

möbelkultur

Why us?!

Facts:

4,658,262
CONTACTS
TOTAL REACH
PER YEAR*

- one of the strongest B2B magazines for the furnishing business in the german speaking countries
- more than 4.6 million contacts (total reach per year)
- read by decision makers and managing directors of the furniture sector Official organ of the Trade association furniture and kitchens (**BVDM**) and the **professional group furniture** in medium-sized association – ZGV
- we network the industry, also with our events, e.g. „möbel kultur insights“, the „Start-up-Tour“ and „Touchpoints“ especially for the important kitchen area
- honored by an independent jury - across all industries - as the b2b medium of 2019



Print:

- print run of **7,450 copies**, actual distributed run **7,358**, digital distribution subscription **2,195 recipient**, free digital distribution **9,900 recipient** (Q1 2020)
- **modern layout** to showcase your company and products
- **competent editorial staff** to support you in terms of content



Online:

- **the only** german IVW-certified news portal in the furniture industry
- cross-industry Top 40 B2B online portals in Germany
- on average more than **216,000 unique visits per month**



Newsletter:

- approx. 10,000 subscribers
- two weekly newsletters + stand alone newsletters
- reading rate over **30%**

Social Media:



- **Facebook**
over 7,880 fans
- **YouTube**
since 2010 in total over 683,917 views

Major Buying Rings, including

u. a. Alliance, Begros, Der Küchenring, Der Kreis, Einrichtungspartnerring VME, EK Service-group, Garant, GfM-Trend, Giga International, Küchentreff, MZE, MHK Group

35 %

Big Players within the Buying Rings

including: XXL Lutz (53 locations), POCC/möma (125), Höffner including Möbel Kraft and Sconto (65), Porta (24), Segmüller (7), Möbel Martin (8), Schaffrath (4), Hardeck (4)

8 %

Key Players outside Retail Buying Ring Groups

Jysk (965 Standorte), Ikea Deutschland (54), Otto Group, Amazon, Küche Aktuell (14), Home24 (25)

12 %

Manufacturing

Furniture, Kitchens, Office Furniture, Materials and Component suppliers

18 %

Other Target Markets

Interior designers, Architects, Designers, Trade Fairs, Trade Association meetings, Industrial Congresses, Sales Representatives, Furniture Agencies, High-class furniture studios, Higher Education, Specialist Furniture Industry, Higher Education, Möfa

23 %

Medium-Sized Marketing Businesses

Kitchen Subsidiaries, Studios + Specialist Retailers, Home Furniture Boutiques, Up-Market Studios and top Interior Furnishing suppliers, Up-Market Interior Designers.

4 %

Online Suppliers / Multi-Channel Vendors

Otto Group (incl. Otto Einzelgeschäft, Heine, Baur, Schwab), Ebay, Amazon, Home24, Waifair, Westwing, Reuter.de, Moebel.de, Kuechenquelle, and 140 others

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