

# KÜCHENPLANER

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



Foto: Sita



## Media Data 2019

Valid as of: 01/12/2018

Content	Page(s)
Contact	2
Trade Journal	3-9
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Newsletter	11-12



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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:** 53rd und Participation Year 2019

**9 Memberships:  
Participation:**

Arbeitsgemeinschaft  
Die moderne Küche e.V. (AMK)



Deutsche Fachpresse  
[www.Fachpresse.de](http://www.Fachpresse.de)



Informationsgemeinschaft  
zur Feststellung der Verbreitung  
von Werbeträgern



PlusX Award-Innovationspreis



**10 Publisher:**

STROBEL VERLAG GmbH & Co. KG  
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[anzeigen@strobel-verlag.de](mailto:anzeigen@strobel-verlag.de)

**11 Editor:**

Dipl.-Kfm. Christopher Strobel, Publisher



Issue	Themes	Trade fair/exhibitions
<p><b>1/2</b></p> <p>ET 22.02.2019 AS 01.01.2019 RS 04.02.2019</p>	<p><b>Trade fair magazine with the News from the LivingKitchen</b></p> <p><b>Kitchen furniture:</b> living kitchen world at the <b>LivingKitchen</b></p> <p><b>Kitchen production:</b> fronts, decors, fittings, interior design</p> <p><b>Household appliances:</b> summary of innovations</p> <p><b>Kitchen accessories:</b> summary of innovations</p> <p><b>Kitchen trade:</b> management, dealer portraits</p> <p><b>Kitchen design:</b> award-winning products and projects, designer portraits</p>	<p><b>January 2019</b></p> <p>14.-20.01.2019 Livingkitchen/ imm cologne, Köln</p> <p><b>March 2019</b></p> <p>18./19.03.2019 AMK general assembly, Mannheim</p> <p>22.-24.03.2019 küchentreff JHV, Berlin</p> <p>29.-31.03.2019 MHK-Gipfeltreffen, Berlin</p>
<p><b>3/4</b></p> <p>ET 30.04.2019 AS 05.04.2019 RS 08.04.2019</p>	<p><b>Trade fair magazine for the interzum and the küchenwohntrends Salzburg</b></p> <p><b>Market summary:</b> sinks, taps, waste separation</p> <p><b>Kitchen production and kitchen assembly:</b> support for traders and planners</p> <p><b>Kitchen furniture:</b> comfort planner</p> <p><b>Kitchen accessories:</b> mounting accessories, lighting</p> <p><b>kitchen trade:</b> management, dealer portraits</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Janus issue*</b></p>
<p><b>Additional copies for trade fairs (1000 copies)</b></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><b>5/6</b>                      ET26.06.2019                      AS 03.06.2019                      RS 03.06.2019</p>	<p><b>Reports from the interzum; reports from the Küchenwohntrends</b>  <b>Household appliances:</b> extractor hoods market summary  <b>kitchen furniture:</b> the latest designs  <b>Kitchen associations:</b> reports from the <b>kitchen associations annual conference</b>  <b>Kitchen production:</b> innovations – surfaces, fittings, lighting, retraction systems  <b>Kitchen trade:</b> selling tips, basic and further training  <b>Kitchen design:</b> award-winning products and projects; designer portraits</p> <p><b>Austria Special (1000 copies)</b></p>	<p><b>May 2019</b>                      08.-10.05.2019 Küchenwohntrends, Salzburg                      10.-12.05.2019 DER KREIS Kongress, Stuttgart                      21.-24.05.2019 interzum, Köln                      25./26.05.2019 Küchenring JHV, Berlin</p>
<p><b>7/8</b>                      ET01.08.2019                      AS 11.07.2019                      RS 15.07.2018</p>	<p><b>Trade fair magazine for the IFA 2019</b>  <b>Household appliances: market summary</b> cooking, baking, simmering  <b>Household appliances:</b> news overview IFA 2019  <b>Kitchen trade:</b> franchise-systems in the kitchen trade  <b>Kitchen production &amp; kitchen assembly:</b> ideas for closet facilities  <b>Kitchen furniture:</b> market trends, comfort planning  <b>Kitchen design:</b> award-winning products and projects; designer portraits</p> <p><b>Switzerland Special (1000 copies)</b></p>	<p><b>September 2019</b>                      06.-11.09.2019 IFA, Berlin                      14.-20.09.2019 Küchenmeile A30 mit are30, h4k, KCL, Forum 26, Gut Böckel etc.</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.



Issue	Themes	Trade fair/exhibitions
<p><b>9</b></p> <p>ET 09.09.2019 AS 16.08.2019 RS 19.08.2019</p>	<p><b>Trade fair magazine for the Küchenmeile A30, area 30, Gut Böckel, house4kitchen, Forum 26, KCL</b></p> <p><b>Innovations from the IFA</b></p> <p><b>Household appliances:</b> refrigerating, freezing and wine storage</p> <p><b>Household appliances:</b> built-in appliances, things you can see at the autumn fairs</p> <p><b>Kitchen furniture:</b> preview of the Küchenmeile A30</p> <p><b>Kitchen accessories:</b> sinks + taps – trade fair preview</p> <p><b>Kitchen trade:</b> selling tips, dealer portraits</p> <p><b>Kitchen trade:</b> Kitchen Day</p> <p><b>Kitchen design:</b> award-winning products and projects, designer portraits</p> <p><b>Trade Fair Special (1500 copies)</b></p>	
<p><b>10/11</b></p> <p>ET 31.10.2019 AS 10.10.2019 RS 14.10.2019</p>	<p><b>Innovations from the Küchenmeile, area30, Gut Böckel, house4kitchen, Forum 26 and IFA</b></p> <p><b>Kitchen furniture:</b> the latest trends from the Küchenmeile</p> <p><b>Household appliances:</b> Innovations from the IFA/area30, Gut Böckel, Forum 26 and h4k</p> <p><b>Kitchen accessories:</b> sinks, taps, waste separation: Innovations from the autumn trade fairs</p> <p><b>Kitchen trade:</b> selling tips, dealer portraits</p> <p><b>Kitchen design:</b> award-winning products and projects; designer portraits</p> <p><b>Austria Special (1000 copies)</b></p>	

ET = Publication date

AS = Ad and print material deadline

RS = Copy deadline



Issue	Themes	Trade fair/exhibitions
<p><b>12</b></p> <p>ET 04.12.2019 AS 13.11.2019 RS 15.11.2019</p>	<p><b>Trade fair magazine for imm cologne 2020</b></p> <p><b>Market summary:</b> kitchen furniture + counter tops</p> <p><b>Kitchen production:</b> surfaces, edges; fittings; interior organisation</p> <p><b>Summary of innovations:</b> extractor hoods; appliances for cooking, baking and simmering</p> <p><b>Summary of innovations:</b> sinks + taps</p> <p><b>Market summary:</b> product ranges offered by the wholesale accessories retailers incl. lighting and glass in the kitchen</p> <p><b>Kitchen design:</b> award-winning products and projects, designer portraits</p> <p><b>Switzerland Special (1000 copies)</b></p>	<p><b>January 2019</b></p> <p>13.-19.01.2019: imm cologne, Köln</p> <p><b>All dates are not guaranteed; changes are possible at short notice.</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	10 690,-
1/1 page	184 x 265	5830,-
3/4 page	137 x 265 or 184 x 198	4920,-
2/3 page	121 x 265 or 184 x 176	4720,-
Juniorpage	137 x 190	4090,-
1/2 page	90 x 265 or 184 x 130	3880,-
1/3 page	58 x 265 or 184 x 86	2720,-
1/4 page	43 x 265 or 90 x 130 or 184 x 63	2130,-
1/8 page	43 x 130 or 90 x 63 or 184 x 30	1145,-

Format	width x height in mm (trim size)	4c
2/1 page	420 x 297	11759,-
1/1 page	210 x 297*	6413,-
3/4 page	150 x 297* or 210 x 219*	5412,-
2/3 page	134 x 297* or 210 x 197*	5192,-
Juniorpage	148 x 210*	4268,-
1/2 page	103 x 297* or 210 x 146*	2992,-
1/3 page	71 x 297* or 210 x 106*	2343,-
1/4 page	56 x 297* or 103 x 146* oder 210 x 84*	1259,-

\* 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 2017 to 30 June 2018)

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Print run:	7725		
tvA:	7330	Of this abroad:	694
Sold print run:	0	Of this abroad:	0
- Subscr. copies	0	Of these member copies:	-
- Other sales	0		
- Indiv. sales	-		
Free copies:	7330		
Remainder, archive and sample copies:	395		

- 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  
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www.businessad.de  
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- 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  
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- Ad contact:** Stefan Schütte, Head of Online Media  
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## 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%



The screenshot shows the top of a newsletter email. At the top left is a red banner with the text 'KÜCHENPLANER' in white. To the right of this banner is a photograph of a modern kitchen with a white countertop and a sink. Below the banner, the word 'NEWSLETTER' is written in a large, bold, black font. Underneath, there is a section titled 'Anzeige' (Advertisement) with the headline 'Optimale Umluftfilter für Downdraft- und Muldenlüfter' (Optimal recirculation filters for downdraft and recessed range hood fans). This section includes a photograph of a kitchen range hood with a filter being removed, and a short text paragraph describing the benefits of the new modular Naber COMPASS GREENflow system. A red button with the text 'Hier mehr erfahren' (Learn more here) is located below the text. Below the advertisement section is another section titled 'IFA setzt neue Bestmarken' (IFA sets new records). This section features a photograph of the IFA exhibition hall in Berlin and a short text paragraph about the event's success, mentioning 245,000 visitors. A red button with the text 'mehr >' (more) is positioned below the text. At the bottom of the screenshot, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube.



### 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%