

möbelkultur

Why us?!



Facts:

5,133,362
CONTACTS
TOTAL REACH
PER YEAR *

- one of the strongest B2B magazines for the furnishing business in the german speaking countries
- more than 5.1 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 **6,250 copies**, actual distributed run **6,013**, digital distribution subscription **1,670 recipient**, free digital distribution **9,340 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 IWV-certified news portal in the furniture industry
- cross-industry Top 40 B2B online portals in Germany
- on average more than **242,000 unique visits per month**



Newsletter:

- approx. 9,900 subscribers (as of July 2020)
- two weekly newsletters + stand alone newsletters
- reading rate of **74%**

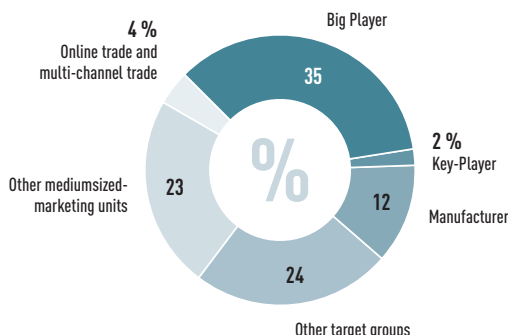
Social Media:



- **Facebook**
over 7770 fans
- **YouTube**
since 2010 in total over 641,000 views
- **Xing**
over 13,400 Follower

The entire breadth of the industry

No sales channel escapes the „möbel kultur“.
The focus of distribution is traditionally on the association groups.



* LEGEND:

Print: 6,250 x 3 reader x 12 issues
Newsletter: 9,900 subscribers x 108 sendings
Facebook: 6,277 x 12 reached persons
(1. Oct. 2019 to 20. Oct. 2020)
XING: 13,400
Newsletter: 1,069,200
Standalone Newsletter: 199,700
Newsflash: 379,600
Website-Visits: 3,126,509
Digital magazine: 36,113
Twitter-Follower: 2,979
Events: 500

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