



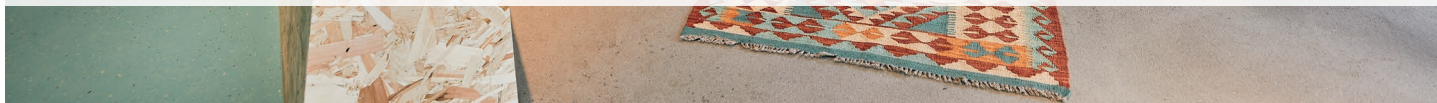
print & online

advertising rates 2026



Sustainable Interior Design > Sustainability means planning in a resource-efficient manner, using durable materials and creating healthy, energy-efficient spaces. The **1|2026** issue of InteriorFashion focuses on this topic, showcasing outstanding projects and presenting sustainable materials, products and processes, as well as the companies behind them.

Photo: Nassim Ohad/Elbstrand & Mannschaft | elbstrandundmannschaft.com



Your brand at the heart of interior design

InteriorFashion is the trade journal for everyone involved in designing spaces: interior designers, designers, planners and decision-makers in commercial interior design. Inspiration, well-researched articles and the latest market trends meet a highly qualified readership – and thus your exact target group.

Why advertise in InteriorFashion?

- Accurate reach: you directly address the designers and decision-makers who select products and realise projects.
- High editorial standard: the content enjoys credibility and creates a high-quality environment for your brand.
- Print & digital: your message appears in the classic magazine format and also benefits from cross-media visibility.

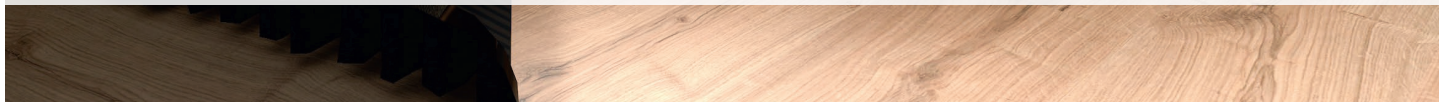
Show what makes your company special. With an advertisement in InteriorFashion, you place your products and solutions in the direct context of current projects, innovative materials and inspiring room concepts – and thus reach the designers who are shaping the rooms of tomorrow.

InteriorFashion – the ideal platform for successful marketing in interior design.



Architecture for the ears > Room acoustics influence clarity, tranquillity and well-being in a space. In the Interior Fashion issue **2|2026**, we raise awareness of the topic of acoustics in a design context. Experts have their say and we showcase successful examples of well-designed acoustics – supplemented by a curated product show. In issue **5|2026**, we provide an update on the topic.

Illustration: Geplan Design | www.geplan.de



Target groups and distribution



Interior designers, architects, interior decorators, contract furnishers, designers, premium specialized furniture retailers, and producers of high quality interior furnishings.

Publication dates: 6 times a year
(February, April, June, August, October, December)

Print run: 7,500
Distribution: 7,000

Recipient group:

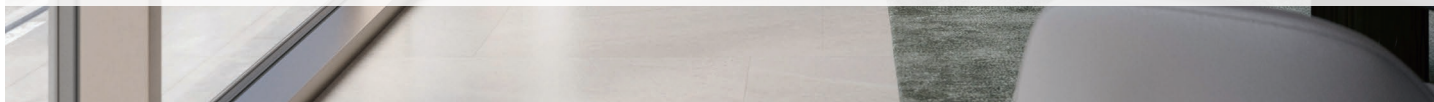
Interior designers, architects, designers, contract furnishers	64 %
Interior decorators	7 %
Furniture retailers	19 %
Producers of high quality interior furnishings	10 %

InteriorFashion will continue to provide an extra edition at trade fairs inside and outside Germany.



Fire protection - Glass in interior design - Universal design/accessibility > The new special interest content in issues **4|2026**, **5|2026** and **6|2026** is intended to raise awareness of the respective topic. It is presented in a design context and supplemented with a curated project and product presentation. Renowned experts will also provide specific recommendations.

Photo: Hawa Sliding Solutions AG | www.hawa.com



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[interior|fashion]

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Magazine format 250 mm width x 350 mm height plus 3 mm trimming allowance

Prices for advertisements

Format	width x height	b/w	4c
2/1 pages (bleed)	500 mm x 350 mm	10,240.– Euro	11,530.– Euro
1/1 page (bleed)	250 mm x 350 mm	4,600.– Euro	5,890.– Euro
½ page high (bleed)	115 mm x 350 mm	2,100.– Euro	3,390.– Euro
½ page across (bleed)	250 mm x 165 mm	2,100.– Euro	3,390.– Euro
⅓ page high (bleed)	82 mm x 350 mm	1,750.– Euro	3,034.– Euro
⅓ page across(bleed)	250 mm x 112 mm	1,750.– Euro	3,034.– Euro
¼ page high (bleed)	62 mm x 350 mm	1,180.– Euro	2,470.– Euro
¼ page across (bleed)	250 mm x 82 mm	1,180.– Euro	2,470.– Euro

Prices for special positions

2 nd and 3 rd coversheet	6,470.– Euro
4 th coversheet	6,840.– Euro

Colour supplementary charges

per normal colour (European scale)	430.– Euro
4-colour, total	1,290.– Euro
per special colour	630.– Euro

We would like to point out that the cover page package and advertorials are not subject to discounts for advertisement representatives.

Advertorials

2/1 pages	6,420.– Euro
1/1 page	3,530.– Euro
1/2 page	1,930.– Euro

Cover page package

The cover page package includes the following benefits: cover picture (in agreement with the editorial department), including 2/1 pages advertorial (alternatively 1/1 page), mentioning of the cover page partner in the magazine's table of contents as well as on the website www.interiorfashion.de. Price on request

Discounts

within a contract year
(commences with the appearance of the first advertisement)

2 appearances	5 %
3 appearances	10 %
4 appearances	15 %
5 appearances	20 %
6 appearances	25 %

Supplements (total circulation)

max. 245 mm width x 340 mm height

Price up to 25 g	2,500.– Euro
Price up to 30 g	3,000.– Euro
Price up to 35 g	3,500.– Euro
Price up to 40 g	4,000.– Euro
Price up to 45 g	4,500.– Euro

supplements weighing 50 g or more on request.

No discounts can be granted for inserts.

Bound inserts (total circulation)

max. 250 mm width x 350 mm height

1 sheet	4,200.– Euro
2 sheets	7,100.– Euro

Bound inserts (total circulation)

every further sheet 990.– Euro
discountable onto frequency scale

Special forms of advertising such as glued-on postcards, product samples, or bookmarks:
price on request or after submission of a sample.

Print specifications

Print: sheet offset. Printed on 120 g offset paper, PK4 (envelope 300 g). Binding method: adhesive binding. Colours: printing inks (CMYK) according to ISO Coated V2 300%. Special colours are available on request. Data formats: Please deliver your ads as high resolution PDF files in CMYK mode with a minimum resolution of 300 dpi and embedded fonts.

Print/proof: For testing purposes at least one proof according to Fogra 47 is required for the printer in order to facilitate colour matching. If no proof is available, the file will be checked for technical printability and passed on to the print shop. In this case we assume no liability for completeness and the correct representation of colours.

Theme plan 2026

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Issue	IF 1 2026		IF 2 2026		IF 3 2026	
	DOP	CW 9 (23 rd – 27 th February)	DOP	CW 18 (27 th April – 1 st May)	DOP	CW 27 (29 th June – 3 rd July)
ADL	13 th January 2026		10 th March 2026		12 th May 2026	
	30 st January 2026		31 rd March 2026		28 th May 2026	
Themes	Focus topic: Sustainability in interior design		Focus topic: Acoustics – Architecture for the ears		Focus topic: Building in existing structures	
	Top topic: Healthcare		Top topic: Public buildings		Top topic: Design of shops and trade fair booths	
	Highlight: Outdoor		Update: Office		Update: Private living space	
	Update: Hospitality		Product showcase: Textiles Lighting		Product showcase: Materials	
	Product showcase: Wall design		Reviews: Heimtextil Münchener Stoff Frühling Light + Building		Reviews: Techtextil/Texprocess iSaloni and Milan Design Week Euroshop	
	Preview: Light + Building					
Fairs	imm cologne, Cologne	20 th – 23 rd January 2026	Light + Building, Frankfurt	8 th – 13 rd March 2026	Munich Creative Business Week	4 th – 10 th May 2026
	Swissbau, Basel	20 th – 23 rd January 2026	Münchener Stoff Frühling	12 th – 15 th March 2026	Proposte, Cernobbio	5 th – 7 th May 2026
	additional day interior design	24 th January 2026	Möbelmeile Frühjahr	24 th – 26 th March 2026	InteriorDays Ostwestfalen	10 th – 12 th May 2026
	trend world		architect@work, Munich	15 th – 16 th April 2026	Spring Edition	
	Südbund Wohntage, Backnang	21 st – 22 nd January 2026	Milan Design Week	21 st – 26 th April 2026	3daysofdesign, Copenhagen	10 th – 12 th June 2026
	Ambiente, Frankfurt	6 th – 10 th February 2026	iSaloni, Milano	21 st – 26 th April 2026	spoga+gafa, Cologne	22 nd – 24 th June 2026
	Euroshop, Düsseldorf	22 nd – 26 th February 2026	Techtextil/Texprocess, Frankfurt	21 st – 24 th April 2026		

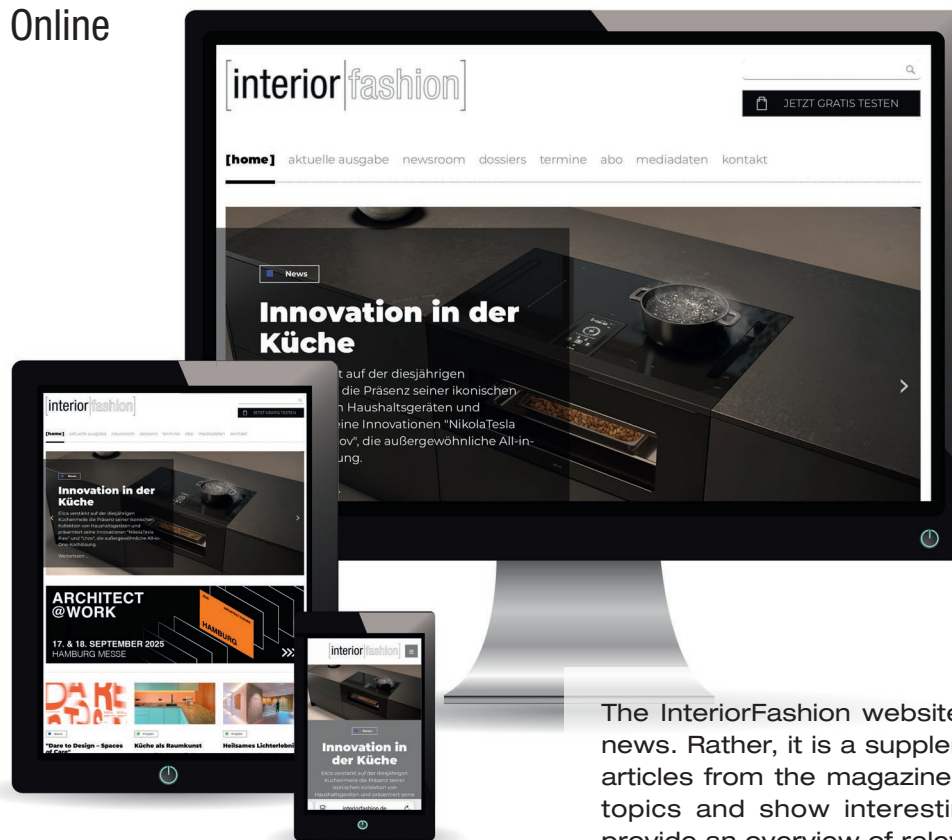
Theme plan 2026

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Issue	IF 4 2026	IF 5 2026	IF 6 2026	
DOP	CW 34 (17 th – 21 st August)	CW 42 (12 th – 16 th October)	CW 51 (14 th – 18 th December)	
ADL	7 th July 2026	8 th September 2026	3 rd November 2026	
CD	30 th July 2026	21 st September 2026	23 rd November 2026	
Themes	Focus topic: Fire protection Top topic: Hospitality Update: Outdoor Healthcare Product showcase: Bathroom	Focus topic: Glas in interior design Top topic: Office Product Showcase: Acoustics Highlight: Lighting Update: Public buildings Preview: Orgatec	Focus topic: Universal design/accessibility Top topic: Private living space Highlight: Flooring Update: Design of shops and trade fair booths Materials – surface Trends Preview: Heimtextil Bau München 2027 Reviews: Sicam Orgatec	
Fairs		Design.Days Berlin Küchenmeile area30, Löhne Möbelmeile Herbst InteriorDays Ostwestfalen Fall Edition Cersaie, Bologna Südbund Wohntage, Backnang architect@work, Berlin Orgatec, Cologne	September 2026 19 th – 25 th September 2026 19 th – 24 th September 2026 22 nd – 26 th September 2026 22 nd – 26 th September 2026 22 nd – 26 th September 2026 24 th – 25 th September 2026 7 th – 8 th October 2026 27 th – 30 th October 2026	Brussels Furniture Fair Swiss Interior Expo, Bern architect@work, Frankfurt
			2 nd – 5 th November 2026 9 th – 11 th November 2026 2 nd – 3 rd December 2026	

Online

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The InteriorFashion website is more than the publication of daily news. Rather, it is a supplement of our print title. We will continue articles from the magazine, compile online dossiers on individual topics and show interesting interior design projects. We also provide an overview of relevant industry events incl. seminars and webinars. For this reason www.interiorfashion.de, with over 9,000 visitors and 25,000 page impressions a well frequented site, is an ideal addition to your print activities. On the following pages you will find an overview of our offers.



Advertorial as a slider on our home page

Our limited premium offer – an advertorial that is integrated into the current theme selection of the slider element on the homepage of

www.interiorfashion.de.

- incl. any number of product and mood photos
- incl. web link with target page of your choice
- after two weeks the presentation will be transferred automatically into the newsroom

The availability of this offer is limited.

Price: 550 Euro/two weeks

Banner on our home page

With this banner we offer you a prominent and exclusive possibility to place your static or animated banner on the home page. Only your advertising can be found there for four weeks. Size: 1.250 x 375 px.

Price: 650 Euro/2 weeks

Banner in the newsboxes on our home page and in the newsroom

You have the possibility of using classical banner advertising which is integrated into editorial content. By placing your static or animated banner in an editorial context, you achieve a high level of attention and acceptance. Size: 750 x 375 px.

Price: 350 Euro/4 weeks

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