



ZUHAUSE WOHNEN

JAHRES
ZEITEN
VERLAG

Feel at home everywhere:

ZUHAUSE WOHNEN is, and has been for over 40 years, all about lively features showing people and their homes. The magazine focuses on useful and practical aspects coupled with elegance in the main sectors of home and decorating, house and garden, and enjoyment and lifestyle.

Advice for your home is not only to be found on each page of ZUHAUSE WOHNEN – it is the very lifeblood of the magazine. Unlike its competitors, ZUHAUSE WOHNEN combines a sensual and aesthetic approach with service, creativity and professionalism.

www.zuhause-wohnen.de

Frequency: monthly
 Paid circulation: 132,845 (IVW III/09)
 Rate 1/1 4c: 20,900 Euro
 Copy price: 3.20 Euro

READERS

According to AWA, ZUHAUSE WOHNEN has 830,000 readers in Germany.

	% breakdown
Total	100
Women	81
Men	19
Age	
14–29 years	8
30–39 years	14
40–49 years	25
50–59 years	27
60 years or more	26
Net household income (calendar month/Euro)	
up to 2,000	28
2,000 – 3,000	28
3,000 – 4,000	24
4,000 and more	21
Occupation	
Senior executives, other employees	62
Skilled workers, other workers	14
Self-employed, freelance, firm-owners, MD	10
Civil servants	7

Source: AWA 2009

ADVERTISING RATES

Sizes	4c, b/w Euro
1/1 page	20,900.-
1/1 page IFC / OBC	22,900.-
2/3 page	16,720.-
1/2 page	14,630.-
1/3 page	10,450.-
1/4 page*	8,360.-
2/1 page	41,800.-
2/1 page IFC + page 3	44,800.-

*Placement within classifieds

DISCOUNTS

Frequency discounts	Volume discounts
from 3 insertions – 3%	from 3 pages – 5%
from 6 insertions – 5%	from 6 pages – 10%
from 12 insertions – 10%	from 9 pages – 15%
	from 12 pages – 20%

CIRCULATION

Circulation, IVW-audited, 3rd quarter 2009

Print run	218,530
Paid circulation	132,845
Distributed circulation	136,843

ZUHAUSE WOHNEN / SCHEDULE

Issue	Publication date	Booking and cancellation deadline	Copy deadline	EXTRAS
1/2010	09. 12. 2009	27. 10. 2009	04. 11. 2009	The great Lafer
2/2010	13. 01. 2010	24. 11. 2009	02. 12. 2009	Living & Energy
3/2010	17. 02. 2010	04. 01. 2010	13. 01. 2010	Bath & Wellness
4/2010	17. 03. 2010	02. 02. 2010	10. 02. 2010	Garden & Ideas
5/2010	14. 04. 2010	26. 02. 2010	08. 03. 2010	Colors & Ideas
6/2010	12. 05. 2010	26. 03. 2010	07. 04. 2010	
7/2010	16. 06. 2010	29. 04. 2010	07. 05. 2010	The nicest kitchens
8/2010	14. 07. 2010	31. 05. 2010	09. 06. 2010	
9/2010	11. 08. 2010	29. 06. 2010	07. 07. 2010	Perfect renovation
10/2010	15. 09. 2010	03. 08. 2010	11. 08. 2010	Bath & Ideas
11/2010	13. 10. 2010	31. 08. 2010	08. 09. 2010	Imaginative living
12/2010	10. 11. 2010	27. 09. 2010	05. 10. 2010	Calendar 2011
1/2011	08. 12. 2010	25. 10. 2010	03. 11. 2010	Guests & Ideas

TECHNICAL DATA

Magazine format: 213 x 280 mm + 4 mm trim-reserve
Type area: 193 x 257 mm

Printing process: Offset
Artwork: Please deliver a print-PDF with 300 dpi resolution
Color-Management: CMYK

Delivery of advertisement:



The reception of digital advertisement occurs via the DUON-Portal by the VDZ-publishers: www.duon-portal.de
Support is available via e-mail: support@duon-portal.de or directly by phone: +49/ 40 / 37 41 17-50

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