

## ZUHAUSE WOHNEN



ZUHAUSE WOHNEN is the classic home magazine with high competence in the areas of Living & Decor, House & Garden and Cooking & Entertaining.

Interesting reportages present exceptional and remarkable apartments and houses.

Advice for your home is not only to be found on each page of ZUHAUSE WOHNEN – it is the very lifeblood of the magazine.

[www.zuhausewohnen.de](http://www.zuhausewohnen.de)

Frequency: monthly  
Paid circulation: 124,125 (IVW III/11)  
Rate 1/1 4c: 21,500 EURO  
Copy price: 3.20 EURO

### READERS

According to AWA ZUHAUSE WOHNEN reaches 0.94 million readers in Germany.

% breakdown

	Total
<b>Total</b>	100
Women	83
Men	17
<b>Age</b>	
14–29 years	10
30–39 years	12
40–49 years	25
50–59 years	26
60 years or more	26
<b>Net household income (calendar month/EURO)</b>	
up to 2,000	27
2,000 – 2,500	13
2,500 – 3,000	13
3,000 – 3,500	11
3,500 and more	36
<b>Occupation</b>	
self-employed, freelance, firm-owners, MD	16
senior executives, high-level officials	29
other employees, civil servants	35
skilled workers	15
other workers	3

Source: AWA 2011

### ADVERTISING RATES

Sizes	4c, b/w EURO
1/1 page	21,500.-
1/1 page IFC / OBC	23,500.-
2/3 page	17,200.-
1/2 page	15,050.-
1/3 page	10,750.-
1/4 page*	8,600.-
2/1 page	43,000.-
2/1 page IFC + page 3	46,000.-

\*Placement within classifieds

### DISCOUNTS

#### Frequency discounts

from 3 insertions –	3 %
from 6 insertions –	5 %
from 12 insertions –	10 %

#### Turnover scale (gross)

(incl. Extras)

from € 40.000,-	3 %	from € 165.000,-	13 %
from € 80.000,-	6 %	from € 210.000,-	17 %
from € 125.000,-	10 %	from € 250.000,-	20 %

### CIRCULATION

Circulation, IVW-audited, 3rd quarter 2011

Print run	214,493
Paid circulation	124,125
Distributed circulation	129,439

## ZUHAUSE WOHNEN / SCHEDULE

Issue	Publication date	Booking and cancellation deadline	Copy deadline	EXTRAS
1/2012	14. 12. 2011	31. 10. 2011	09. 11. 2011	kitchen & guests
2/2012	11. 01. 2012	25. 11. 2011	05. 12. 2011	
3/2012	15. 02. 2012	02. 01. 2012	11. 01. 2012	
4/2012	14. 03. 2012	31. 01. 2012	08. 02. 2012	perfect renovation
5/2012	18. 04. 2012	02. 03. 2012	12. 03. 2012	country cuisine, recipes
6/2012	16. 05. 2012	28. 03. 2012	05. 04. 2012	
7/2012	20. 06. 2012	02. 05. 2012	11. 05. 2012	the best kitchens
8/2012	18. 07. 2012	04. 06. 2012	13. 06. 2012	
9/2012	16. 08. 2012	03. 07. 2012	11. 07. 2012	the best baths
10/2012	19. 09. 2012	06. 08. 2012	14. 08. 2012	the best culinary schools
11/2012	17. 10. 2012	03. 09. 2012	11. 09. 2012	
12/2012	14. 11. 2012	27. 09. 2012	08. 10. 2012	
1/2013	12. 12. 2012	26. 10. 2012	07. 11. 2012	living & energy

## 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](http://www.duon-portal.de)  
Support is available via e-mail: [support@duon-portal.de](mailto:support@duon-portal.de) or directly by phone: +49/ 40 / 37 41 17-50

Kindly note our general terms and conditions of business for advertisements:  
[http://www.jalag.de/uploads/tx\\_DownloadTabelle/Anzeigen\\_AGBs\\_en.pdf](http://www.jalag.de/uploads/tx_DownloadTabelle/Anzeigen_AGBs_en.pdf)

## YOUR CONTACTS

### France + Belgium

Adnative sarl  
26, Avenue Victor Hugo  
75116 Paris  
phone +33/1/53 64 88 90/91  
fax +33/1/45 00 25 81  
e-mail: [paris@adnative.net](mailto:paris@adnative.net)

### Great Britain

Publicitas Ltd  
Gordon House  
10 Greencoat Place  
London SW 1P 1PH  
phone +44/20/75 92 83 06  
fax +44/20/75 92 83 01  
e-mail: [jeremy.butchers@publicitas.com](mailto:jeremy.butchers@publicitas.com)

### Italy

Media & Service International Srl  
Piazza Wagner, 5  
20145 Milano  
phone +39/02/ 48 00 61 93  
fax +39/02/ 48 19 32 74  
e-mail: [info@it-mediaservice.com](mailto:info@it-mediaservice.com)

### Austria

Publicitas GmbH  
Nordbahnstrasse 36/0.3  
1020 Vienna  
phone +43/1/211 53 42  
fax +43/1/212 16 02  
e-mail: [andrea.kuefstein@publicitas.com](mailto:andrea.kuefstein@publicitas.com)

### Switzerland

Publicitas International AG  
Magazines  
Kornhausgasse 5/7  
4002 Basel  
phone +41/61/275 46 09  
fax +41/61/275 47 30  
e-mail: [basel-international-magazines@publicitas.com](mailto:basel-international-magazines@publicitas.com)

### Spain

Alcalá Media, S.L.  
International Media Representations  
C/Arzobispo Cos,15 (1-A)  
28027 Madrid  
phone +34/91/3 26 91 06  
fax +34/91/3 26 91 07  
e-mail: [m.vandereb@alcalamedia.com](mailto:m.vandereb@alcalamedia.com)



### Netherlands

Publicitas BV  
Herikerbergweg 175, Building Mercurius  
1101 CN Amsterdam-Zuidoost  
phone +31/20/311 9710  
fax +31/20/311 9712  
e-mail: [francisca.hoogeveen@publicitas.com](mailto:francisca.hoogeveen@publicitas.com)

### Scandinavia

International Media Sales  
P.O. Box 6095  
5892 Bergen  
phone +47/55/ 92 51 92  
fax +47/55/ 92 51 90  
e-mail: [fjisdahl@mediasales.no](mailto:fjisdahl@mediasales.no)

**Head Office:** Jahreszeiten Verlag GmbH

Poßmoorweg 2, 22301 Hamburg  
phone +49 /40 2717 2095, fax +49/40 2717 2065  
e-mail: [doris.bielstein@jalag.de](mailto:doris.bielstein@jalag.de)