stil & markt

stilundmarkt.de

MEDIA DATA 2027

Price list No. 28, valid from 1 October 2026, as at 15 October 2026

Menschen. Märkte. Meisenbach.

What moves retail tomorrow starts today.

Retailers face decisions every day:

Which products suit the summer? Which trends are worth backing? What really inspires customers?

stil & markt provides the impulses that turn gut feeling into well-founded buying decisions. We think of ranges not in product groups but in living worlds – from the breakfast table to the garden party, from concept store to specialist shop. Our editorial team shows what is coming, what will last and what has the potential to inspire customers.

For buyers, managing directors and opinion formers in retail, stil & markt is the platform for spotting opportunities early and getting the right products onto the shelf at the right time.

Sabine Stenzel
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365 days of orientation – right where retailers choose their ranges.

Range decisions are made in several phases: orienting online, comparing at trade fairs, experiencing and ordering products – and translating trends onto the sales floor.

stil & markt accompanies retailers on this journey – with the right medium at the right moment.

Print: Tactile. High-quality. Indispensable.

stil & markt

Some messages need more than a click. Our magazines lie on desks, are picked up at trade fairs and leafed through.
Print creates presence – physical, lasting and right where range decisions mature. With 5 x stil & markt and 3 x BRAND NEWS by stil & markt you reach decision-makers at the moments that count.

stil & markt is the regularly published trade magazine: it puts things in context, explains developments and accompanies retail through the year with topics, industry knowledge and inspiration

BRAND NEWS by stil & markt is the special showcase: three visually strong, oversized issues that present partners' new products and highlights effectively at a seasonal moment – some also in English.

Circulation	
stil & markt	5,156 copies*
BRAND NEWS	6,000 copies**

* IVW-audited: Q2 2026 (Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. – German audit bureau of media circulation)

** incl. 600 copies for hotel distribution

As at: September 2026

Our print year 2027: Year start & spring

Issue	Topic	Trade fair	Editorial deadline	Advertising deadline	Publication date
BRAND NEWS by stil & markt 1/2027	**In focus – new products:** brands & products for Ambiente, Christmasworld/Creativeworld: compact product and order guide to the Frankfurt trade fairs.	**Preview:** Ambiente, Christmasworld/Creativeworld, Frankfurt/Main, 29.01.2027 to 02.02.2027	03.12.2026	03.12.2026	18.01.2027
stil & markt 1/2027	**Trade fair special Ambiente, Christmasworld/Creativeworld** **Make a statement with colour:** new looks for table, kitchen & living space – colour worlds, materials and PoS displays.	**Preview:** Ambiente, Christmasworld/Creativeworld, Frankfurt/Main, 29.01.2027 to 02.02.2027	08.12.2026	08.12.2026	20.01.2027
stil & markt 2/2027	**From the trade fair stand to the range:** the impulses from Dining, Giving & Living **Made with awareness:** materials, products & strategies for greater sustainability.	**Review:** Ambiente, Christmasworld/Creativeworld TrendSet Winter, Munich, 21.02.2027 to 23.02.2027	10.02.2027	10.02.2027	15.03.2027
BRAND NEWS by stil & markt 2/2027 NEW	**Schenk mir was!** Ideas for occasions with sales potential – gifts for birthdays, weddings, housewarmings etc.	**Review:** TrendSet Winter, Munich	24.03.2027	24.03.2027	29.04.2027

Our print year 2027 – Trade fair summer

Issue	Topic	Trade fair	Editorial deadline	Advertising deadline	Publication date
stil & markt 3/2027	**Outdoors at home:** outdoor trends for spoga+gafa – living, cooking and enjoying on balcony, terrace and in the garden. **The summer fairs in view:** new impulses for design, lifestyle, gifts and home accessories	**Preview:** spoga+gafa, Cologne, 15.–17.06.2027 Trends Up West, Düsseldorf, 26.–28.06.2027 TrendSet Summer, Munich, 10.–12.07.2027 Nordstil Summer, Hamburg, 24.–26.07.2027 Formland, Herning, 17.–19.08.2027	22.04.2027	22.04.2027	01.06.2027
stil & markt 4/2027	**Time to indulge:** coffee, tea and gourmet gifts – from the cup to the bean-to-cup machine, from spices and oils to chocolate **Retail with a tailwind:** services for retailers	**Preview:** Trendz/show up, Gorinchem, August Cadeaux, Leipzig, 04.–06.09.2027 Maison&Objet, Paris, September EK Live, Bielefeld, September	15.07.2027	15.07.2027	18.08.2027

Our print year 2027 – Autumn & turn of the year

Issue	Topic	Trade fair	Editorial deadline	Advertising deadline	Publication date
BRAND NEWS by stil & markt 3/2027	**The festive season in focus:** gift ideas & new products for Christmas 2027 – Christmas and winter ranges, gift sets, decoration and festive themed displays.	**Review:** Maison&Objet, Paris, September EK Live, Bielefeld, in September	07.09.2027	07.09.2027	07.10.2027
Schenk mir was! NEW	**New in autumn 2027: our new B2C magazine in the look & feel of BRAND NEWS. For everyone who loves giving – directly to your end consumers, in time for the Christmas season**.	------	**Details from Ambiente 2027**	**Details from Ambiente 2027**	**Details from Ambiente 2027**
stil & markt 5/2027	**Looking ahead:** range ideas for 2028 – trends and seasonal approaches for the next order start	**Review:** IFA, Berlin, 03.–07.09.2027 **Preview:** start of the 2028 trade fair season	28.10.2027	28.10.2027	02.12.2027

Print prices can be found from page 14.

Online: Fast. Targeted. Always present.

Range decisions mature over weeks and begin with research. Retailers get informed online, compare products and gather ideas: before visiting a trade fair, after conversations, in the evening before the next buying day.
stilundmarkt.de, our newsletters and our social media channels are present exactly where this orientation takes place. Digital creates reach, topicality and direct activation – 365 days a year, always at the right moment.

Website	
340,000 page impressions per month	
93,000 visits per month	

Newsletter	
2,900 subscribers	
Ø open rate:	36 %

Social Media	
Instagram	1,537 subscribers
LinkedIn	760 Follower

As at: September 2026

NEW 3-in-1-Digital-Package (Advertorial Online)

Budget-friendly, cross-media, high reach:

WHAT YOU GET

- Your contribution as an article on stilundmarkt.de (available indefinitely)
- In the slider on the website home page
- Link to your website
- Prominently placed in the newsletter
- As a post on LinkedIn

REACH

Ø page impressions website: 340,000
Ø newsletter open rate: 36 %
LinkedIn followers: 760

WHAT WE NEED FROM YOU

- Headline (max. 35 characters)
- Teaser-text (max. 350 characters)
- Main text (max. 2,000 characters)
- 1-2 images (minimum width 1,000 pixels, 16:10 format, 72 dpi) + Captions for images

For the integrated LinkedIn push we will need:

- Text: 1000 characters max. (5-6 sentences)
- 3-5 hashtags
- Information about the individuals/companies to be linked

PERFECT FOR

- Product launches ahead of trade fairs
- Company announcements (expansion, investments, personnel changes)
- Trade fair invitations with stand number

1,500.- €

NEW 3-in-1-Digital-Package Premium (Advertorial Online)

Present yourself in pole position:

2,000.- €

Secure the exclusive premium placement for your advertorial and open the newsletter with your article!

WHAT YOU ADDITIONALLY GET

- Your appear first in the newsletter: ahead of all others
- Optimal visibility, even in the preview
- Strong visusal presence through a large-format image

Subscribe to our newsletter!

NEW Our newsletter

Our newsletters – perfect access to decision-makers in their working day

Weekly newsletter

Regular editorial newsletter with industry news and corresponding advertising options, for example banner placement or advertorial integration. Your media options in the calendar week of your choice:

- Newsletter banner:
Price: **753.– €**

File format: JPG, 600 x 150 pixels, max. size 100 KB; Data delivery: finished banner to be supplied 6 days before publication date to Anna Ugrica (anna.ugrica@meisenbach.de).

- Advertorial:
via "3-in-1-Package" (page 9): **1,500.– €**
via "3-in-1-Package Premium"(page 10): **2,000.– €**

On top: publication also via LinkedIn and our homepage; see pages 9/10

All prices plus VAT.

Special newsletter

Topic- or event-related newsletter, for example on trade fairs, sustainability, gifts or seasonal ranges. Several clients or brands can be represented here in a suitable topic environment. Your media options in the special newsletter of your choice (see page 12):

- Newsletter banner:
Price: **753.– €**

File format: JPG, 600 x 150 pixels, max. size 100 KB; Data delivery: finished banner to be supplied 6 days before publication date to Anna Ugrica (anna.ugrica@meisenbach.de).

- Advertorial:
via „3-in-1-Package“ (page 9): **1,500.– €**
via „3-in-1-Package Premium“(page 10): **2,000.– €**

On top: publication also via LinkedIn and our homepage; see pages 9/10

All prices plus VAT.

Exclusive newsletter

Exclusive client newsletter as a sales product for a single client. Included are 2 advertorials and 1 banner; no competing advertising appears in this newsletter. Your media options in the calendar week of your choice:

- Complete price:
Preis: **3,677.– €**

- 2 advertorials
- 1 newsletter banner
- On top: 2 editorial articles tailored to the central topic of the newsletter

All prices plus VAT.

Topic and monthly planning for special newsletters

Planning principle: **One topic. One occasion. One clear date.**
Special newsletters bundle suitable brands in an editorial topic window.

JAN
Ambiente 2027 in focus: new products for the order season
CW 3 (18.01.2027 to 24.01.2027)

FEB
Colour is key: new looks, new impulses
CW 7 (15.02.2027 to 21.02.2027)

MAR
Choosing consciously: sustainability for the range
CW 12 (22.03.2027 to 28.03.2027)

APR
Gifting has its season: ideas for many occasions
CW 14 (05.04.2027 to 11.04.2027)

MAY
Enjoying in style: tableware, drinking glasses and more
CW 20 (17.05.2027 to 23.05.2027)

JUN
Under open skies: ideas for outdoors
CW 23 (07.06.2027 to 13.06.2027)

JUL
What summer orders bring: new impulses for the sales floor
CW 27 (05.07.2027 to 11.07.2027)

AUG
Worlds of enjoyment: coffee, tea and delicacies
CW 34 (23.08.2027 to 29.08.2027)

SEP
Making retail easier: services with practical benefit
CW 38 (20.09.2027 to 26.09.2027)

OCT
Festively positioned: ideas for the Christmas season
CW 41 (11.10.2027 to 17.10.2027)

NOV
Design statements: product classics and style icons
CW 45 (08.11.2027 to 14.11.2027)

DEC
Range ahead: ideas for 2028
CW 49 (06.12.2027 to 12.12.2027)

Our digital base: stilundmarkt.de

1 Full Banner

Size: 560 x 110 pixels
Price: **955.– €**

2 Superbanner

Size: 1.170 x 110 pixels
Price: **1,853.– €**

3 Hockeystick

Size: 735 x 110 pixels +
160 x 600 pixels
Price: **1,509.– €**

4 Content Ad**

Size: 300 x 250 pixels
Price: **1,330.– €**

5 Skyscraper

Size: 160 x 600 pixels
Price: **1,342.– €**

6 Webskin

Size: (2x) 160 x 600 Pixel +
1,200 x 110 Pixel
Price: **2,077.– €**

All prices for a 4-week run.
** This banner is also visible in the mobile version and always stays in the user's field of view

87 % more page impressions* and
90 % more visits* (per month)

340,000 page impressions and 93,000 visits – this monthly reach is the foundation of our digital products. Whether 3-in-1 packages, newsletters or banners: your message reaches retailers where decisions begin.

As at September 2026 (* compared with September 2025)

Advertorial Print

The advertorial offers particularly wide creative scope. It does not disturb the reading flow – on the contrary: text and image(s) are embedded in the look & feel of the editorial environment.

You benefit from intense perception of your advertising message with lasting effect – reader benefit that sticks!

Give your B2B target group more than advertising impulses: with storytelling you build long-term trust in your company among decision-makers. Including your logo also increases the recognition value of your brand. Last but not least, you benefit from our well-established bond between readers and magazine, which transfers automatically to your advertorial!

How it works: you send us your text and images; we take care of the layout and embed it in the look & feel of the editorial environment.

1-page advertorial: 4,412.- €

Required:

- 2 - 3 images
- Company logo
- Lead-in/introduction: 250 characters
- Main text: at least 1,000, at most 1,500 characters (each incl. spaces)

Plus 700.– € for texts researched and written by the editorial team:

the text is written by the editorial team in consultation with you and adapted by us to the stil & markt layout.*

1/2-page advertorial: 3,218.- €

Required:

- 1 image
- Company logo
- Lead-in/introduction: 250 characters
- Main text: at least 750, at most 1,000 characters (each incl. spaces)

Plus 350.– € for texts researched and written by the editorial team:

the text is written by the editorial team in consultation with you and adapted by us to the stil & markt layout.*

* Any travel costs will be passed on to you at cost, without mark-up.

Our proofing and approval details can be found on p. 18.

Optionally, we will gladly also publish your advertorial online. Prices are on pages 9 and 10.

Eye-catcher („Blickfang“) Print

The Eye-catcher (Blickfang) is our creative double-page print format, 2/1. If you have a particularly beautiful image of one of your products or of your company, the Eye-catcher gives it a very special appearance. It can be booked as a striking double-page spread at a prominent position in an issue.

Double-page Eye-catcher: 4,982.- €

We need the following from you:

- A striking landscape-format image in print-ready quality (*.jpg, 300 dpi, or 420 mm x 297 mm (W x H) + 3 mm bleed on all sides)
- a short descriptive text (*.txt, *.docx) with 450 characters max. (including spaces)
- Headline of max. 20 characters (including spaces)
- Your preferred web address (URL)
- QR-code

Image and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval once more before going to press. Data to be delivered by the editorial deadline of the booked issue. The page is labelled as an advertisement.

Our proofing and approval details can be found on p. 18.

Opener page („Aufmacher“) Print

With our Opener page (Aufmacher) you can showcase your image across a full print page as a real eye-catcher. The Opener page opens a new topic area or a specific focus topic in the magazine.

Single-page Opener:
3,457.- €

We need the following from you:

- A striking image, ideally matching the focus topic, in portrait format and print-ready quality (*.jpg, 300 dpi)
- A short descriptive text (*.txt, *.docx) of max. 450 characters (including spaces)
- Your preferred web address (URL)
- A QR code can also be placed

Image and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval once more before going to press. Data to be delivered by the editorial deadline of the booked issue. The page is labelled as an advertisement.

Our proofing and approval details can be found on p. 18.

Advertisement prices and formats

1/1 page

stil & markt
W x H (bleed): 210 mm x 297 mm

BRAND NEWS by stil & markt
W x H (bleed): 245 mm x 340 mm

5,880.- €

1/2 page

stil & markt
landscape: 210 mm (W)x1 51 mm (H)
portrait: 100 mm (W)x297 mm (H)

BRAND NEWS by stil & markt
landscape:45 mm (W)x 168 mm (H)
portrait: 120 mm (W) x 340 mm (H)

3,145.- €

1/3 page

stil & markt
landscape: 210 mm (W) x 106 mm (H)
portrait: 78 mm (W) x 297 mm (H)

BRAND NEWS by stil & markt
landscape: 245 mm (W) x 115 mm (H)
portrait: 82 mm (W) x 340 mm (H)

2,243.- €

1/4 page
stil & markt
landscape: 210 mm (W) x 75 mm (H)
TA: 94 mm (W) x 131 mm (H)
TA: 62 mm (W) x 197 mm (H)

BRAND NEWS by stil & markt
TA: 50 mm (W) x 290 mm (H)
TA: 215 mm (W) x 70 mm (H)
TA: 105 mm (W) x 145 mm (H)

1,668.- €

2/1 page
stil & markt
420 mm (W) x 297 mm (H)

BRAND NEWS by stil & markt
490 mm (W) x 340 mm (H)

8,970.- €

Best Placement:

Front cover + back cover (U4)	**12,362.– €**
Opening Spread (inside front cover+page 3)	**10,120.– €**
Front cover	**7,434,– €**
2nd cover page (inside front cover)	**7,056,– €**
3rd cover page (inside back cover)	**6,755,– €**
4th cover page (back cover)	**7,384,– €**
Eye-catcher (Blickfang)	**4,982,– €**
Opener page (Aufmacherseite)	**3,457,– €**

Surcharge for other binding, confirmed placements: +10 %

TA: type area (Satzspiegel), B: bleed (Beschnitt) | Formats = width x height | Ads with bleed: bleed formats plus 3 mm bleed allowance on all sides

Advertisement prices and formats

Placement agreements become void if the print files have not reached the publisher by the advertising deadline.

Colour:
the colours of the Euroscale CEI 12-66 DIN 16539 are included in the price. Special colours (not discountable): **1,395.– €** each.

Magazine format:
stil & markt: 210 mm wide x 297 mm high; BRAND NEWS by stil & markt: 245 mm wide x 340 mm high.

Discounts – purchase within 12 months (insertion year), frequency discount („Malstaffel"):

3 ads	**5 %**
6 ads	**10 %**
9 ads	**20 %**

Job advertisements:

1/4 page:	**790.- €**
1/2 page:	**1,529.- €**
1/1 page:	**2,891.- €**

Inserts:
Prices per thousand

up to 25 g:	**575.- €**
up to 50 g:	**675.- €**

Maximum format for loose inserts:
205 x 297 mm

Tipped-in insert: **3,957.– €**

Proofing and approval details:
one approval cycle is included in the stated price for the following products: print advertorial, Eye-catcher („Blickfang"), Opener page („Aufmacher"), online advertorial (3-in-1), exclusive newsletter. Each further cycle is charged at a flat fee of 150.– €.

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Technical data

Magazine format stil & markt:
210 mm wide x 297 mm high

BRAND NEWS by stil & markt:
245 mm wide x 340 mm high

Type area on request

Printing and binding: four-colour offset printing (80 lines/cm screen, PSOcoated_v3.icc) on double-sided multiple-coated paper. Saddle-stitched or perfect-bound.

Data creation and delivery: please supply finished ads as PDF/X-4 files (output intent: PSOcoated_v3.icc) with 3 mm bleed. We are happy to provide PDF job options and colour profiles for InDesign. Binding proofs are desirable for colour ads.

Preparing open data or editing layouts will be charged at cost (hourly rate 115.– €). We can edit your data with the following programs: Adobe Acrobat Pro DC; Adobe InDesign (CC); Adobe Illustrator (CC); Adobe Photoshop (CC).

Image files require a resolution of 300 dpi at final size (at least 600 dpi for line art). Indexed, LAB and RGB image files are automatically converted to the PSOcoated_v3.icc profile (this can cause colour deviations for which we cannot accept liability).

Printing inks: organic-based inks (CMYK); special colours possible by arrangement.

Proof: your data is printed within the PSO standard ISO 12647-2. If a PSO-certified proof with the PSOcoated_v3.icc profile is supplied, it can be passed on to the press for colour matching. Our printing house will gladly produce certified colour-binding proofs for you. If interested, please contact Anna Ugrica (anna.ugrica@meisenbach.de, Tel.: +49 951 861-100), who will also inform you of the costs.
Data archiving: data is archived, so unchanged repeats are generally possible. However, no data guarantee is given.

Warranty: if incomplete or deviating data (texts, colours, illustrations) are supplied, we accept no liability for the printing result. Incorrect exposures due to incomplete or faulty files, wrong settings or incomplete information will be charged. This also applies to additional typesetting or reproduction work and to the production of proofs.

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Terms of payment
Payable within 8 days less 3 % cash discount, within 30 days without deduction. Place of performance and jurisdiction is Bamberg (unless otherwise required by law).

All prices are plus applicable VAT. Our T&Cs apply: www.stilundmarkt.de/AGB

Subscription prices Print 2027*

Issues per volume	5+3
Germany, incl. postage and 7% VAT	99.-€
Europe (abroad)	108.-€
Worldwide (abroad)	162.- €

Subscription prices Digital 2027*

Digital	89.- €
Premium (Print + Digital) Germany	114.- €
Premium (Print + Digital) Europa	123.- €
Premium(Print + Digital) Worldwide	177.- €

*Subscription prices valid from 01.01.2027. All prices include shipping costs.
Terms of payment (subscriptions): after invoicing by bank transfer, credit card or PayPal.
European Union (EU): tax-exempt if you provide us with your VAT identification number; otherwise we must add 7 % VAT for magazines.
Other countries: exempt from VAT.