, 300 dpi)
- a short descriptive text (*.txt, *.docx) with max. 450 characters (including spaces)
- headline with max. 20 characters (including spaces)
- your desired web address (URL)
- the placement of a QR code is also possible

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.



Our correction and release details can be found on p. 9.

BRAND NEWS – The special editions for the most important order dates of the year 2026



Brief description
In January, the stil & markt editorial team also publishes a special edition on the Frankfurt trade fair trio Ambiente, Christmasworld and Creativeworld in an oversized format in German and largely in English. The magazine presents new products from the home, cookery and gift sectors in eye-catching pictures. The focus is on the new products and highlights of the first half of the year.

The second special edition of BRAND NEWS by stil & markt is published in time for the Christmas season. The magazine presents novelties of the second half of the year in eye-catching pictures, especially products and gift ideas around Christmas.

1/1 page

B: 245 x 340 mm

5,665.- €

1/2 page

B: 120 x 340 mm
B: 245 x 168 mm

3,030.- €

1/3 page

B: 82 x 340 mm
B: 245 x 115 mm

2,161.- €

1/4 page

PS: 50 x 290 mm
PS: 215 x 70 mm
PS: 105 x 145 mm

1,607.- €

Print run: 6,000 copies (incl. 600 copies hotel distribution)
Format: 245 mm wide x 340 mm high
Maximum format for loose insert: 240 x 340 mm (width x height)
Ad formats bleed off: Bleed ad format plus 3 mm allowance on all sides

Specifications

Magazine format stil & markt:
210mm wide x 297mm high

Magazine format Brand News by stil & markt:

245mm wide x 340mm high

Print space on request.

Printing and binding methods:
4c offset printing (80 lpc-screen, PSOcoated_ v3.icc) on double-sided multi-coated paper. Wire stitching or adhesive binding. For colour ads genuine proofs are necessary.

Data creation and delivery:
Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PSOcoated_ v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 115.- EUR/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC
- Adobe InDesign (Version CC)
- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK, special colours available on request.

Proof: When making the proof please consider that our printer works with standard PSO-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PSOcoated_ v3.icc. If you are interested, please contact Anna Ugrica (anna.ugrica@meisenbach.de, tel.: +49 951 861-100), who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

Contact:
Anna Ugrica, Order Management
anna.ugrica@meisenbach.de
Tel.: +49 951 861-100

Delivery address:
Schleunungdruck GmbH
Inserts: for attention of Thomas Gesell
Eltertstraße 27
97828 Marktheidenfeld
Tel.: +49 9391 6005-9133

Distribution

1 Subscription prices 2026

Subscription prices print 2026*	
Issues per year	**6 + 2**
Domestic incl. postage and 7 % VAT	**99.- €**
Abroad europe	**108.- €**
Abroad world	**162.- €**

Subscription prices digital 2026*	
Digital	**89.- €**
Premium (print + digital) domestic	**114.- €**
Premium (print + digital) europe	**123.- €**
Premium (print + digital) world	**177.- €**

*Prices valid from 01.01.2023. All prices incl. delivery charges.
Terms of payment: After invoicing by bank transfer, credit card or PayPal.
European Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.
Other foreign countries: VAT-free

2 Circulation auditing: www.ivw.de

The IVW (Information Community for the Assessment of the Circulation of Media) is an independent auditing organisation for the efficiency control of e.g. print media based on standardised methods.

3 Circulation analysis:

Circulation analysis From the IVW-circulation analysis 2/2025 ** thereof abroad	
Actual circulation:	5,113 (**71)
Paid circulation:	343 (**45)
Subscribed copies:	315 (**42)
Other sales:	28 (**3)
Free copies:	4,770 (**26)
Print run:	5,340

4 Geographical distribution analysis:***

Geographical distribution analysis (Percentage of print run actually distributed)	
Germany	98.61%
Abroad	1.39%
Print run actually distributed	**100.00%**

***Average in percent - Issues July 2024 – June 2025

5 Classified potential of recipients: Distribution Germany, Austria, Switzerland

(Multiple answers possible)

Trade	Number
Specialist retail trade	**30,847**
GPC	4,958
Gifts	8,427
Flowers and garden centers	1,039
Semi luxury food	796
Household and cooking	4,145
Electrical household goods	3,397
Furniture and interior design trade	3,861
Stationery	1,025
Warehouses	984
Mail-order trade	829
Bags and leather goods	193
Book industry	1,193
Wholesale, trade agencies	**1,811**
Industry	**4,099**
Total number of recipients	**36,760**

Cross-media Opportunities

coverage (print + online)	
stil & markt	5,029 copies
Newsletter	ca. 2,800 recipients
Website	182,634 impressions
	49,354 visits

Fans Social Media	
Instagram	1,480 follower
LinkedIn	471 follower

status: August 2025





stil & markt

PODCAST – WITH ADVERTISING

Give your target group something to listen to!

Expand your marketing mix!

Options in the stil & markt podcast:

Advertising spot created by you
as a pre, mid or post ad

Advertising spot created by us as a native ad
(can also be booked as a package)

Top distribution:
www.stilundmarkt.de*
https://podcast.stilundmarkt.de
Spotify, Apple, Amazon, Google Podcasts

Push via our newsletter
which goes out to 2,800 recipients

Menschen. Märkte. Meisenbach.

Your contact:
Markus Erhardt / Media Consultant
markus.erhardt@meisenbach.de
Tel. +49 951 861-105

* Page-Impressions: 182,634 on an annual average 2025

Ad Banner on www.stilundmarkt.de

1 Full Banner

Size: 560 x 110 pixels
Price*: **920.– €**

2 Superbanner

Size: 1,170 x 110 pixels
Price*: **1,785.– €**

3 Hockeystick

Size: 735 x 110 pixels +
160 x 600 pixels
Price*: **1,454.– €**

4 Content Ad**

Size: 300 x 250 pixels
Price*: **1,281.– €**

**This banner is also visible in the mobile version and always remains in the field of view of the reader.

5 Skyscraper

Size: 160 x 600 pixels
Price*: **1,293.– €**

6 Webskin

Size: (2x) 160 x 600 pixels +
1,200 x 110 pixels
Price*: **2,001.– €**

Discounts:
Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

*Price for 4 weeks duration

Delivery of the banner data incl. linking by e-mail stating the customer name to Anna Ugrica (anna.ugrica@meisenbach.de).

Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Our readers should definitely find out about your product innovations, your company news or your trade fair? Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

Advertorial guidelines:

- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 1,108.- €

Bookable in combination with print adverts – we will be happy to make you an individual offer.

Optional: Book our social media package! Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Instagram and LinkedIn.

Surcharge: 221.- € per portal

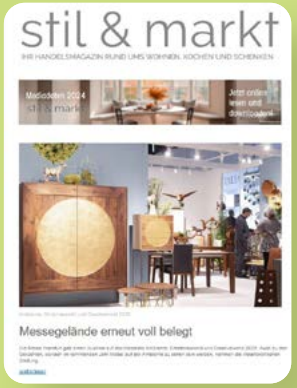


In the slider on our home page, your advertorial is always visible for 10 seconds.

Click here or take a picture – here you get to the Advertorial Online example

Ad Opportunities Newsletter

Banner



General information: The stil & markt-Newsletter informs late-breaking on all important news of the trade industry. The Newsletter is sent in HTML-format. Banner can be run between articles and columns.

Data formats: JPG, 700 x 120 pixels, max. size 100K
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to Anna Ugrica (anna.ugrica@meisenbach.de).

Rates per Ad (Banner): 725.– €

Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.



1-2 Advertorial(s):
- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

Banner:
- 700 x 120 pixels, max. 100K

Price: 3,542.- €

Our correction and release details can be found on p. 9.

Instagram-Package

A picture is worth a thousand words! This is one of the reasons why more and more retailers in our industry are using Instagram – to reach their customers but also to inform themselves about new products.

Via Instagram we have built up an extensive retailer-network from which you can also benefit: Use our **Instagram package** to present your products and innovations or to publish an image campaign.

Package prices:

5 posts (per calendar year):	**1,022.- €**
10 posts (per calendar year):	**1,903.-€**

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1,080 x 1,440 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram you can integrate up to 18 hashtags in addition to your text.

https://www.instagram.com/stilundmarkt/



Online Product Specials

With our product specials we offer you the opportunity to place your print ads in a thematically appropriate environment. Additionally we make your entire collection or all new products visible in a picture gallery.

Online-Specials:

On selected times (Advent, Christmas, Easter, etc.) we „open" a door on our website every working day (Mon.-Fri.) behind which your product can be hidden and arouses the curiosity of our readers.

Price: from 536.- €



Picture galleries:

Let pictures speak! If you want to present not just one product, but a whole collection, our picture galleries are particularly suitable - here every novelty gets the attention it deserves.

Price for 7 pictures: 1,833.-€
every additional picture 55.- €



Guidelines:

- pictures at least 72 dpi (minimum width 1.200 pixel)
- Headline (ca. 35 signs) + Teaser (300-500 signs) + captions (max. 300 signs) + basic text (1,000 signs)
- max. 7 pictures – definition of the 1st picture (= Slider), landscape format preferred – order of pictures definable

Contact

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3 % discount on payment before publication,
2 % discount on payment within 8 days from
date of invoice, net 30 days from invoice.
Place of fulfilment and court of jurisdiction
is Bamberg. (Unless otherwise determined by law)

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https://content.meisenbach.de/en/AGB