

# KÜCHENPLANER

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

Foto: Hölzer / Küchlen



# Media Data 2017

Valid as of: 01/12/2016

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- 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:** 51st Year 2017

**9 Memberships:  
Participation:**

Arbeitsgemeinschaft  
Die moderne Küche e.V. (AMK)



Deutsche Fachpresse  
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Informationsgemeinschaft  
zur Feststellung der Verbreitung  
von Werbeträgern



PlusX Award-Innovationspreis



**10 Publisher:**

STROBEL VERLAG GmbH & Co. KG  
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Zur Feldmühle 9 - 11, 59821 Arnberg  
Phone: 02931 8900 - 0, Telefax: 02931 8900 - 38  
[anzeigen@strobel-verlag.de](mailto:anzeigen@strobel-verlag.de)

**11 Editor:**

Dipl.-Kfm. Christopher Strobel, Verleger



Issue	Topics	Tradeshows/Exhibitions
<p><b>1/2</b></p> <p>ET 20.02.2017 AS 01.02.2017 RS 25.01.2017</p>	<p><b>Large special issue with LivingKitchen news</b></p> <p><b>Kitchen furniture:</b> Living world kitchen at the LivingKitchen / imm cologne</p> <p><b>Household appliances:</b> LivingKitchen news</p> <p><b>Kitchen accessories:</b> LivingKitchen news / sinks + fittings</p> <p><b>Kitchen finishings:</b> Fronts, decors, fittings, interiors</p>	<p><b>January 2017</b></p> <p>16.-22.1.2017: LivingKitchen / imm cologne, Köln</p> <p><b>February 2017</b></p> <p>10.-14.02.2017: Ambiente, Frankfurt</p>
<p><b>3/4</b></p> <p>ET 28.04.2017 AS 05.04.2017 RS 03.04.2017</p>	<p><b>Trade-fair issue for interzum; exhibition booklet for küchenwohntrends / Möbel Austria</b></p> <p><b>Household appliances: Market overview for cooking, baking</b></p> <p><b>Kitchen finishings: Surfaces, fittings</b></p> <p><b>Kitchen furniture:</b> Deluxe planning</p> <p><b>Kitchen accessories:</b> Mounting accessories, lighting</p> <p><b>Kitchen trade:</b> Management, dealer portraits</p>	<p><b>March 2017</b></p> <p>17.03. - 21.3.2017, Internorga, Hamburg</p> <p>20./21.3.2017, AMK Mitgliederversammlung, Mannheim</p> <p>25.3.2017, KüchenTreff JHV, Berlin</p> <p><b>March / April 2017</b></p> <p>31.3.-2.4. 2014, MHK-Gipfeltreffen, Berlin</p>

Janus Edition\*

ET = Publication date

AS = Ad and print material deadline

RS = Copy deadline

\* More editions of Janus in the planning.



Issue	Topics	Tradeshows/Exhibitions
<p><b>5/6</b>                      ET 14.06.2017                      AS 24.05.2017                      RS 22.05.2017</p>	<p><b>Reports from interzum; reports from küchenwohntrends</b>  <b>Market overview: Sinks, faucets, waste separation</b>  <b>Kitchen associations:</b> Reports of the <b>annual conferences of the kitchen associations</b>  <b>Kitchen furniture:</b> current design trends  <b>Kitchen accessories:</b> Indoor facilities and catchment systems  <b>Kitchen finishings:</b> Surfaces, fittings, light  <b>Kitchen trade:</b> Sales tips, education and training</p> <p><b>+ AUSTRIA SPECIAL: with reports from küchenwohntrends / Möbel Austria in Salzburg</b>  <b>Additional distribution</b> (1000 copies) in Burgenland, Carinthia, lower Austria, Upper Austria, Salzburg, Styria, Tyrol, Vorarlberg and Vienna – in cooperation with the Haustechnik Fachverlag GmbH, Vienna – editor-in-chief: Johanna Mitterbauer, MA, phone: +43 (0)1 / 72 61 697-15, Email: johanna.mitterbauer@ikz-haustechnik.at</p>	<p><b>May 2017</b>                      5.-7.5.2017: DER KREIS Kongress, Unterschleißheim                      10.-12.5.2017, küchenwohntrends, Salzburg                      16.-19.5.2017, interzum, Köln                      20./21.5.2017, Küchenring JHV, Warnemünde                      22.-26.05.2017 LIGNA, Hannover</p>
<p><b>7/8</b>                      ET 31.07.2017                      AS 12.07.2017                      RS 10.07.2017</p>	<p><b>Trade-fair issue for IFA 2017</b>  <b>Household appliances:</b> <b>Market overview</b> extraction hoods  <b>Kitchen finishings:</b> Storage planning  <b>Kitchen furniture:</b> Market trends, deluxe plans, international kitchen design  <b>Kitchen design:</b> Ideas for the premium segment</p>	<p><b>September 2017</b>                      1.-6.9.2017: IFA Berlin</p>

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



Issue	Topics	Tradeshows/Exhibitions
<p><b>9</b></p> <p>ET 11.09.2017 AS 23.08.2017 RS 21.08.2017</p>	<p><b>Trade-fair issue for kitchen mile A30, area 30, Böckel Farm, House4Kitchen and Forum 26</b> <b>News from IFA 2017</b></p> <p><b>Kitchen finishings:</b> Storage space and organization systems</p> <p><b>Household appliances:</b> Appliances – what there is to see at the autumn fairs</p> <p><b>Kitchen furniture:</b> Preview of the kitchen mile A30</p> <p><b>Kitchen accessories:</b> Sinks + fittings – fair preview</p> <p><b>Kitchen trade:</b> Sales tips, dealer portraits</p> <p><b>Kitchen trade:</b> Day of the kitchen</p>	<p><b>September 2017</b></p> <p>16.-22.9.2017: Küchenmeile A30 mit area30, house4kitchen, MAZ, Gut Böckel, Forum 26</p>
<p><b>10</b></p> <p>ET 25.10.2017 AS 06.10.2017 RS 04.10.2017</p>	<p><b>Trade-fair issue with news of the kitchen mile, area30, Böckel Farm, h4k and Forum 26</b></p> <p><b>Kitchen furniture:</b> The latest trends from the kitchen mile</p> <p><b>Household appliances:</b> Cooling, refrigeration and wine storage</p> <p><b>Household appliances:</b> News from IFA / area 30, Böckel Farm, Forum 26 and h4k</p> <p><b>Kitchen accessories:</b> Sinks, faucets, waste separation: News from the autumn fairs</p> <p><b>Kitchen trade:</b> Sales tips, dealer portraits</p> <p><b>+ AUSTRIA SPECIAL:</b></p> <p><b>Additional distribution</b> (1000 copies) in Burgenland, Carinthia, lower Austria, Upper Austria, Salzburg, Styria, Tyrol, Vorarlberg and Vienna – in cooperation with the Haustechnik Fachverlag GmbH, Vienna – editor-in-chief: Johanna Mitterbauer, MA, phone: +43 (0)1 / 72 61 697-15, Email: johanna.mitterbauer@ikz-haustechnik.at</p>	

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\* More editions of Janus in the planning.



Ausgabe	Themen	Messen/Ausstellungen
<p><b>11/12</b></p> <p>ET 30.11.2017 AS 08.11.2017 RS 06.11.2017</p>	<p><b>Trade-fair issue for imm cologne / Living Interiors 2018</b></p> <p><b>Market overview:</b> Kitchen furniture + countertops</p> <p><b>Kitchen finishings:</b> Surfaces, edges; fittings; internal organization</p> <p><b>Fair news:</b> Extraction hoods</p> <p><b>Market overview:</b> Assortments of accessories wholesalers including light and glass in the kitchen</p>	<p><b>January 2018</b></p> <p>15.-21.1.2018: imm cologne / Living Interiors, Köln</p> <p><b>All schedule informations are without engagement.</b></p>

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.



**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	10350,-
1/1 page	184 x 265	5640,-
3/4 page	137 x 265 or 184 x 198	4760,-
2/3 page	121 x 265 or 184 x 176	4570,-
Juniorpage	137 x 190	3890,-
1/2 page	90 x 265 or 184 x 130	3685,-
1/3 page	58 x 265 or 184 x 86	2580,-
1/4 page	43 x 265 or 90 x 130 or 184 x 63	2020,-
1/8 page	43 x 130 or 90 x 63 or 184 x 30	1090,-

Format	width x height in mm (trim size)	4c
2/1 page	420 x 297	11385,-
1/1 page	210 x 297*	6204,-
3/4 page	150 x 297* or 210 x 219*	5236,-
2/3 page	134 x 297* or 210 x 197*	5027,-
Juniorpage	148 x 210*	4279,-
1/2 page	103 x 297* or 210 x 146*	4054,-
1/3 page	71 x 297* or 210 x 106*	2838,-
1/4 page	56 x 297* or 103 x 146* oder 210 x 84*	2222,-

\* 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%



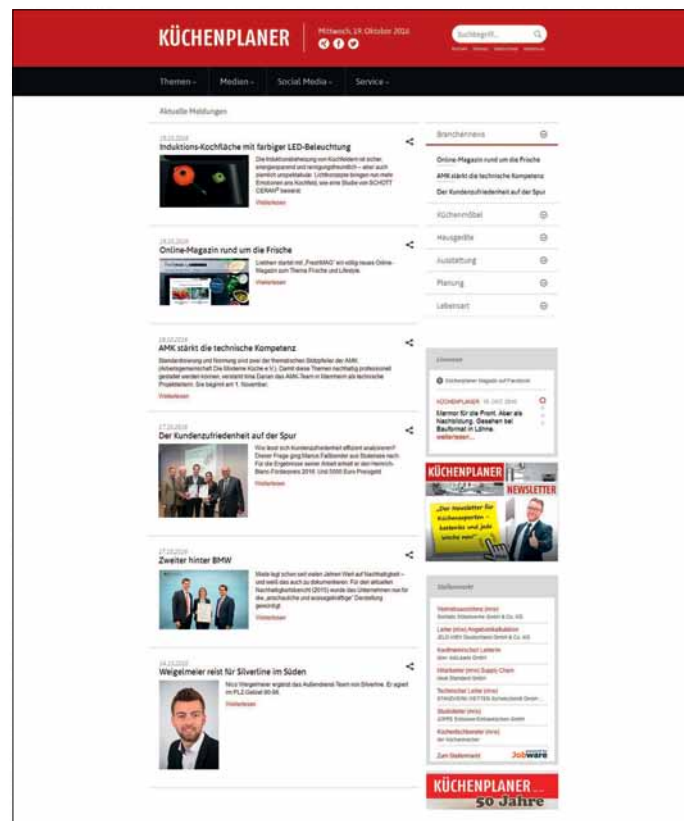


- 1 **Circulation control** 
- 2 **Circulation analysis:** Copies per issue with annual average  
(1 July 2015 to 30 June 2016)

Print run:	7488		
tvA:	7133	Of this abroad:	441
Sold print run:	3493	Of this abroad:	19
- Subscr. copies	3470	Of these member copies:	-
- Other sales	23		
- Indiv. sales	-		
Free copies:	3640		
Remainder, archive and sample copies:	355		




- 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  
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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@strobelsverlag.de
- Ad contact:** Jocelyn Blome, E-Mail-Marketing, Online,  
Below The Line, B2C  
j.blome@strobelsverlag.de

## Usage data N

- Recipients:** The recipients are mainly buyers and planners in the kitchen trade.
- Distribution:** about 4200 subscribers, current level: August 2016
- Opening rate:** 0 35%




**KÜCHENPLANER** NEWSLETTER

**Ausgabe 36 | 07.09.2016**

- » [Mehr Funktionen an der Küchenspüle](#)
- » [Kochfeld passend zur Platte konfektioniert](#)
- » [Immer den roten Punkten nach](#)
- » [Amica treibt es bunt](#)
- » [Vagt in „black & white“](#)
- » [Schrankküche neu interpretiert](#)
- » [Schneider neuer Standortleiter bei Wellmann](#)
- » [Die 3 Top-Themen der vergangenen Woche](#)

**Mehr Funktionen an der Küchenspüle**




Auf dem Messestand der Schock GmbH auf der area30 (Stand D21) gehen knallige Farben, gedeckte Töne und geometrische Formen einher mit der Darbietung fast surrealer Landschaften. Das soll den passenden Rahmen für die innovativen Produkthighlights der kommenden Saison bieten.

[mehr >](#)

[f](#) [t](#) [g+](#) [in](#) [v](#) [p](#)

**Kochfeld passend zur Platte konfektioniert**



Eins der Highlights der Kollektion 2017 hat Lechner in Zusammenarbeit mit dem Partner AEG realisiert. Hinter dem Produktnamen „Pure FullFit“ verbirgt sich ein Induktions-Kochfeld mit Unikät-Charakter, denn die Glaskeramikplatte des Kochfelds kann in den Außenmaßen individuell konfektioniert werden.

[mehr >](#)

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### 1 Forms of advertising and prices:

Form of advertising	Skycraper	Wide-Skycraper	Text-Teaser	Fullbanner	Rectangle
<b>Position</b>	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*	
<b>Pixel format</b>	120 x 600	160 x 600	Image: 190 x 250 Text: 600 Character	468 x 60	180 x 250
<b>Data volume up to</b>	60 KB	60 KB	60 KB	60 KB	60 KB
<b>Price in €</b>	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%