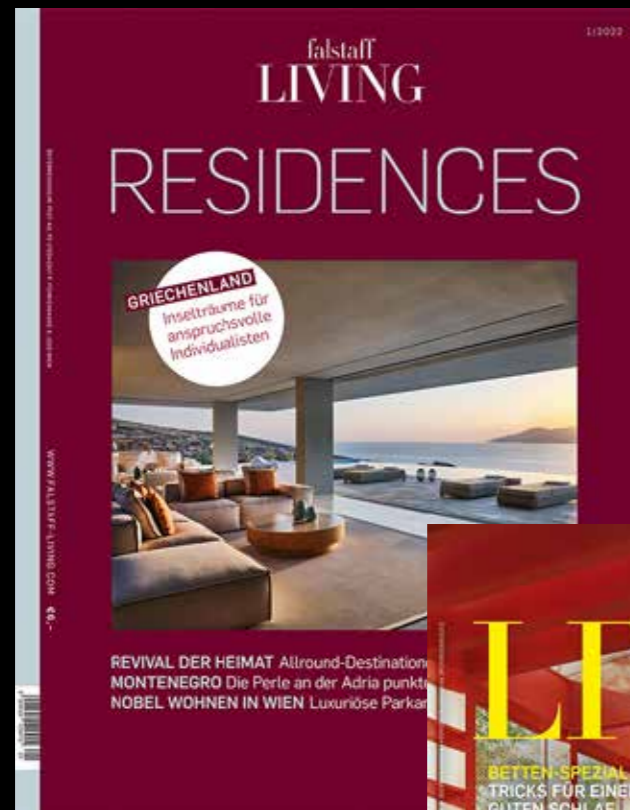


falstaff
LIVING

MEDIA KIT
2023



EDITORIAL

falstaff
LIVING

WE ARE YOUR RELIABLE PARTNER AND OFFER NUMEROUS ADVERTISEMENT OPTIONS ON ALL PLATFORMS

It is with great pleasure that we would like to share the current media data preview of the Falstaff LIVING publishing house for the year 2023. Despite these challenging times, it clearly demonstrates the sustainable growth of our media enterprise. The numbers also clarify that we continue to be a profitable partner in advertising for ambitious clients. Naturally, we intend to approach the new year at full speed. Our new products and our diverse cross-media offerings guarantee to intensify the positive impulse on your target audience.

Today, LIVING is well-established as the ultimate benchmark for interior trends, design, original architecture and real estate. Since 2020, we further prove with Falstaff LIVING RESIDENCES that the demand for real estate content can only be satisfied with an additional and exclusive magazine. RESIDENCES is published twice a year and certainly manages to leave its mark on the business it so expertly covers. In 2022, we also started to explore new, yet definitely obvious and fitting terrains. With our trendy LIVING lifestyle editions, we focus on seasonally inspired thematic touchpoints in regard to topics such as beauty, fashion, shopping trends and lifestyle. As a worthy kick-off served the LIVING Christmas Edition accompanying the holiday season of 2022. For 2023, another four editions are planned. With great pride we also like to announce the 10-year anniversary of LIVING in 2023! Look forward to a voluminous design bible summarising ten years of outstanding design and multifaceted interior in comprehensive articles and numerous interviews with designers. Of course, this is also the perfect moment to introduce our new product named LIVING DESIGNGUIDE! In ten categories, this instant collector item for connoisseurs of interior decor and design takes readers through the world of modern design and gives its creative protagonists a voice. BRAND-NEW: in 2023, six issues of Falstaff LIVING are going to be published in Switzerland for the first time!

With a circulation of 40,000 copies, LIVING is also to be sent out to the high-income readership of Falstaff magazine. According to GfK, 82 per cent of Falstaff subscribers read LIVING, to be published in eight more issues in 2023. The potential of our readership is underlined in a new study displayed over the course of the following pages.

Personally, I can hardly wait to hit the ground running with you in 2023, to strengthen already existing partnerships and to initiate new ones!

Kindest regards,

ANGELIKA ROSAM
angelika.rosam@falstaff-living.com
angelika.rosam@falstaff.com
angelikarosam, falstaff.living



Angelika Rosam
Publisher
Falstaff LIVING and Falstaff,
Editor-in-chief Falstaff LIVING

falstaff LIVING



Falstaff LIVING

The Design Magazine

With the design-oriented magazine LIVING, the Falstaff publishing house presents an exclusive platform for topics such as interior, real estate and international trends in the field of sophisticated high-end dwelling. Explore with us the world of architecture, interiors, design and real estate. Falstaff LIVING Verlags GmbH – including its LIVING and Falstaff LIVING RESIDENCES magazines – has been a daughter company of the Falstaff publishing house since 2020.

CIRCULATION

- 40,000 copies

DISTRIBUTION

- 34,000 copies are exclusively distributed to subscribers & Falstaff Gourmet Club members of Falstaff magazine.
- Newspaper kiosks
- Airport lounges
- Exclusive distribution to real estate developers, architects, and property developers

A PROFILE OF OUR READERSHIP*

Real estate and housing status

- 78% reside in their own property (house or apartment).
- 91% of all respondents own an outdoor space.
- 67% of all respondents plan to spend €2,000 to €5,000 on furniture during the next 12 months.
- 73% of all respondents claim that housing and interiors are important to them.

Falstaff LIVING readers are art enthusiasts

- 66 % of all LIVING readers show interest in art.
- 52% of all respondents integrate art into their living environments.
- 33% of all respondents are art collectors.

* Source: TQS Study 2022

Dates 2023 – AT

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2023	22/01	23/01	10/02
2/2023	13/03	14/03	31/03
3/2023	24/04	25/04	12/05
4/2023	22/05	23/05	16/06
5/2023	26/06	27/06	14/07
6/2023	21/08	22/08	08/09
7/2023	18/09	19/09	06/10
8/2023	30/10	31/10	17/11

For Falstaff LIVING apply the prices specified in the pricelists from page 12 onwards. Subject to changes.

EDITORIAL CALENDAR 2023



FALSTAFF LIVING 1/2023, MAIN TOPIC: THE LARGE TREND ISSUE + SUSTAINABILITY

DATE OF PUBLICATION: 10/02/2023

TRENDS What shapes, colours and materials are awaiting us in the upcoming year?

DESIGN Influential local and international design companies talk about their new collections for 2023 – focus on new design products / sustainability in design – creating new trends with recycled materials / introducing a new fixture: hotel design on-site report – LIVING casts a glance at the most extraordinary hotels

CULINARY DELIGHTS News from the kitchen / What technical innovations does 2023 have in store for us?

RESIDENCES The luxury market is booming – which projects are to be finished in 2023? How does the market develop in terms of commercial property, office construction and interests?

NEW FINAL PAGE FORMAT: MY PERSONAL ROOM Personalities with a high affinity for design show us their favourite products decorating their favourite rooms



FALSTAFF LIVING 2/2023, MAIN TOPIC: OUTDOOR AND GARDEN SPECIAL, FOCUS ON KITCHEN

DATE OF PUBLICATION: 31/03/2023

TRENDS We love springtime / colours and patterns / how to create a pleasant outdoor setting

GARDEN SPECIAL Expert advice for aspiring springtime gardeners / creating optimal places for flowers, herbs and ornamental bushes / must-have designs and accessories for every terrace

DESIGN Outdoor spaces / most remarkable treehouses / garden art / hotel design on-site report / tiles

CULINARY DELIGHTS Outdoor kitchens / sustainable kitchen designs

RESIDENCES The newest penthouses / terrace lifestyle / living by the water

NEW FINAL PAGE FORMAT: MY PERSONAL ROOM Personalities with a high affinity for design show us their favourite products decorating their favourite rooms



FALSTAFF LIVING 3/2023, MAIN TOPIC: BED SPECIAL

DATE OF PUBLICATION: 12/05/2023

TRENDS Highlights of the furniture expo Salone del Mobile in Milan

BED SPECIAL All things bed / behind the scenes of a bed workshop / sustainability in bed design – how can it help to bring about healthier sleep? / What beds do hotel owners sleep on?

DESIGN The top designers of the Milan Design Week – what are their goals and qualities, how do they want to revolutionise the market? Does inflation affect international and local furniture manufacturers? / the newest car designs / hotel design on-site report

CULINARY DELIGHTS Mediterranean decor / international restaurant design hotspots

RESIDENCES Economy crisis update – how does the market react? / commercial property / holiday homes in the Alps

NEW FINAL PAGE FORMAT: MY PERSONAL ROOM Personalities with a high affinity for design show us their favourite products decorating their favourite rooms



FALSTAFF LIVING 4/2023, MAIN TOPIC: LIVING BY THE POOL AND ON THE WATER

DATE OF PUBLICATION: 16/06/2023

TRENDS Shadowing / parasols / summer awaits – LIVING offers expert advice for the outdoor season

DESIGN Revolutionary pools – innovative design / cool pool gadgets / pool houses / travelling fashionistas: the newest international designer boutiques / hotel design on-site report

CULINARY DELIGHTS The best grillers and accessories for your barbecues

RESIDENCES Living a lifestyle by the lake / cooling materials in architecture

NEW FINAL PAGE FORMAT: MY PERSONAL ROOM Personalities with a high affinity for design show us their favourite products decorating their favourite rooms



FALSTAFF LIVING 5/2023, MAIN TOPIC: WE LOVE THE BEACH

DATE OF PUBLICATION: 14/07/2023

TRENDS Experience the beach feeling with select accessories and interior design highlights

DESIGN Expert advice: the most important criteria for purchasing art – where and what to buy / Living on a yacht – the biggest yacht manufacturers at a glance – yacht design boom / hotel design on-site report

CULINARY DELIGHTS Austrian decor

RESIDENCES Testing the coolest beach clubs / last minute travel destinations

NEW FINAL PAGE FORMAT: MY PERSONAL ROOM Personalities with a high affinity for design show us their favourite products decorating their favourite rooms



FALSTAFF LIVING 6/2023, MAIN TOPIC: FABRICS AND WALLPAPERS

DATE OF PUBLICATION: 08/09/2023

TRENDS The most beautiful fabrics and wallpapers – what colours and patterns fit which room? / introducing various fabric and wallpaper designers

DESIGN Scandinavian design ideas – halfway between minimalism and cosiness / culture update: autumn preview / hotel design on-site report / women in design and architecture

CULINARY DELIGHTS International restaurant design round-up – the most idyllic eateries / the coolest patisserie designs

RESIDENCES Castles – about renovations, investors and owners – living up in a castle

NEW FINAL PAGE FORMAT: MY PERSONAL ROOM Personalities with a high affinity for design show us their favourite products decorating their favourite rooms



FALSTAFF LIVING 7/2023, MAIN TOPIC: LIGHTING DESIGN AND LIGHT SPECIAL

DATE OF PUBLICATION: 06/10/2023

TRENDS The history of the sofa – where does our favourite piece of furniture come from? Who did it best? / the most stylish sofas (materials and colours)

LIGHTING DESIGN AND LIGHT SPECIAL lighting trends / How to perfectly accentuate a room (restaurant/bath/living space) with light

DESIGN Icons of design – the world's most spectacular designer pieces / a glance behind the curtains: the unique atmosphere of Hotel Krallerhof / hotel design on-site report / best of interior design blogging

CULINARY DELIGHTS The philosophy of bottle and label design – from champagne to spirits

RESIDENCES Unique château modifications

NEW FINAL PAGE FORMAT: MY PERSONAL ROOM Personalities with a high affinity for design show us their favourite products decorating their favourite rooms



FALSTAFF LIVING 8/2023, MAIN TOPIC: BATH AND SPA SPECIAL

DATE OF PUBLICATION: 17/11/2023

TRENDS fireplaces – more than just providing warmth – current trends? What designs are there? Modern versus rustic / fluffy dreams – wintertime interior design trends

BATH AND SPA SPECIAL The most stylish bathrooms in first-rate hotels / bathtubs / tiles / home spa / whirlpools

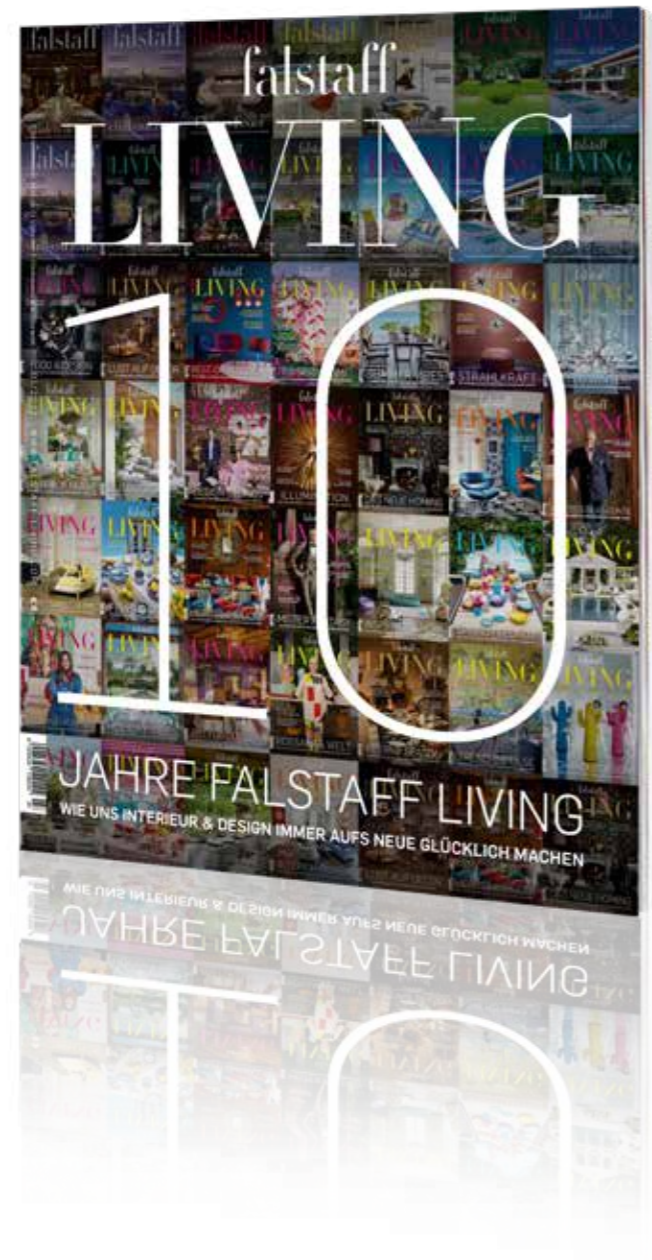
DESIGN preview 2024 / luxury hotels: signature suites by famous designers / hotel design on-site report

CULINARY DELIGHTS Celebrities show us their most beautiful and festive table decorations

RESIDENCES The coolest ice hotels / Time to shine! – glistening buildings

NEW FINAL PAGE FORMAT: MY PERSONAL ROOM Personalities with a high affinity for design show us their favourite products decorating their favourite rooms

falstaff LIVING



Falstaff LIVING 10-Year Anniversary Issue

For 10 years now, Falstaff LIVING has set the tone for the topics design, interior trends, real estate, architecture and art. In celebration of this anniversary, this special issue of Falstaff LIVING takes readers on a trip down memory lane to show developments in terms of design and gives international greats in the fields of architecture and design an opportunity to share their insights. Look forward to a voluminous design bible including fascinating interviews, extraordinary trends and captivating stories.

INCREASED CIRCULATION

- 50,000 total circulation incl. e-paper

DISTRIBUTION

- 34,000 copies are exclusively distributed to subscribers & Falstaff Gourmet Club members of Falstaff Magazine.
- Newspaper kiosks
- Airport lounges
- Exclusive distribution to real estate developers, architects, and property developers
- 10,000 copies are exclusively sent out to international and national partners in media, society, economy and politics.

Dates 2023 – anniversary issue

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2023	02/03	03/03	21/03

For Falstaff LIVING, the prices specified in the pricelists from page 12 onwards apply. Subject to changes.

falstaff LIVING



Falstaff LIVING

Lifestyle Editions

After the successful premiere of the Falstaff LIVING Christmas Edition, Falstaff LIVING intends to further extend its LIFESTYLE cosmos by creating additional seasonally inspired thematic touchpoints in regard to topics such as beauty, fashion, shopping trends, and lifestyle. These lifestyle editions offer the sophisticated readership of Falstaff LIVING the opportunity to be inspired by brands and companies, to experience trends from up close and to enjoy perfectly curated content in a most relaxed manner.

INCREASED CIRCULATION

- 50,000 total circulation incl. e-paper

DISTRIBUTION

- 34,000 copies are exclusively distributed to subscribers & Falstaff Gourmet Club members of Falstaff Magazine.
- Newspaper kiosks
- Airport lounges
- Exclusive distribution to real estate developers, architects, and property developers
- 10,000 copies are exclusively sent out to international and national partners in media, society, economy and politics.

HOW AUSTRIANS THINK*

- 73% claim that interiors and lifestyle play an important role for them.
- 78% are home owners and intend to purposefully invest in the embellishment of their residences.
- 91% own an outdoor space.
- 76% intend to invest in their indoor and outdoor living spaces over the course of the next 1-2 years.
- 84% have a strong interest in fashion.
- 78% have a strong interest in cosmetics, fragrances and beauty products.

*Source: TQS Study, May 2022

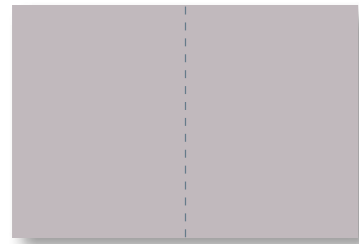
Dates 2023 – AT

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
Jewellery & Watch Edition	18/09	19/09	06/10
Christmas Edition	30/10	31/10	17/11

For Falstaff LIVING, the prices specified in the pricelists from page 12 onwards apply. Subject to changes.

POSITION YOURSELF IN THE BEST WAY POSSIBLE!

Highly efficient advertising without any waste circulation. These are our rates for reaching your target audience with great precision.

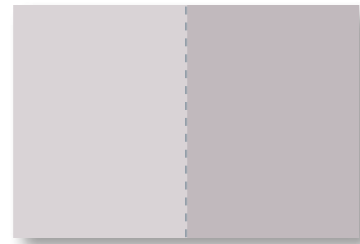


2/1 Double page

466 x 300 mm bleed
436 x 268 mm print space

For centre page spread approx. 3 mm bleed per page

Price (exclusive of taxes) € 14,600



1/1 Full page

233 x 300 mm bleed
203 x 268 mm print space

Price (exclusive of taxes) € 9,400

1/1 Advertorial

203 x 268 mm print space

Price (exclusive of taxes) € 10,400

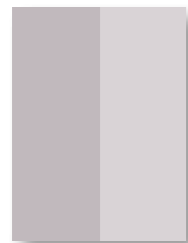
2/1 Advertorial

436 x 268 mm print space

For centre page spread approx. 3 mm bleed per page

Price (exclusive of taxes) € 16,700

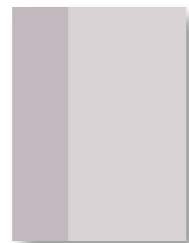
Prices include visual design & texts



1/2 vertical

114 x 300 mm bleed
97.5 x 268 mm print space

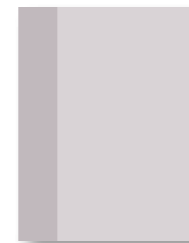
Price (exclusive of taxes) € 5,900



1/3 vertical

81 x 300 mm bleed
60.3 x 268 mm print space

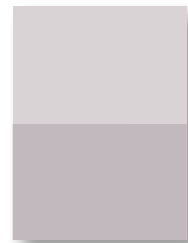
Price (exclusive of taxes) € 4,100



1/4 vertical

64 x 300 mm bleed
48 x 268 mm print space

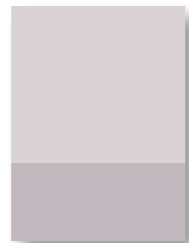
Price (exclusive of taxes) € 3,200



1/2 landscape

233 x 148 mm bleed
203 x 132 mm print space

Price (exclusive of taxes) € 5,900



1/3 landscape

233 x 96 mm bleed
203 x 80 mm print space

Price (exclusive of taxes) € 4,100



1/4 landscape

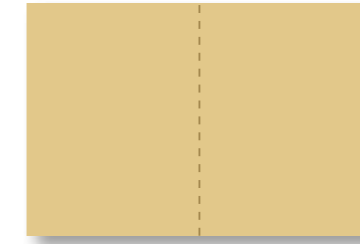
233 x 74.5 mm bleed
203 x 58.5 mm print space

Price (exclusive of taxes) € 3,200

All prices exclusive of taxes and fees. Subject to changes.

PREMIUM PLACEMENTS

For premium placements, please note that an earlier submission date applies, namely 8 weeks before the regular date. Placement reservations are to expire if no order has arrived by this date.

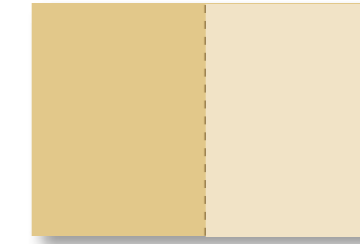


2/1 Opening spread

466 x 300 mm bleed
436 x 268 mm print space

For centre page spread approx. 3 mm bleed per page

Price (exclusive of taxes) € 17,400



Inside front cover

233 x 300 mm bleed
203 x 268 mm print space

Price (exclusive of taxes) € 11,200

Outside back cover

233 x 300 mm bleed
203 x 268 mm print space

Price (exclusive of taxes) € 12,100

Inside back cover

233 x 300 mm bleed
203 x 268 mm print space

Price (exclusive of taxes) € 10,500

First 2/1 after OS

Price (exclusive of taxes) € 15,600

First right-hand side

Price (exclusive of taxes) € 11,200

Second right-hand side

Price (exclusive of taxes) € 10,500

Second 2/1 after OS

Price (exclusive of taxes) € 15,000

First left-hand side

Price (exclusive of taxes) € 10,500

Second left-hand side

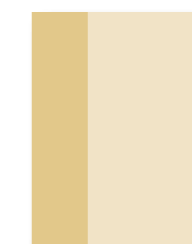
Price (exclusive of taxes) € 10,500



First 1/3 side

Price (exclusive of taxes) € 4,700

81 x 300 mm bleed
60.3 x 268 mm print space



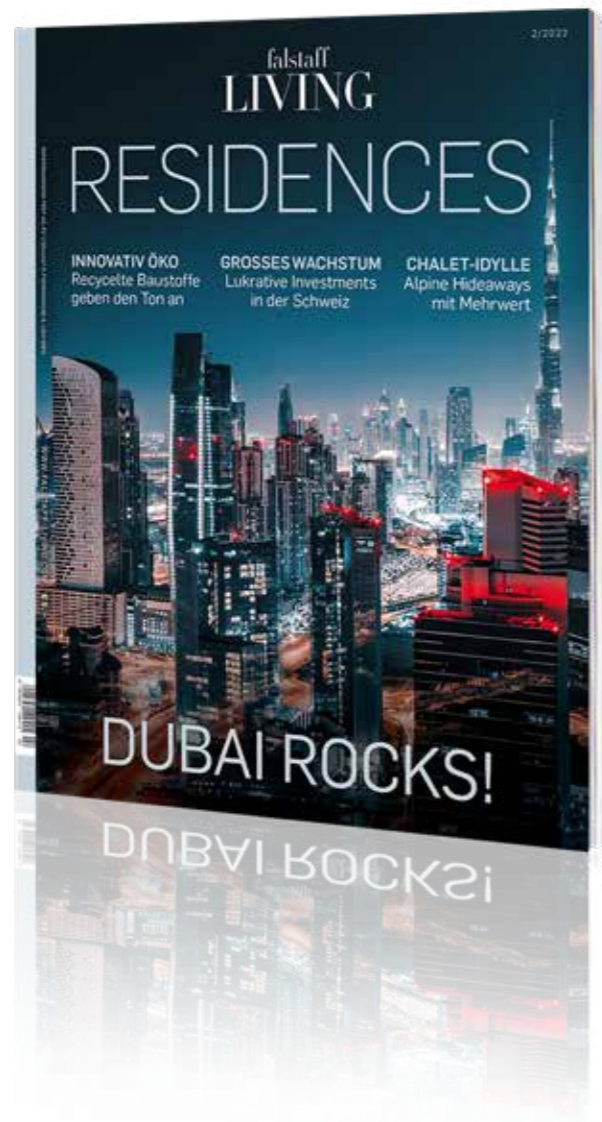
Second 1/3 side

Price (exclusive of taxes) € 4,700

81 x 300 mm bleed
60.3 x 268 mm print space

Inserts and ad specials on demand. Discounts for combined reservations with Falstaff magazine or Falstaff LIVING RESIDENCES are possible.

falstaff LIVING RESIDENCES



Falstaff LIVING RESIDENCES

In 2020, Falstaff LIVING premiered a great new real-estate magazine. We show you the current trends in real estate and offer you an overview of the most important developments in the market.

THEMATIC OVERVIEW

TRENDS: sustainability, energy saving, concierge reloaded, free spaces

HOUSING: real estate as an investment in Austria, security, conservative room arrangements

PLANNING: office vs. home office, area rehabilitation, infrastructure

STANDARDS: chalets, lighting, digitalisation on the rise

CIRCULATION:

- 75,000 copies (D/A/CH!)

DISTRIBUTION

AT: • subscribers and Gourmet Club members of the magazines Falstaff and Falstaff LIVING

- Airport lounges and private aviation
- top-category hotels and restaurants
- select partners

DE: • subscribers and first-rate contacts

CH: • subscribers and VIP contacts

Dates 2023 – D/A/CH

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2023	10/05	11/05	02/06
2/2023	02/10	03/10	20/10

For Falstaff LIVING RESIDENCES, the prices specified in the pricelists from page 16 onwards apply. Subject to changes.

POSITION YOURSELF IN THE BEST WAY POSSIBLE!

Highly efficient advertising without any waste circulation. These are our rates for reaching your target audience with great precision.

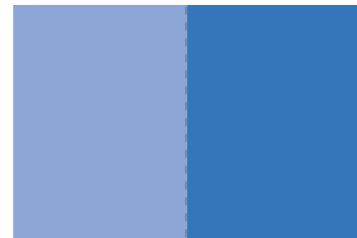


2/1 Double page

466 x 300 mm bleed
436 x 268 mm print space

For centre page spread approx. 3 mm bleed per page

price (exclusive of taxes) € 19,500



1/1 Full page

233 x 300 mm bleed
203 x 268 mm print space

price (exclusive of taxes) € 11,900

1/1 Advertorial

203 x 268 mm print space

price (exclusive of taxes) € 13,500

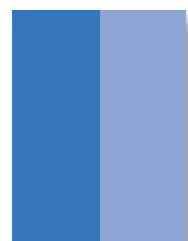
2/1 Advertorial

436 x 268 mm print space

For centre page spread approx. 3 mm bleed per page

price (exclusive of taxes) € 24,300

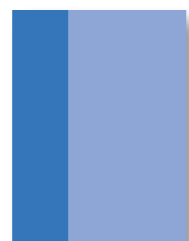
Prices include visual design & texts



1/2 vertical

114 x 300 mm bleed
97.5 x 268 mm print space

price (exclusive of taxes) € 6,900



1/3 vertical

81 x 300 mm bleed
60.3 x 268 mm print space

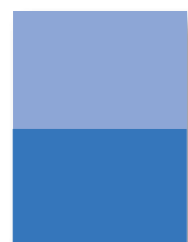
price (exclusive of taxes) € 5,200



1/4 vertical

64 x 300 mm bleed
48 x 268 mm print space

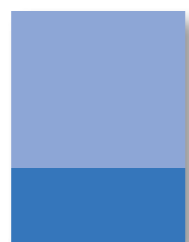
price (exclusive of taxes) € 4,000



1/2 landscape

233 x 148 mm bleed
203 x 132 mm print space

price (exclusive of taxes) € 6,900



1/3 landscape

233 x 96 mm bleed
203 x 80 mm print space

price (exclusive of taxes) € 5,200



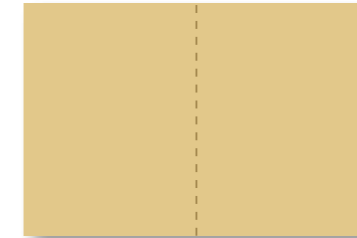
1/4 landscape

233 x 74.5 mm bleed
203 x 58.5 mm print space

price (exclusive of taxes) € 4,000

PREMIUM PLACEMENTS

For premium placements, please note that an earlier submission date applies, namely 8 weeks before the regular date. Placement reservations are to expire if no order has arrived by this date.

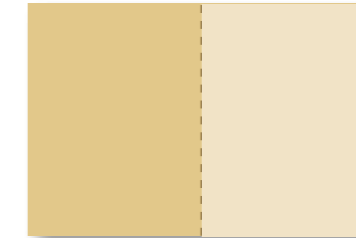


2/1 Opening spread

466 x 300 mm bleed
436 x 268 mm print space

For centre page spread approx. 3 mm bleed per page

price (exclusive of taxes) € 23,700



Outside back cover

price (exclusive of taxes) € 16,400

233 x 300 mm bleed
203 x 268 mm print space

Inside front cover

233 x 300 mm bleed
203 x 268 mm print space

price (exclusive of taxes) € 15,600

Inside back cover

233 x 300 mm bleed
203 x 268 mm print space

price (exclusive of taxes) € 12,900

First 2/1 after OS

price (exclusive of taxes) € 21,400

First right-hand side

price (exclusive of taxes) € 13,800

Second right-hand side

price (exclusive of taxes) € 13,000

Second 2/1 after OS

price (exclusive of taxes) € 20,000

First left-hand side

price (exclusive of taxes) € 13,800

Second left-hand side

price (exclusive of taxes) € 13,000



First 1/3 side

price (exclusive of taxes) € 6,500

81 x 300 mm bleed
60.3 x 268 mm print space



Second 1/3 side

price (exclusive of taxes) € 6,500

81 x 300 mm bleed
60.3 x 268 mm print space

falstaff LIVING



Falstaff LIVING SWITZERLAND

The Design Magazine

NEW! In 2023, Falstaff LIVING premieres in Switzerland with six issues! As usual, LIVING is all about current design and home topics – but with a focus on Switzerland. The thematic arc will include profiles of trendy designers, informative expo reviews, product updates, inspiring on-site home reports and articles on extraordinary projects.

CIRCULATION

- 20,000 total circulation incl. e-paper

A PROFILE OF OUR READERSHIP*

Real estate and housing status

- 78% reside in their own property (house or apartment).
- 56 % live in their own house.
- 46 % of Falstaff LIVING readers own at least 2 residences.
- 71 % of all respondents consider real estate as an investment.

Falstaff LIVING readers are art enthusiasts

- 66 % of all LIVING readers show interest in art.
- 52% of all respondents integrate art into their living environments.
- 33% of all respondents are art collectors.

*Source: GfK Study November 2018

POSITION YOURSELF IN THE BEST WAY POSSIBLE!

Highly efficient advertising without any waste circulation. These are our rates for reaching your target audience with great precision.

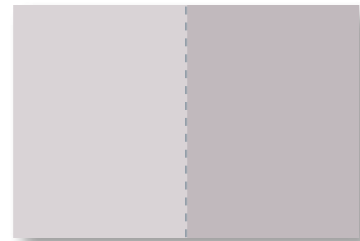


2/1 Double page

466 x 300 mm bleed
436 x 268 mm print space

For centre page spread approx. 3 mm bleed per page

price (exclusive of taxes) CHF 13,900



1/1 Full page

233 x 300 mm bleed
203 x 268 mm print space

price (exclusive of taxes) CHF 6,900

1/1 Advertorial

203 x 268 mm print space

price (exclusive of taxes) CHF 9,900

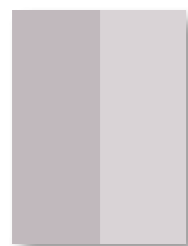
2/1 Advertorial

436 x 268 mm print space

For centre page spread approx. 3 mm bleed per page

price (exclusive of taxes) CHF 15,900

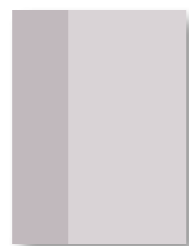
Prices include visual design & texts



1/2 vertical

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97.5 x 268 mm print space

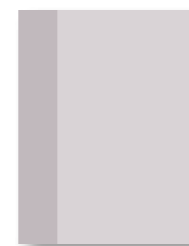
price (exclusive of taxes) CHF 5,600



1/3 vertical

81 x 300 mm bleed
60.3 x 268 mm print space

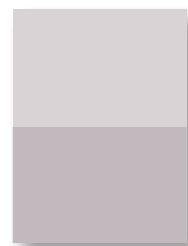
price (exclusive of taxes) CHF 3,900



1/4 vertical

64 x 300 mm bleed
48 x 268 mm print space

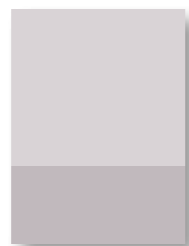
price (exclusive of taxes) CHF 3,000



1/2 landscape

233 x 148 mm bleed
203 x 132 mm print space

price (exclusive of taxes) CHF 5,600



1/3 landscape

233 x 96 mm bleed
203 x 80 mm print space

price (exclusive of taxes) CHF 3,900



1/4 landscape

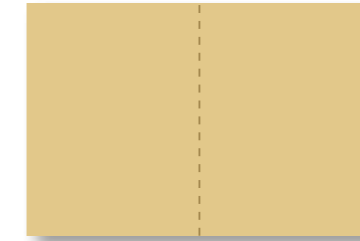
233 x 74.5 mm bleed
203 x 58.5 mm print space

price (exclusive of taxes) CHF 3,000

All prices exclusive of taxes and fees. Subject to changes.

PREMIUM PLACEMENTS

For premium placements, please note that an earlier submission date applies, namely 8 weeks before the regular date. Placement reservations are to expire if no order has arrived by this date.

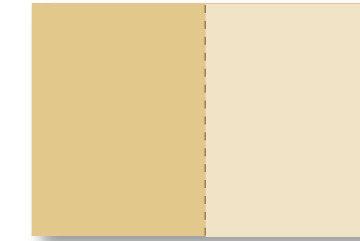


2/1 Opening spread

466 x 300 mm bleed
436 x 268 mm print space

For centre page spread approx. 3 mm bleed per page

price (exclusive of taxes) CHF 16,600



Inside front cover

233 x 300 mm bleed
203 x 268 mm print space

price (exclusive of taxes) CHF 10,700

Outside back cover

233 x 300 mm bleed
203 x 268 mm print space

price (exclusive of taxes) CHF 11,500

Inside back cover

233 x 300 mm bleed
203 x 268 mm print space

price (exclusive of taxes) CHF 10,000

First 2/1 after OS

price (exclusive of taxes) CHF 14,800

First right-hand side

price (exclusive of taxes) CHF 10,700

Second right-hand side

price (exclusive of taxes) CHF 10,000

Second 2/1 after OS

price (exclusive of taxes) CHF 14,300

First left-hand side

price (exclusive of taxes) CHF 10,000

Second left-hand side

price (exclusive of taxes) CHF 9,600



First 1/3 side

price (exclusive of taxes) CHF 4,500

81 x 300 mm bleed
60.3 x 268 mm print space



Second 1/3 side

price (exclusive of taxes) CHF 4,200

81 x 300 mm bleed
60.3 x 268 mm print space

Inserts and ad specials on demand. Discounts for combined reservations with Falstaff magazine or Falstaff LIVING RESIDENCES are possible.



FALSTAFF LIVING DESIGNGUIDE

The collector's item for connoisseurs of interiors and design

In ten categories, the Falstaff LIVING DESIGNGUIDE takes readers on a journey through the world of modern design. It does not only describe the products but also highlights the idea behind them and gives their creators and producers a voice.

A great design community consisting of various members of our editorial team and an international jury under the direction of Dr Gerald Best, rector of the University of Applied Arts Vienna, will both define the ten categories in detail and elect their favourite international designer, and introduce several renowned design shops. Additionally, the masterclass of the University of Applied Arts Vienna will choose various outstanding designers and design achievements. In doing so, this group of experts does not only deliver content for this first guide but will also curate the dialogue between community and magazine.

For readers and customers, the central feature of the LIVING DESIGNGUIDE consists in its service character: this guide draws attention and creates interest.

High circulation: the LIVING Designguide has a total circulation of 25,000 copies and is distributed in Austria, amongst others, via design shops, hotels, restaurant, airport lounges, architecture businesses and lifestyle-oriented stores.

The first edition of the LIVING Designguide is to be published on 21 March 2023. The LIVING Designguide is available in a handy format as well as online.

Dates 2023

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
2023	20/02	21/02	21/03

For Falstaff LIVING DESIGNGUIDE, the prices specified in the pricelists on page 25 apply. Subject to changes.

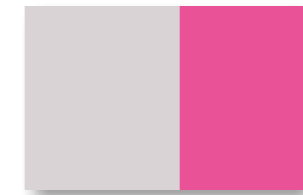


ADVERTS IN THE FALSTAFF LIVING DESIGNGUIDE



2/1 Double page
296 x 210 mm bleed
272 x 172 mm print space
For centre page spread approx. 3 mm bleed per page

price (exclusive of taxes) € 8,800



1/1 Full page
148 x 210 mm bleed
120 x 172 mm print space

price (exclusive of taxes) € 6,000



1/2 page
120 x 80 mm print space

price (exclusive of taxes) € 3,500



Banner
120 x 43 mm print space

price (exclusive of taxes) € 490

PREMIUM PLACEMENTS IN THE FALSTAFF LIVING DESIGNGUIDE



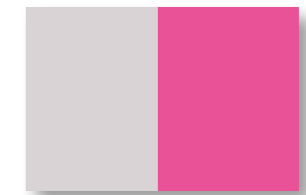
2/1 Opening spread
296 x 210 mm bleed
For centre page spread approx. 3 mm bleed per page

price (exclusive of taxes) € 11,500



1/1 Outside back cover
148 x 210 mm bleed

price (exclusive of taxes) € 10,000

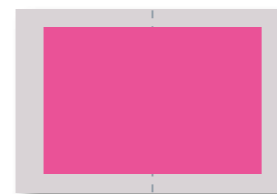


1/1 Inside back cover
148 x 210 mm bleed

price (exclusive of taxes) € 7,500



ADVERTORIAL IN THE FALSTAFF LIVING DESIGNGUIDE



2/1 Advertorial
271 x 172 mm print space

price (exclusive of taxes) € 9,900



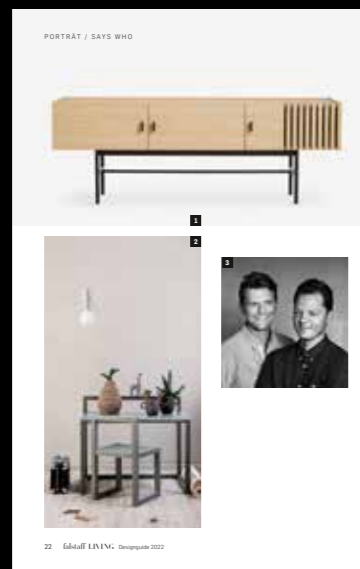
Shop portrait

Visual
4 images
Text
Headline: 20 characters
Subheadline: 100 characters
Running text: 1200 characters
Captions: 50 characters
Address block

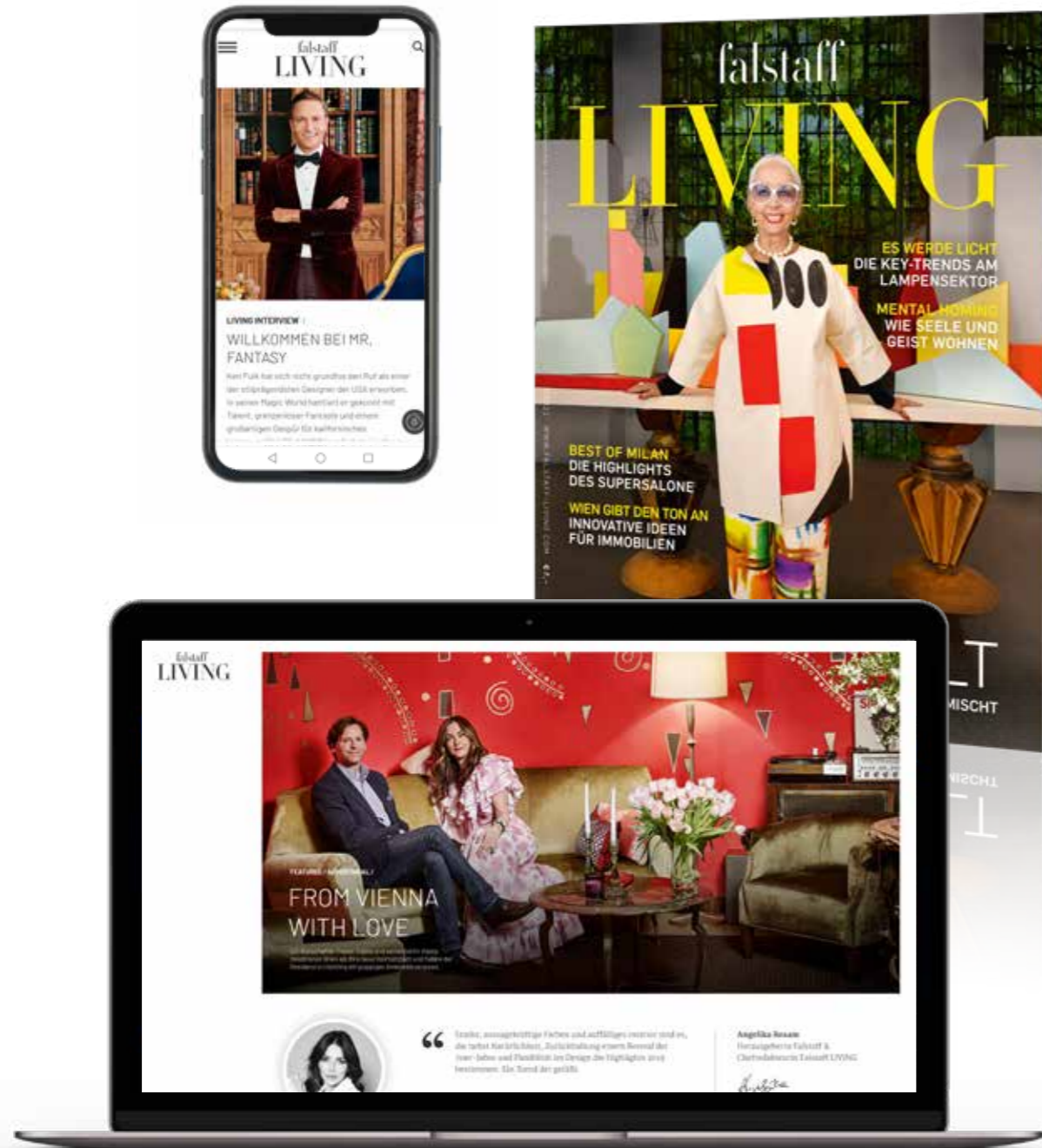


Interview

Visual
1 portrait photo + a small product picture
Text
Headline: 20 characters
Subheadline: 100 characters
Running text: 1200 characters
Captions: 50 characters
Address block



FALSTAFF LIVING DIGITAL OFFERS



Focused on design, with a special affinity for interiors, and always up to date, the completely revamped Falstaff LIVING channel presents the newest trends and a variety of must-haves from the great big world of home design. Angelika Rosam and her skilful team of home-life aficionados have special fondness for all things design and offer useful tips and tricks to transform our readers' living environments into a domestic dreamscape. To place your brand or your product here, can only lead to success!

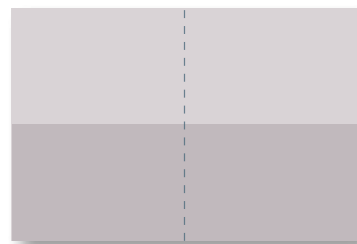
Facts & Figures	
Newsletter subscribers:	67,904
Open rate:	32.1 %
Distribution:	Saturday morning
Website visits/Dec. 22:	576,684
Instagram followers:	32,800
Facebook followers:	24,700

PRODUCTS

FORM OF ADVERTISING		PRICE
Design advertorial		€ 1,590
Newsletter listing		€ 1,990
Banner LIVING newsletter		€ 1,590
Sitelink LIVING newsletter		€ 1,590
Property of the Week	advertorial + sitelink in NL + Facebook posting	€ 4,170
Property of the Week 2.0	videoclip + advertorial + newsletter + social media	€ 6,990
Living movement	videoclip + Facebook posting	€ 5,590
Design advertorial package	advertorial + Newsletter listing	€ 3,090
Prize game package	advertorial + newsletter listing + quiz	€ 4,870
Design Advent Calendar	01-14/12	€ 1,490
Design Advent Calendar	15-25/12	€ 1,090
Easter nest (1 day)	30/03-13/04	€ 1,090
Facebook posting		€ 990

OUR SPECIAL ADVERTISING FORMATS

Extraordinary concepts need to be implemented in a unique way. Our special advertising formats are predestined to give outstanding products an adequate platform and create highest-possible customer attention.



Panorama: 1/2 panorama

466 x 148 mm bleed
436 x 132 mm print space

Austria

price (exclusive of taxes) € 12,700

Germany

price (exclusive of taxes) € 14,700

Switzerland

price (exclusive of taxes) CHF 11,200

Combinations, banderoles, press cuts on request.

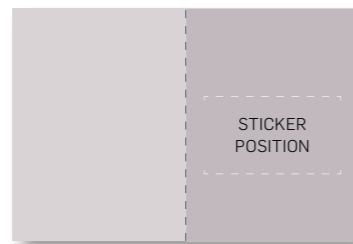


Banderole around the magazine

approx. 557 x 80 mm bleed

A banderole is wrapped around the magazine like a sleeve and glued together above the back cover.

Rates on enquiry.



Sticker: 2-sided Tip-on Card

Format:
60 x 80 mm to 200 x 200 mm

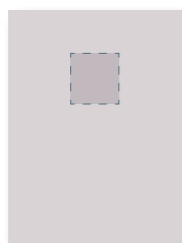
Weight of paper:
115 g/m² bis 250 g/m²

Placement:
Placed in alignment with the page-fold and at least 2 cm distance to the edges

Per 1,000 pcs € 95

Per 1,000 pcs CHF 115

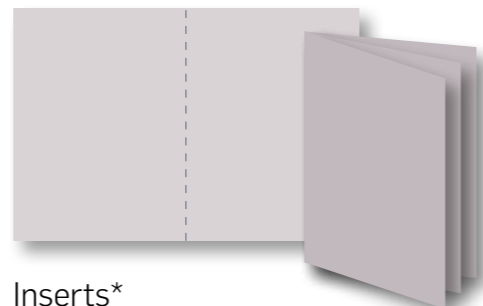
Only in combination with 1/1 advertisement.



Sachet

Only in combination with 1/1 advertisement.

Rates on enquiry.



Inserts* Supplements (max weight 20 g)*

Austria	Per 1,000 copies	€	380
	Per 20 g extra weight per 1,000 copies	€	20
Germany	Per 1,000 copies	€	275
	Per 20 g extra weight per 1,000 copies	€	25
Switzerland	Per 1,000 copies	CHF	380
	Per 20 g extra weight per 1,000 copies	CHF	20

Accompanying supplements on request.
*Minimum print run: 10,000 copies

Discounts

2 issues	3 %
4 issues	5 %
6 issues	7 %
8 issues	10 %

TECHNICAL INFORMATION

TECHNICAL REQUIREMENTS FOR ADVERTISING CONTENT

- High-res PDF with a minimum of 300 dpi
- Fonts must be fully embedded or provided as paths
- Colour profile magazine: ISO Coated v2 300 eci (cover); PSO LWC Improved (core)
- At least 3 mm bleed difference (trim) all round
- We recommend a 4c black with these colour values: C 80, M 80, Y 40, K 100
- We recommend a safety margin of at least 5 mm between texts/logos and the paper edge as well as a distance of at least 10 mm to the page-fold.

TECHNICAL REQUIREMENTS FOR INSERTS

FORMATS:

Minimum: 105 x 105 mm

Maximum: 190 x 260 mm

Book format: 233 x 300 mm

All format measures: width x height – all other formats on request.
(The longer side must be the closed one.)

WEIGHT OF PAPER:

2 pages: min 115 g/m², max 250 g/m²

4 pages: min 80 g/m², max 200 g/m²

8–16 pages: min 60 g/m², max 135 g/m²

16–32 pages: min 60 g/m², max 80 g/m²

(Maximum thickness of insert is approx. 1 mm)

EXCESS PROCESSING:

For additional inserts, the excess processing is 2 %, to be added to the print run.

DELIVERY ADDRESS:

Ferdinand Berger & Söhne GmbH, Wiener Straße 80, AT 3580 Horn

Find a driving map at www.berger.at/en/horn-main-offices

DELIVERY TIMES:

Delivery times & dates: Mon throughout Thu, 7 am to noon & 1 pm to 4 pm. Fridays from 7 am to noon.

Please have the required materials delivered at least 10 business days before the date of publication (Falstaff AT).

TEST RUN:

Samples for the test run (in the case of non-standardised products): min 200 pcs to

Druckerei Ferdinand Berger & Söhne GmbH, Wiener Straße 80, AT 3580 Horn;

3 weeks before the date of publication.

falstaff LIVING

Contact for ad sales and coordination

Magdalena Eser

T: +43 1 9042141-430

anzeigen@falstaff-living.com

Falstaff LIVING Verlags GmbH Schottenring 2-6 A-1010 Wien
T: +43 1 9042141-491 anzeigen@falstaff-living.com www.falstaff-living.com

Terms and conditions

For the execution of orders, the terms and conditions of the publisher apply.

(www.falstaff.at/living/agb/)