

Mediakit 2012



International designscout
for furniture, interior and design

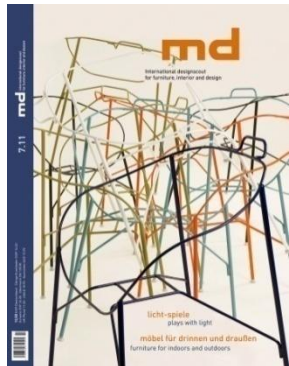
Characteristic

md is the international **Designscout** for professional planners of interior – selective, inspiring, independent.

md selects editorially the international range of furniture for contract and dwelling as well as products around interior design by formal and qualitative criteria.

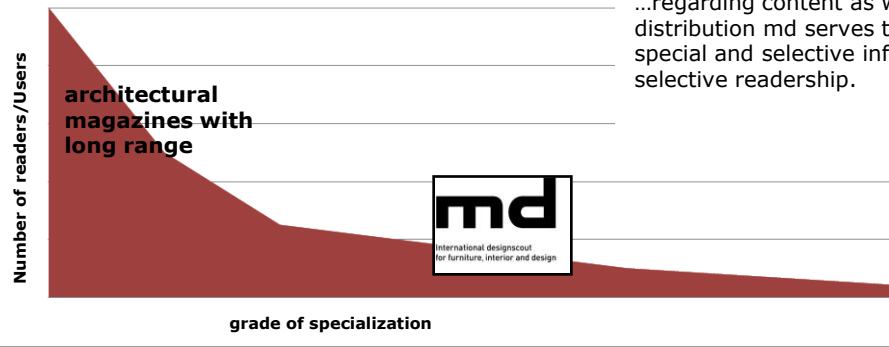
By concentrating on essentials, md provides architects, interior designers, interior outfitters, designers and premium sales outlets with invaluable product data and facts when confronted with a flood of cross-media information, and a guide to correct product decision-taking for professionally handled projects.

Therefore md is an important source of inspiration for the target group, shows novelties and trends and it is the ideal platform of communication for product and image advertising in this sector.



md concentrates on the essential

...regarding content as well as regarding the distribution md serves the niche and offers special and selective information for a selective readership.



Circulation

md is distributed through all international markets:

IVW Distribution Analysis

Print run	11,500 copies
Total circulation	10,666 copies
Paid circulation	7,171 copies

Top target groups guarantee your success

Planner

(architects, planning departments of building administration offices, interior architects, contract furnishers, lighting planners, shop fitters,...) **67.4 %**

Dealer

(exclusive furniture shops with design focus, lighting and bathroom studios, office shops, kitchen studios,...) **10.7 %**

Industry

(design- and construction departments, buyers, facility managers,..) **10.3 %**

Designer

5.9 %

Others

(students, book shops, libraries,..) **5.7 %**

Advertisements

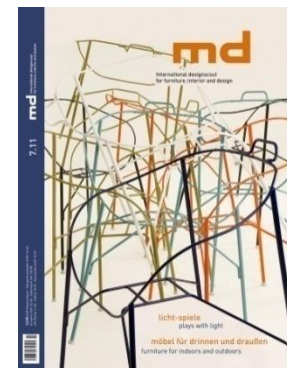
Size of md: 240 x 310 mm

Prices/ €*	b/w	4c
Full page	4,250.-	6,110.-
Double page	8,500.-	12,220.-
Half page	2,250.-	3,630.-
Quarter page	1,330.-	2,050.-

•All prices are for type area sizes. Special colours on request. Bleed surcharge 425.- € Prices for special or fixed placements on request. Limitation through the editorial concept.

Discounts

One page or three bookings	5%
Three pages or six bookings	10%
Six pages or twelve bookings	15%



md

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Special offers for 2012

md Gold Package

50% discount on the 4th page
4 pages 4c in total 20,400.- €

md Silver Package

75% discount on the 7th advertisement
7 half pages 4c in total 20,895.- €

md Bronze Package

75% discount on the 7th advertisement
7 quarter pages 4c in total 11,900.- €

Online Marketing

Please ask for detailed information
about our online advertising
possibilities:

www.md-magazine.com

Publishing company

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International designscout
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**Special Issue „best of“
selected by md**

**A documentation about the best –
by md selected – international
products of the year.**



Advertising with unique possibilities:

QR-Code, e-paper
Ad+ QR-Code
Ad + e-paper
Ad + QR-Code + e-paper
StandAlone-Newsletter + e-paper

md Kombi Package

1 page 4c in the md-issue
special discount on 1 more page
in the issue "best of" selected by md
(prices on request)

and more ...

Contact us for your favoured combinations!
We make it possible for you.

Print run: 25,000 copies

Coverage: about 96 pages

Format: 150 x 237 mm (WxH)

Publication date:

once in a year in December

Detailed presentation on request.



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Editorial Feature Programme 2012

In every issue:

Office & Contract
and Dwelling

Please contact us
directly for
advertorials and
special
promotions!

Issue	Closing deadline	Date of publication	Fair issues/ Topics/ Bonus distribution
01/2012	07.12.2011	30.12.2011	Fair issue imm cologne, Maison & Objet, Heimtextil and Domotex Furniture and Flooring Bonus distribution 1,000 copies
02/2012	11.01.2012	02.02.2012	Fair issue Stockholm Furniture Fair, ZOW and Ambiente Outdoor and Furniture components Bonus distribution 500 copies
03/2012	08.02.2012	01.03.2012	Special: Business in hotels
04/2012	09.03.2012	02.04.2012	Fair issue Salone del Mobile, Eurocucina and light +building Lighting, Dwelling and Kitchen Bonus distribution 2,000 copies
05/2012	04.04.2012	30.04.2012	Ceiling, Wall, Floor Acoustics and furniture components
06/2012	08.05.2012	01.06.2012	Sanitary, Textiles and Table culture
07/2012	06.06.2012	02.07.2012	Review Salone del Mobile and light + building Lighting and Dwelling
08/2012	10.07.2012	01.08.2012	Fair issue Tendence Kitchen and Store construction
09/2012	10.08.2012	03.09.2012	Special: Interior lighting Bonus distribution for Maison & Objet 500 copies
10/2012	07.09.2012	01.10.2012	Fair issue ORGATEC and Interieur Office & Contract, Ceiling, Wall, Flooring and Textiles Bonus distribution 1,500 copies
11/2012	09.10.2012	31.10.2012	Fair issue Designer's Saturday Lighting, Outdoor, Sanitary, Radiators and Chimneys Bonus distribution 500 copies
12/2012	09.11.2012	03.12.2012	Special: Unique + Series
Best of 2012	Special issue in pocket format	December 2012	For further information see our media kit 2012 or our separate presentation
01/2013	04.12.2012	02.01.2013	Fair issue imm cologne, BAU, Heimtextil and Maison & Objet Bonus distribution 1,000 copies

Subject to change without notice