

# Sleep **MÖBELMARKT**

The magazine for the bedroom and bedding sector

Media Rates  
**2019**

## MÖBELMARKT March

Publication date: CW 12

Ad deadline: 25 February 2019

- imm cologne & Heimtextil 2019: the great show of novelties (fair reviews)
- Trends: what comes, what stays!
- Catwalk: new models on the runway, incl. showcase bedclothes and bedding

## MÖBELMARKT June

Publication date: CW 24

Ad deadline: 24 May 2019

- Starting signal for fair park and ABK Open
- News & trends from the bedding sector
- Catwalk: new models on the runway, incl. showcase bedclothes and bedding

## MÖBELMARKT December

Publication date: CW 49

Ad deadline: 12 November 2019

- imm cologne & Heimtextil 2020: the big fairs of the sector are just around the corner (preview)
- facts and figures from the bedding sector
- Catwalk: new models on the runway, incl. showcase bedclothes and bedding

## • Brief description

**MÖBELMARKT Sleep** is a special of MÖBELMARKT

## • Publishers

Klaus Ritthammer, Franz Schäfer

## • Managing director

Christine Ritthammer

## • Editorial staff

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## • Circulation

as supplement to **MÖBELMARKT**

## • Additional circulation

specialized bedding traders: 1,500 copies



## • Prices

Advertisements:

1/1 page 4-colours	6,280 EUR
1/2 page 4-colours	3,950 EUR
1/3 page 4-colours	3,180 EUR
1/4 page 4-colours	2,785 EUR
1/8 page 4-colours	2,205 EUR

Advertorials:

2/1 pages 4-colours	5,900 EUR
1/1 page 4-colours	3,100 EUR
1/2 page 4-colours	2,300 EUR

Cover page package:

On request

Inserts, job vacancies and jobs wanted:

On request

Bound inserts:

On request

## • Magazine format

Width 230 mm, height 297 mm

## • Type area

Width 212 mm, height 285 mm

Trimming allowance: all-round 3 mm

Grind off: 3mm

### Data and facts **MÖBELMARKT**, according to IVW 03/2018

#### Circulation analysis

print run	9,991
distribution	9,920
subscription	4,987
foreign distribution	1,528

#### Geographical distribution analysis

region	proportion of distributed copies	
Germany	84.6%	8,392 copies
foreign	15.4%	1,528 copies

#### Foreign distribution analysis

Europe	79.6%	1,216 copies
oversea	20.4%	312 Copies

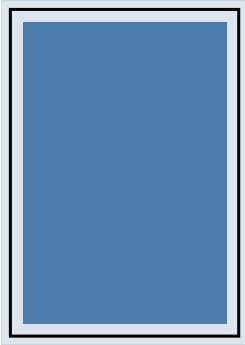
#### Recipient analysis

recipient groups	proportion of distributed copies	
furniture retailers, wholesalers, e-commerce/multichannel, buying groups	75.04%	7,444 copies
architects, interior designers (contract), interior decorators	14.90%	1,479 copies
furniture industry and supplying industries	6.75%	668 copies
trade agents, designers federations, professional trade schools, others	3.31%	329 copies

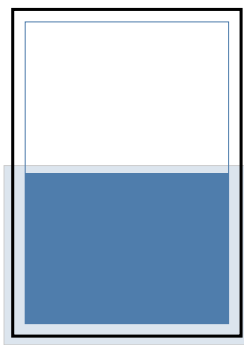
**Magazine format**  
trimmed 230 x 297mm

**Trimming allowance**  
3 mm at each side

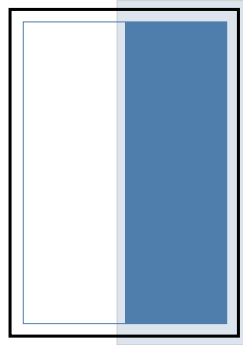
**Type area**  
212 x 285 mm



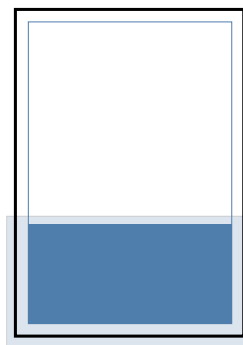
**1/1 Page**  
Type area: 212 x 285 mm  
Cut: 230 x 297 mm



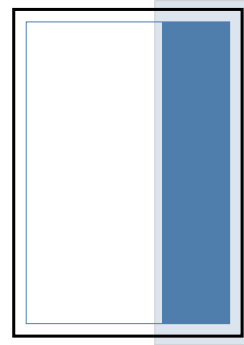
**1/2 Page**  
Type area: 212 x 137 mm  
Cut: 230 x 143 mm



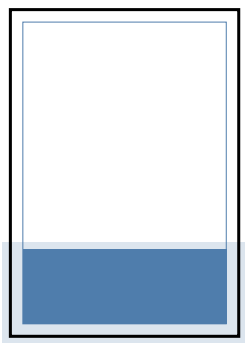
**1/2 Page**  
Type area: 104 x 285 mm  
Cut: 110 x 297 mm



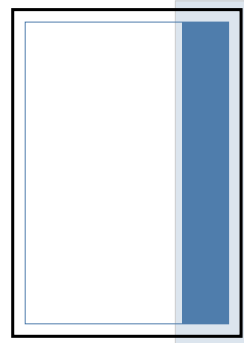
**1/3 Page**  
Type area: 212 x 90 mm  
Cut: 230 x 96 mm



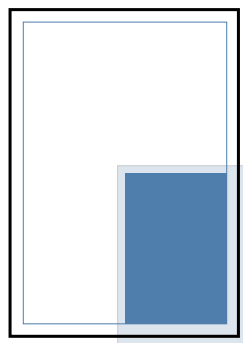
**1/3 Page**  
Type area: 68 x 285 mm  
Cut: 74 x 297 mm



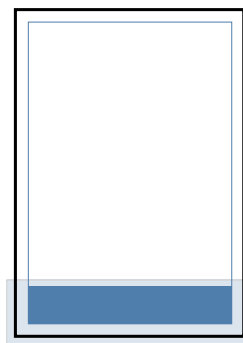
**1/4 Page**  
Type area: 212 x 67 mm  
Cut: 230 x 73 mm



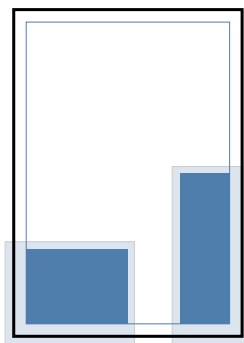
**1/4 Page**  
Type area: 50 x 285 mm  
Cut: 56 x 297 mm



**1/4 Page**  
Type area: 104 x 137 mm  
Cut: 110 x 143 mm



**1/8 Page**  
Type area: 212 x 35 mm  
Cut: 230 x 41 mm



**1/8 Page**  
Type area: 104 x 67 mm  
Cut: 110 x 73 mm  
**1/8 Page**  
Type area: 50 x 137 mm  
Cut: 56 x 143 mm

## Instructions for supply of digital data on Apple Macintosh basis

### Page format

Please ensure that the document of your file is of the same size as the trimmed final format. Page elements which run as far as the format end (are in the trim area) must be positioned so that they extend at least 3 mm beyond the print area (in this way, trim irregularities are compensated for.) Always enter open documents as double pages. PostScript- and PDF-files are counted as single pages with trim marks. Also, enter all special formats, e.g. flaps and covers, as a complete page file.

### Software (layout- and image-processing)

- Acrobat Pro X (pdf)
  - InDesign CS6
  - Photoshop CS6
  - QuarkXPress 8.0
  - Illustrator CS6
- If you use other programmes, please consult us concerning this.

### Backup copies and document descriptions

An unambiguous description of your documents and directories is absolutely necessary. For your file names, please do NOT use any special characters, blank spaces, Umlaut (ä, ö, ü) and punctuation marks, with the exception of the lowered hyphen (e.g. Brochure\_49\_S01\_2011). Please submit – with your open documents – all elements used (photos, logos, fonts etc.)

### Data carriers

- FTP: On request
  - E-mail: media@ritthammer-verlag.de
  - CD-ROM, DVD
  - Outboard hard discs
- All data carriers should be accompanied by a directory of contents.

### Colours\*

All colours defined in your document must be implemented in CMYK Color Profile ISO Coated v2 (ECI), unless they are to be printed as supplementary special colours. Please delete all unused colours from your document and check all pre-sets with regard to overprint, overfill and knockout. For colour advertisements, your artwork master must be accompanied by a binding colour-master. Without such a colour-master, no guarantee can be given for correct reproduction. Costs arising on delivery of your advertisements (basic processing or revision of the data) will be charged for.

### Illustration data

Save your illustrations in EPS or TIF format. They must be prepared in CMYK, grey-scale or Bitmap mode. Raster width, raster angle and print characteristics should not be saved together with these. Coverage of more than 300% is to be avoided in CMYK illustrations. An image resolution of at least 300 dpi is necessary. Where documents have been compressed, we cannot assume any guarantee for correct reproduction of colour or details.

### Fonts

Wherever possible, use only PostScript fonts. We welcome information regarding the fonts used. For italic, semi-bold or bold type faces, please use only original font styles (italic or bold setting via the stylemenu can result in output errors). To ensure correct processing of your open documents, all fonts used must be indicated and submitted.

### Switching language

In the case of print objects in several different language versions – with key change – each version must include the complete image information of the basis form. Care must be taken to ensure that there are no deviations in image positioning among the various versions (otherwise risk of misalignment in printing).

### PostScript files and pdf

In order to ensure error-free processing and output of PostScript data, certain conditions must be fulfilled when creating these files. An up-to-date set of instructions for creating PostScript and PDF data, together with the necessary printer driver, can be supplied on request.

\* For colour advertisements, please make absolutely sure to supply us with an appropriate colour sample (scale or proof print). This also applies if you send us print samples by data carrier. The colour proof print must be on MÖBELMARKT magazine paper 90 g/m<sup>2</sup>. Without a proof print, no guarantee can be given for correct colour reproduction. If digital advertisements are supplied, any costs arising (basic processing, revising and preparation of the documents) will be invoiced.