

# 2011



## THE DESIGN-MAGAZINE

FOR PLANNERS, ARCHITECTS AND INTERIOR DESIGNERS  
FOR RESIDENTIAL AND COMMERCIAL PROPERTY

# arcade

MEDIA - INFORMATION



## PROFILE

> arcade is the interior business magazine for the premium segment design. It covers the entire high-class fitting area of domestic furniture, office, hotel, commercial property, light, textiles and flooring.

> Designers, the major producers and traders, trade fairs – national und international – trends, changing scenes or awards – arcade reports all this and the markets with interviews and analysis; in a high-class design package and XXL-format.

> With this comprehensive editorial package arcade has created a new genre in trade journals – unique and unmistakable.

> By advertising in arcade you will draw serious image-enhancing attention to your company and products from leaders in interior furnishing and finishing, architects, interior architects and designers engaged in high-class residential development, contract furnishing and offices, and high-end retailers.

> Distribution of arcade in Germany is decided in close liaison with the BDA and BDIA, and in other German-speaking countries.

> IVW-audited.

## COMPETENCE

arcade is put out by the same publishing house as the established trade magazines „möbel kultur“, „möbelfertigung“, „Der Küchenprofi“, and the annual abstract of statistics „Möbel Zahlen Daten“. Our magazines profit from various synergy effects.

## PUBLISHERS

Jörn Holzmann, Jochen Holzmann

## YEAR

22nd year 2011

## FREQUENCY

every two months, see the dates

## ADDRESS OF THE PUBLISHER

Ferdinand Holzmann Verlag GmbH  
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[www.arcade-xxl.de](http://www.arcade-xxl.de), [www.moebelkultur.de](http://www.moebelkultur.de)

## ADDRESS OF THE PRINTING HOUSE

Mohn media I Produktlinie Zeitschriften  
Mr. Fischer | Objektleitung

**For printing material:**  
Carl-Bertelsmann-Straße 161 M  
33311 Gütersloh

**For loose or bound inserts, etc.:**  
Zentrale Warenannahme  
LKW-Einfahrt Tor 3  
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## SUBSCRIPTION RATE

Annual subscription Germany  
€ 38,40  
Individual issue price  
€ 6,40 plus VAT + shipping

## MEMBER OF

Rat für Formgebung  
German Design Council



**Rat für Formgebung**  
German Design Council

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Pictures: Duravit, Keuco, BiaStation



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## READER ANALYSIS

arcade distribution guarantees complete coverage of the German-speaking premium market – the best possible coverage of the high-quality target segment.

<b>Planners, interior designers</b>	39 %
<b>Architects</b>	26 %
<b>Designers</b>	3 %
<b>High class interior decorators</b>	10 %
<b>High class interior furnishing and design consultants, retailers and studios</b>	4 %
<b>High-class office furniture retailers, floor coverings retailers Lighting suppliers and retailers, bathroom retailers</b>	12 %
<b>High-class furniture and office furniture industries. Lighting and lamp manufacturers, textile finishing industries</b>	2 %
<b>Colleges of industrial design</b>	4 %
<b>Print run actual distribution</b>	<b>100.0%</b>

Sample copies shown at branch outlets, magazine racks at leading international design fairs (irregular)

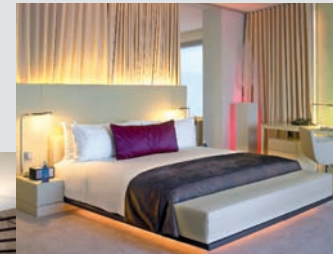
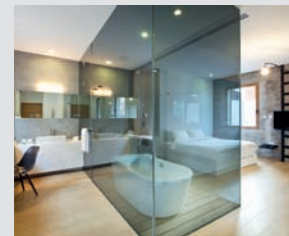
\* The March (2/2011) and September (5/2011) issues each have a Hotels Special Section distributed to 2,000 selected high-class hotels.

## CIRCULATION

circulation analysis: Copies per issue on annual average

Printed circulation (average): 8,000 copies

**Actual distributed circulation (TvA): 7,846 copies**



**SPECIAL DISTRIBUTION TO HOTEL INDUSTRY**

Pictures: The Waterhouse Shanghai, Hotel Barcelona



■ FOR ARCHITECTS, INTERIOR DESIGNERS AND PLANNERS

■ FOR LOUNGES AND WAITING AREAS ON AIRPORTS



■ OFFICE AND EXECUTIVE'S OFFICES

■ FOR HOTELS



Pictures: Unilever Hamburg – Behnisch Architekten, Dal Design Zürich, Atelier HTAG Hadi Teherani, Bene (from top)

## ARCADE TARGET GROUP

arcade is the interior business magazine for the premium segment design.

arcade is sent on carefully targeted selective distribution to architects, interior architects, interior designers, furnishers and finishers active at the high end of the market for residential property, contract furnishing, office furniture and high-class retailers. This is arranged in close liaison with the BDA and BDIA.

In response to the current shift of the market the distribution of arcade is expanded to include high-quality hotel addresses. With us you reach the buyers and decision makers of the most important hotel groups.

There is no other design business magazine dealing that comprehensively with the top fitting trade and planners.

## ARCADE RESONANCE

arcade regards itself as a **target group magazine**. The addresses in the relevant target groups are accurately researched and arcade is distributed precisely to these groups. This optimum access to, and placement with, the target groups guarantee maximum resonance to the journal's ads and editorials.

### ISSUE SIZE

297 mm wide x 387 mm high  
(plus bleed difference 4 mm)

### TYPE AREA

257 mm wide x 359 mm high, 4 columns 59 mm wide each

### ADDITIONAL CHARGE FOR BLEEDING

10% for advertisements exceeding the type area  
(basis for calculation: b/w price)

### PRINTING PROCESS

Offset, 60 raster, computer to plate (CTP).

### DIGITAL DATA

System: Apple Macintosh

Software: QuarkXPress 7.0, Illustrator CS4, Photoshop CS4

Picture formats: Tiff, eps, jpg, Strich, je mind. 300 dpi.

Storage media: CD-ROM, DVD oder data via FTP.

We also require a colour true digital print proof based on the FOGRA standard, and in the case of small formatted advertisements an EPS with integrated fonts, an open Quark document and the complete fonds.

**Contact:** Jasmin Loose, phone: +49 (0) 40 63 20 18-41  
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## ADVERTISING FORMATS AND PRICES (TYPE AREA FORMATS)

Format	Width x height in mm	b/w price	2c price	4c price
2/1 p.	514 x 359	9,120.- €	10,200.- €	12,360.- €
1/1 p.	257 x 359	4,560.- €	5,100.- €	6,180.- €
1/2 p.	125 x 359 257 x 176	2,280.- €	2,820.- €	3,900.- €
1/3 p.	86 x 359 257 x 117	1,520.- €	2,060.- €	3,140.- €
1/4 p.	59 x 359 125 x 176 257 x 88	1,140.- €	1,680.- €	2,760.- €

## PREFERENCE PLACEMENT

Inside front and back cover, b/w	€ 5,472.-
Back cover, b/w	€ 5,928.-

## COLOUR SURCHARGE

For each additional colour, 1/1 page or less	
Scale colours (cyan, magenta, yellow)	€ 540.-
Special colours (HKS, Pantone)	€ 635.-
<b>Four colours</b>	€ 1,620.-

Four-colour advertisements are printed in accordance with DIN 16539 (European scale)

## DISCOUNTS

within a period of one year

<b>Series discount</b>	<b>Volume discount</b>
3 advertisements 5 %	
6 advertisements 10 %	3 pages 10 %
9 advertisements 15 %	6 pages 15 %
12 advertisements 20 %	12 pages 20 %

## COMBI DISCOUNTS

For placement of advertisements in various objects of the Ferdinand Holzmann Verlag a combination discount is granted.

**No discounts can be granted on colour, loose or bound inserts.**

## CONDITIONS OF PAYMENT

2 % discount for payment within 7 days, otherwise payment without reduction within 30 days from date of invoice.

## CLASSIFIED ADVERTISEMENTS

Millimetre price for 59 mm-wide column for:

Jobs vacant, business dealings	€ 3.18
Jobs and agents wanted ads	€ 1.59
Box number fee incl. postage	€ 13.-

## BOUND INSERTS

Inserts can only be placed beginning with a minimum of 2 paper sheets = 4 pages for technical reasons (wire binding) € 9,120.- (Larger size prices on application)

## LOOSE INSERTS

Maximum format 290 mm wide x 380 mm high	
Price up to 25g weight	€ 2,840.-
For each 5g commenced	€ 568.-
Plus postal fees per %	€ 13.40

We retain the right to refuse to fulfill the order until a sample of the insert is submitted.

## TIP ON POSTCARDS

Postcards fixed on bound inserts are rated as loose inserts.

Baseprice per %	€ 170.-
plus glue costs per %	€ 54.-
plus postal fees per %	€ 5.10

Prices do not include applicable statutory value-added tax. Postal fees are subject to change. The General Terms and Conditions for advertisements in newspapers and magazines apply.

# SUBJECT PLAN, SPECIALS AND FAIR REPORTS

## FAIRS

1/2011

DT:  
05.01.2011  
Advertising  
deadline:  
05.12.2010

- > **IMM COLOGNE** – pre-fair trend report
- > **OFFICE:** the new chair line-up
- > **HEIMTEXTIL, PURE TEXTILE, MAISON&OBJET** – the new textile collections for 2011
- > **LADENBAU:** Preview **EUROSHOP 2011**
- > **DOMOTEX 2011** – Trade report Bodenbeläge, carpets, Laminat und Parkett
- > **BAU 2011:** materials and systems for interior fittings

SPECIAL REPORT IMM COLOGNE  
Increased Print Run and Distribution at Fair!

- Bau, Munich:** 17. – 22.1.2011
- Heimtextil, Frankfurt:** 12. – 15.1.2011
- Domotex, Hannover:** 15. – 18.1.2011
- imm cologne, Cologne:** 18. – 23.1.2011
- Maison & Objet, Paris:** 21. – 25.1.2011
- Stockholm Furniture Fair, Stockholm:** 8. – 12.2.2011

2/2011

DT:  
09.03.2011  
Advertising  
deadline:  
11.02.2011

- > Bathroom Special for the **ISH**
- > **SUNSCREENS:** with the Cool factor
- > The best from all trade fairs:  
**IMM, HEIMTEXTIL, MAISON & OBJET, DOMOTEX, EUROSHOP, BAU MUNICH**
- > Increasingly more efficient and powerful:  
**OFFICE- AND CONTRACT FURNISHING**
- > **OUTDOOR:** from lounge armchair to sun awnings – order dates trends
- > **ZOW:** new ideas and products for 2011

SPECIAL HOTEL

- ZOW, Bad Salzflun:** 14. – 17.2.2011
- Ambiente, Frankfurt:** 11. – 15.2.2011
- EuroShop, Düsseldorf:** 26.02. – 02.03.2011
- ISH, Frankfurt:** 15. – 19.03.2011
- Fachmesse Rolladen, Tore, Sonnenschutz, Stuttgart:** 28.02. – 03.03.2011

3/2011

DT:  
12.05.2011  
Advertising  
deadline:  
18.04.2011

- > **INTERZUM Special:** new materials from the world's top trade fair to supplier
- > **MILAN:** Hot-Spots at the furniture fair
- > **AIRPORT Special:** from floor coverings to lighting
- > **RED DOT DESIGN AWARD:** The best of 2011
- > **STOCKHOLM Furniture Fair:** Trends & highlights 2011
- > **OFFICEWORLDS:** systematic set-up – from storage space to desk

SPECIAL BOTTOM

- Münchner Stoff-Frühling, München:** 01. – 04.04.2011
- Salone Internazionale del Mobile, Mailand:** 12. – 17.04.2011
- Interzum, Cologne:** 25. – 28.05.2011
- Proposte, Cernobbio:** 04. – 06.05.2011
- Hotel Show, Dubai:** 17. – 19.05.2011

# 4/2011

DT:  
18.07.2011  
Advertising  
deadline:  
20.06.2011

- > **SUSTAINABILITY** in architecture & design: furniture packed with ecology
- > **BEDROOM:** innovations in the bedroom, from bed to wardrobe
- > **PROPOSTE:** post-fair report
- > **STORAGE SPACE:** Clever solutions
- > **LIGHT** is life
- > **MEDIA FURNITURE:** High-tech for eyes and ears in the home and contract applications

## SPECIAL TEXTILE AND WALLPAPER

# 5/2011

DT:  
19.09.2011  
Advertising  
deadline:  
22.08.2011

- > News & Trends from **OFFICE AND OBJECT**
- > **TABLES & CHAIRS:** dining in style
- > **INTERIOR DESIGN** latest: from door handle to lighting technology
- > **SPOGA** post-fair report
- > **MoOD:** post-fair report from the Brussels Textile fair
- > **FIREPLACES:** the right marketing for new products
- > **OUTDOOR:** Furniture for gardens and public open spaces

## SPECIAL HOTEL

# 6/2011

DT:  
14.11.2011  
Advertising  
deadline:  
17.10.2011

- > Contract furniture: motivating with **LIGHT**
- > **ARCHITECTURE & DESIGN:** Urban trend-setting
- > Trend hot-spots: post-fair report **100% DESIGN London**
- > **BENELUX** :the little ones writ large – design from Benelux
- > Sales triggers for cool long-term sales-drivers: **DESIGN-CLASSICS**

## SPECIAL BATHROOM

Tendence, Frankfurt: 26. – 30.08.2011

Ordertage Inneneinrichtung, Dortmund:  
September 2011

Comfortex, Leipzig: 03. – 05.09.2011

SPOGA, Cologne: 04. – 06.09.2011

Maison & Objet, Paris: 09. – 13.09.2011

MoOD, Brussels: 13. – 15.09.2011

Abitare il Tempo, Verona: September 2011

100 % Design, London: September 2011



Foto: VITRA

Heim + Handwerk, Munich:  
30.11 – 4.12 2011

## ARCADE ONLINE



The printed version of arcade is supported by a Web-edition containing the latest news and photos, videos and portraits featuring the top companies in the business.

The weekly arcade Web newsletter will transport your message direct and without delay to those you wish to see it. The arcade Web newsletter also has a link to our Internet Portal [www.möbelkultur.de](http://www.möbelkultur.de) and [www.möbelfertigung.com](http://www.möbelfertigung.com), for additional coverage.

You can arrange a banner insert [www.arcade-xxl.de](http://www.arcade-xxl.de), or in the newsletter: the optimum presentation for your targeted marketing.

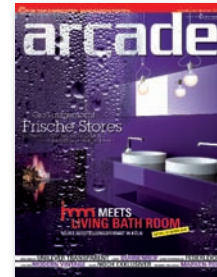
[www.arcade-xxl.de](http://www.arcade-xxl.de)

## ARCADE AD-SPECIALS

We can do even more for you! Just take a look at our **Ad Specials / and special promotions** – custom-made to underpin your marketing tools. You can go for UV-lacquer high-gloss effects, unfolding covers, fold-out posters, glue-retained CDs and DVDs, XXL-formats, cross-folds, fleecy fluff-touch, 3D-look or striking cover banners – we are your flexible media partner.



**Banderol magazine strap**  
Especially good for new dates, super achievements and sensational announcements.



**Part-lacquered title**  
Strengthens picture visual impact and flags up high value.



**Title page with integrated turntable**  
A real attention-getter; for innovations and planners.



**Cover-page folding flap, inside or out.**  
Surprises the reader with hidden content; ideal for presentation of new products and ideas; creates a bigger area for large images.

**Interested?** Ask us to send you fuller media information by mail, or simply download from: [www.moebelkultur.de/media](http://www.moebelkultur.de/media)

## ARCADE RIGHT IN THE MIDDLE

arcade is an integral part right at the core of the high-end furnishing and finishing businesses and guarantees close proximity to the decision takers. arcade has its own stand at trade fairs and is a co-organiser of events; always on-location with its own specialist team.



At Orgatec 2008 arcade teamed with Interstuhl and the BDIA to host a party for 400 guests.



We have established a new tradition: the popular Furniture Fair Design in Motion networking reception hosted by arcade and the ADM Association of Design-Linked Furniture Agencies; where people trade the latest news, chew over the latest highlights, refresh old contacts and generate new ones.



**imm** cologne

Each year arcade has its own stand at the Cologne International Furniture Fair; co-located with all the other specialist design organisations at the entrance to Hall 11.



## ARCADE...

... because we are unique: wit our magazine's size +++ with our high-class layout +++ with our emotional presentation +++ with a constant stream of trend reports +++ with our way of addressing target groups +++ with the big response we receive from the readers +++ and embedded market presence.

...because of our comprehensive leadership: in the high-end office furniture business +++ in the furnishing houses +++ in the target group of the top interior designers +++ in the target group of the top contract business architects +++ in the addressing of international hotel investors

**ARE YOU INTERESTED? BOOK NOW!**



# FROM HAMBURG - THE MEDIA CITY

ARCADE | MÖBELFERTIGUNG | MÖBEL KULTUR | MÖBEL KULTUR LIFESTYLE | DER KÜCHENPROFI | [WWW.ARCADE-XXL.DE](http://WWW.ARCADE-XXL.DE)



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