

KÜCHENPLANER

Purchase • Design • Production • Marketing • Consulting • Planning • Sales



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Media Data 2018

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Contact	Editorial	Address	Communication
	Dirk Biermann	Helleforthstraße 136 33758 Schloß Holte-Stukenbrock	Phone: 05207 9932218, Fax: 9932219 d.biermann@strobel-verlag.de

Contact	Publishing house	Address	Communication
	Stefan Schütte	Zur Feldmühle 9-11 59821 Arnsberg	Phone: 02931 890027, Fax: 890038 s.schuette@strobel-verlag.de
	Jocelyn Blome	Zur Feldmühle 9-11 59821 Arnsberg	Phone: 02931 890028, Fax: 890038 j.blome@strobel-verlag.de

National	Ad Contact	Address	Communication
	Uwe Sommerfeld	Iserstr. 58, 14513 Teltow	Phone: 03328 3090566, Fax: 3090567 u.sommerfeld@strobel-verlag.de

International	Ad Contact	Address	Communication
Denmark	Uwe Sommerfeld	Iserstr. 58, 14513 Teltow	Phone: 03328 3090566, Fax: 3090567 u.sommerfeld@strobel-verlag.de
Italy	Media & Service International s. r. l.	Via Giotto 32, I-20145 Milano	Phone: + 39 02 48006193, Fax: + 39 02 48193274 f.brovelli@strobel-verlag.de
Austria	Uwe Sommerfeld	Iserstr. 58, 14513 Teltow	Phone: 03328 3090566, Fax: 3090567 u.sommerfeld@strobel-verlag.de
Switzerland	Rico Dormann	Moosstraße 7, CH-8803 Rüschlikon	Phone: + 41 1 7208550, Fax: + 41 1 7211474 r.dormann@strobel-verlag.de
United Kingdom, Benelux, France, Spain, Asia, Africa, Canada, USA, Central America, South America, Northern and Eastern Europe	Lutz Krampitz	Im Schlenck 34, 47055 Duisburg	Phone: + 49 2034568266, Fax + 49 2034568538 l.krampitz@strobel-verlag.de



- 1 Title:** KÜCHENPLANER
- 2 Short description:** For more than 50 years, „Küchenplaner“ is the trade journal that is „required“ reading for German kitchen specialists. With recognized high technical authority, „Küchenplaner“ informs kitchen designers about current kitchen trends, kitchen planning, kitchen furniture, new products, accessories, household appliances, market, people, and events in the kitchen scene.
- 3 Target group:** Relevant buyers and planners in kitchen stores, kitchen departments, kitchen studios, and in the kitchen industry in general are precisely targeted.
- 4 Publication frequency:** 7 times a year
- 5 Booklet format:** DIN A4
- 6 Issue:** 52nd Year 2018

**9 Memberships:
Participation:**

Arbeitsgemeinschaft
Die moderne Küche e.V. (AMK)



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www.Fachpresse.de



Informationsgemeinschaft
zur Feststellung der Verbreitung
von Werbeträgern



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10 Publisher:

STROBEL VERLAG GmbH & Co. KG
P.O. Box 5654, 59806 Arnsmberg
Zur Feldmühle 9 - 11, 59821 Arnsmberg
Phone: 02931 8900 - 0, Telefax: 02931 8900 - 38
anzeigen@strobel-verlag.de

11 Editor:

Dipl.-Kfm. Christopher Strobel, Verleger



Issue	Themes	Trade fair/exhibitions
<p>1/2</p> <p>ET 02.02.2018 AS 15.01.2018 RS 16.01.2018</p>	<p>Trade fair magazine for the ZOW; Innovations from the imm cologne; Kitchen furniture: living kitchen world at the imm cologne Kitchen production: fronts, decors, fittings, interior design; Trade fair magazine for the ZOW 2018 Household appliances: summary of innovations Kitchen accessories: summary of innovations Kitchen trade: management, dealer portraits Kitchen design: award-winning products and projects, designer portraits</p> <p>Switzerland Special (1000 copies)</p>	<p>January 2018 15.-21.01.2018: imm cologne, Cologne 16.-20.01.2018: swissbau, Basel</p> <p>February 2018 06.-08.02.2018: ZOW, Bad Salzuflen 24./25.02.2018: Küchenkompetenztage at Küchenring, Rheinbach</p> <p>March 2018 19./20.03.2018, AMK general meeting, Mannheim</p>
<p>3/4</p> <p>ET 10.04.2018 AS 19.03.2018 RS 20.03.2018</p>	<p>Trade-fair magazine for the Eurocucina and on kitchen living trends; innovations from the ZWO Market summary: sinks, taps, waste separation Kitchen production: trade fair innovations from the ZOW Surfaces, fittings Kitchen furniture: comfort planning Kitchen accessories: mounting accessories, lighting Kitchen trade: management, dealer portraits Kitchen design: award-winning products and projects, designer portraits</p>	<p>April 2018 20.-22.04.2018: KüchenTreff AGM, Cologne 17.-22.04.2018: Eurocucina, Milan 29.04.-01.05.2018: MHK Summit Conference, Berlin</p>

ET = Publication date

AS = Ad and print material deadline

RS = Copy deadline



Issue	Themes	Trade fair/exhibitions
<p>5/6</p> <p>ET08.06.2018 AS18.05.2018 RS22.05.2018</p>	<p>Reports from the Eurocucina; reports from the küchenwohntrends</p> <p>Household appliances: extractor hoods market summary</p> <p>Kitchen furniture: the latest design trends from the Eurocucina</p> <p>Kitchen accessories: reports from the kitchen associations annual conference</p> <p>Kitchen furniture: innovations – surfaces, fittings, lighting, retraction systems</p> <p>Kitchen trade: selling tips, basic and further training</p> <p>Kitchen design: award-winning products and projects, designer portraits</p> <p>Austria Special (1000 copies)</p>	<p>May 2018</p> <p>05./06.05.2018: Küchenring AGM, Munich</p> <p>06./07.05.2018: Küchenwohntrends, Munich</p> <p>11.-13.05.2018: DER KREIS Congress, Berlin</p>
<p>7/8</p> <p>ET03.08.2018 AS 13.07.2018 RS 16.07.2018</p>	<p>Trade fair magazine for the IFA 2018</p> <p>Household appliances: market summary cooking, baking, simmering</p> <p>Household appliances: summary of innovations from the IFA 2018</p> <p>Kitchen production: ideas for cupboard interiors</p> <p>Kitchen furniture: market trends, comfort planning</p> <p>Kitchen design: award-winning products and projects, designer portraits</p> <p>Switzerland Special (1000 copies)</p>	<p>August/September 2018</p> <p>31.08.-05.09.2018: IFA Berlin</p>

Janus issue*

ET = Publication date AS = Ad and print material deadline RS = Copy deadline

Note: Changes of the topics possible due to current events. Trade fair dates subject to change.

* Additional Janus issues (back-to-back) are being planned.



Issue	Themes	Trade fair/exhibitions
<p>9</p> <p>ET 11.09.2018 AS 21.08.2018 RS 24.08.2018</p>	<p>Trade fair magazine for the Küchenmeile A30, area 30, Gut Böckel, house4kitchen, Forum 26, KCL; Innovations form the IFA 2018</p> <p>Kitchen production: storage space and arrangement systems, surfaces; fittings</p> <p>Household appliances: built-in appliances – What there is to see at the autumn trade fairs</p> <p>Kitchen furniture: sneak preview of the Küchenmeile A30</p> <p>Kitchen accessories: sinks + taps – trade fair sneak preview</p> <p>Kitchen trade: selling tips, dealer portraits</p> <p>Kitchen trade: kitchen day</p> <p>Kitchen design: award-winning products and projects, designer portraits</p> <p style="text-align: right; font-size: small;">Janus Edition*</p> <p>Trade Fair Special (1500 copies)</p>	<p>September 2018</p> <p>15.-21.09.2018: Küchenmeile A30 with area30, house4kitchen, KCL, Gut Böckel, Forum 26</p>
<p>10/11</p> <p>ET 31.10.2018 AS 11.10.2018 RS 15.10.2018</p>	<p>Trade fair magazine for the Küchenmeile, area 30, Gut Böckel, house4kitchen, KCL, Forum 26 and IFA</p> <p>Kitchen furniture: the latest trends from the Küchenmeile</p> <p>Household appliances: Refrigerating, freezing and wine storage</p> <p>Household appliances: Innovations from the IFA / area 30, Gut Böckel, Forum 26 and house4kitchen</p> <p>Kitchen accessories: Sinks, taps, waste separation: Innovations from the autumn trade fairs</p> <p>Kitchen trade: selling tips, dealer portraits</p> <p>Kitchen design: award-winning products and projects, designer portraits</p> <p>Austria Special (1000 copies)</p>	

ET = Publication date

AS = Ad and print material deadline

RS = Copy deadline

* Additional Janus issues (back-to-back) are being planned.



Issue	Themes	Trade fair/exhibitions
<p>11/12</p> <p>ET 14.12.2018 AS 23.11.2018 RS 27.11.2018</p>	<p>Trade fair magazine for LivingKitchen 2019</p> <p>Market summary: kitchen furniture + counter tops</p> <p>Kitchen production: surfaces, edges; fittings; interior organisation</p> <p>Summary of innovations: extractor hoods; appliances for cooking, baking and simmering</p> <p>Summary of innovations: sinks + taps</p> <p>Market summary: product ranges offered by the wholesale accessories retailers incl. lighting and glass in the kitchen</p> <p>Kitchen design: award-winning products and projects, designer portraits</p> <p>Trade Fair Special (1500 copies)</p>	<p>January 2019</p> <p>14.-20.01.2019: LivingKitchen / imm cologne, Cologne</p> <p>All dates are not guaranteed; changes are possible at short notice.</p>

Janus issue*

ET = Publication date AS = Ad and print material deadline RS = Copy deadline

Note: Changes of the topics possible due to current events. Trade fair dates subject to change.

* Additional Janus issues (back-to-back) are being planned.



1 Ad formats and prices: All prices in euro plus value added tax.

Format	width x height in mm (type area)	4c
2/1 page	each 184 x 265	10500,-
1/1 page	184 x 265	5720,-
3/4 page	137 x 265 or 184 x 198	4830,-
2/3 page	121 x 265 or 184 x 176	4630,-
Juniorpage	137 x 190	3980,-
1/2 page	90 x 265 or 184 x 130	3770,-
1/3 page	58 x 265 or 184 x 86	2640,-
1/4 page	43 x 265 or 90 x 130 or 184 x 63	2070,-
1/8 page	43 x 130 or 90 x 63 or 184 x 30	1110,-

Format	width x height in mm (trim size)	4c
2/1 page	420 x 297	11550,-
1/1 page	210 x 297*	6292,-
3/4 page	150 x 297* or 210 x 219*	5313,-
2/3 page	134 x 297* or 210 x 197*	5093,-
Juniorpage	148 x 210*	4378,-
1/2 page	103 x 297* or 210 x 146*	4147,-
1/3 page	71 x 297* or 210 x 106*	2904,-
1/4 page	56 x 297* or 103 x 146* oder 210 x 84*	2277,-

* Plus at least 3 mm bleed all-round.

2 Discounts: If accepted within 12 months (insertion year)

Quantity discount:

Frequency scale		Quantity scale	
3 ads	3%	3 pages	5%
6 ads	5%	6 pages	10%
10 ads	10%	10 pages	15%

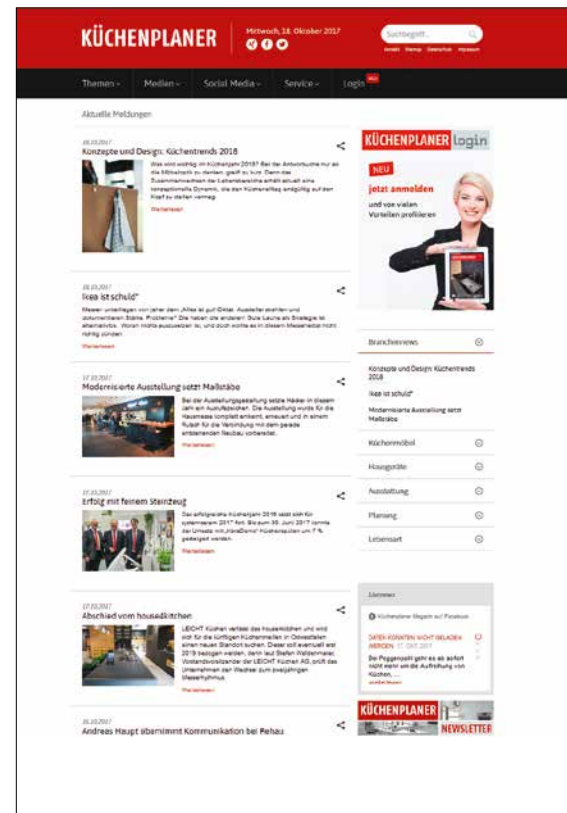


- 1 **Circulation control** 
- 2 **Circulation analysis:** Copies per issue with annual average
(1 July 2016 to 30 June 2017)

Print run:	7775		
tvA:	7141	Of this abroad:	528
Sold print run:	1730	Of this abroad:	10
- Subscr. copies	1725	Of these member copies:	-
- Other sales	5		
- Indiv. sales	-		
Free copies:	5411		
Remainder, archive and sample copies:	634		



- 1 **Web address (URL):** www.kuechenplaner-magazin.de
 - 2 **Short description:** Trade portal for all who plan, produce, buy and sell kitchens. Thematic focus: daily product news. Also dates, links and company presentations. E mail-newsletter for registered users (free).
 - 3 **Target group:** All who are professionally engaged in the topic of kitchens
 - 4 **Publisher:** STROBEL VERLAG GmbH & Co. KG
P.O. Box 56 54, 59806 Arnsberg
Zur Feldmühle 9-11, 59821 Arnsberg
Phone 02931 89 00 - 0, Telefax 02931 890038
Internet: www.ikz.de,
anzeigen@strobrel-verlag.de
- Editorial contact:** Dirk Biermann, editor-in-chief
Phone 05207 9932218
d.biermann@strobrel-verlag.de
- Online advertising contact:** Stefan Schütte, Leiter Online-Medien
Phone 02931 8900 - 27
s.schuette@strobrel-verlag.de
Jocelyn Blome, E-Mail-Marketing, online,
Below The Line, B2C
Phone 02931 8900 - 28
j.blome@strobrel-verlag.de
- Online marketers:** Business Advertising GmbH
Kronprinzenstraße 82 - 84
40217 Düsseldorf
Phone 0211-179347-0
Telefax 0211-179347-57
www.businessad.de
werbung@businessad.de






- 1 Name:** Newsletter
- 2 Short description:** The innovative newsletter is published to inform about trend themes and current news of the kitchen industry as well as special exhibitions and events concerning the focal topics.
- 3 Target group:** The newsletter reaches subscribers interested in news and products from the trade!
All recipients of the newsletter have given their consent mailings with the so-called „double opt-in“ process.
- 4 Publication frequency:** weekly
- 5 Publisher :** STROBEL VERLAG GmbH & Co. KG
- Editorial contact:** Dirk Biermann, editor-in-chief
d.biermann@strobel-verlag.de
- Ad contact:** Jocelyn Blome, E-Mail-Marketing, Online,
Below The Line, B2C
j.blome@strobel-verlag.de

Usage data N

- Recipients:** The recipients are mainly buyers and planners in the kitchen trade.
- Distribution:** about 4800 subscribers, current level: September 2017
- Opening rate:** Ø 39%



KÜCHENPLANER NEWSLETTER

Konzepte und Design: Küchentrends 2018

Was wird wichtig im Küchenjahr 2018? Bei der Antwortsuche nur an die Möbeloptik zu denken, greift zu kurz. Denn das Zusammenwachsen der Lebensbereiche erhält aktuell eine konzeptionelle Dynamik, die den Küchenalltag endgültig auf den Kopf zu stellen vermag.

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Ikea ist schuld*

Messen unterliegen von jeher dem „Alles ist gut“-Diktat. Aussteller strahlen und dokumentieren Stärke. Probleme? Die haben die anderen! Gute Laune als Strategie ist alternativlos. Woran nichts auszusetzen ist, und doch wollte es in diesem Messeherbst nicht richtig zünden.

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1 Forms of advertising and prices:

Form of advertising	Skycraper	Wide-Skycraper	Text-Teaser	Fullbanner	Rectangle
Position	header, right next to the news section	header, right next to the news section	In the news section	In the news section	In the news section, two times side by side
			Top position possible*	Top position possible*	
Pixel format	120 x 600	160 x 600	Image: 190 x 250 Text: 600 Character	468 x 60	180 x 250
Data volume up to	60 KB	60 KB	60 KB	60 KB	60 KB
Price in €	160 € per o/oo	170 € per o/oo	140 € per o/oo Top-Position: 165 € o/oo	120 € per o/oo Top-Position: 150 € o/oo	90 € per o/oo

* Top position = placement prior to the first item.

All prices exclude VAT. Agency commission: 15% of the customer net.

- 2 Discounts:** Acceptance within 12 months (insertion year):
- Frequency scale
 - For 3 placements 5%
 - For 10 placements 10%
 - For 15 placements 15%
 - For 20 placements 20%