

GOODLIFE

WOHN·DESIGN

Einrichten mit Stars von heute:
Boho-Chic von Isabella Capeto
Material-Magier Hannes Peer
Crazy Hats by Maryam Keyhani

INTERIEUR
KULTUR
GENUSS
REISEN

D 9,50 €
A 10,50 €
CH 15,20 srf
LUX 10,90 €
VE 12,80 €



Sehnsuchtsorte:
Biarritz, Paris und auch Penzlin
Interior-Trends 2025:
Überraschend, sinnlich, radikal

N° 184
LEBENSENTWÜRFE

GOODLIFE

WOHN·DESIGN

MEDIA KIT 2025

Valid for GOODLIFE Wohndesign issues on sale from 1st January 2025

Price list 7, 2025

MAGAZINE PORTRAIT.

GOODLIFE
WOHN·DESIGN

Welcome to the GOODLIFE! But what is it that really makes life good? This is the question that we are always asking ourself. An important realisation - it's about quality.

Quality of life. It begins with interior; the things that we surround ourselves with, and extends to art; the joys of the senses, to stories and places that enthuse and inspire. If we can share these GOOD VIBRATIONS with other people, then our mission is complete.



Image: Giacomo De Amicis und sein Team in GOODLIFE No. 182

GOODLIFE - FACTS

THE LAYOUT: elegant, peaceful, considered

THE VISUAL IMAGERY: personal, surprising, inspiring

THE TEXTS: journalistically researched, ambitious, to the point

THE APPROACH: social trends and their effect on tomorrow's world

THE TOPICS: Interior, culture, cuisine, travel and an exquisite lifestyle

THE READERSHIP: independent, well-to-do, inquisitive

REACH: 226.000

GOODLIFE is distributed through newsstands, subscription copies and around 400 selected furnishing stores. Specific deliveries are made to architects, interior designers, galleries, luxury hotel hotspots and airport lounges.

1x GOLD and 2x silver at the 15th ICMA Award www.icma-award.com



MEDIA KITS 2025

THE RUBRICS.

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L I V I N G



D E S I G N



A R T &
C U L T U R E



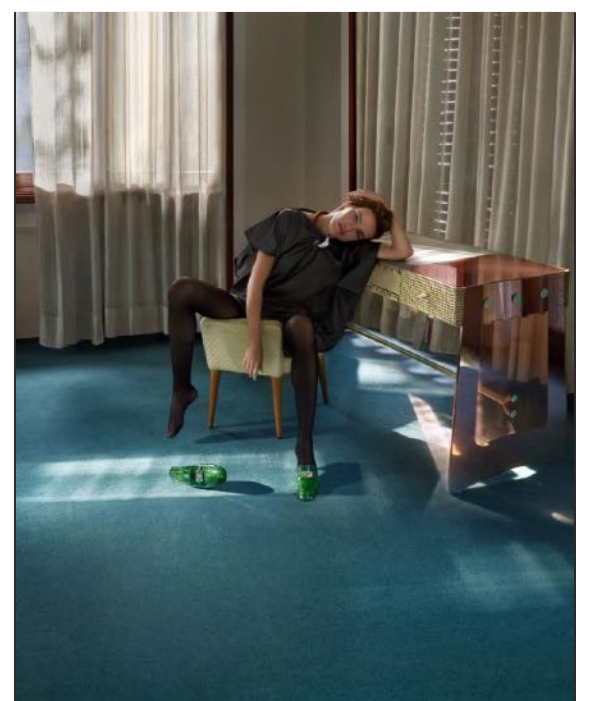
G O U R M E T



T R A V E L



F A S H I O N



PRICES & FORMATS.

Price list no. 7, valid for issues on sale from 1st January 2025

Placement in the magazine

Format	Placement	Supplement	Price in €
2/1	Inside	Normal	26.000
1/1	Inside	Normal	13.000

Premium placement

Format	Placement	Supplement	Price
2/1	Opening Spread	IFC plus first RHP	29.000
2/1	1. DPS in the magazine	Normal	27.000
2/1	2. DPS in the magazine	Normal	27.000
2/1	Closing Spread	IBC and last LHP	29.000
1/1	Outside back cover	Normal	15.000
1/1	Inside back cover	Normal	14.000
1/1	Inside front cover	Normal	14.000
1/2	Inside	Normal	6.600

GOODLIFE Publishing GmbH offers an art and culture discount for museums, galleries and book publishers.

Cancellations can only be made until four weeks before the advertising deadline.

Reservations for preferential placements expire if no written booking order is received by two weeks before the advertising deadline. Furthermore, if another customer places an order for a preferential placement that has already been reserved, we reserve the right to approve this reservation for booking if the customer who made the original placement reservation fails to send the written booking order within two working days.

All prices are in euros; prices are valid for first publication dates as of 1 January 2024 for bookings with GOOD LIFE Publishing GmbH. Statutory value added tax is added to the net invoice amount. Reservations are valid for 14 days. Partial page formats on request.

AD DELIVERY.

Price list no. 7, valid for issues on sale from 1st January 2025

Please note the deadlines for delivering print documents and take the following details into account when creating print documents. Send print documents in PDF format to anzeigen@goodlife-magazin.de.

Ad format

1/1 ad. 213 x 277 mm

2/1 ad. 426 x 277 mm, please deliver as single pages. Please name the files differently so that the left/right page can be clearly identified

Binding

Glued (Lumbeck binding)

Print method: web offset

Bleed

3 mm (top: 3 mm, bottom: 3 mm, right: 3 mm, left: 3 mm)

File to be delivered including crop marks.

Important text and motif elements must be placed at least 5 mm from the trimmed final format

ICC colour profile:

PSO coated v3 300%

Colour space:

CMYK (no special colours), no RGB colour elements

Resolution:

Colour/greyscale images: 300 dpi, line art/Bitmap: at least 1200 dpi

Font sizes:

1c min. 8pt, 4c min. 8pt

Data format:

PDF/X4

Proof:

Our proofs are produced according to DIN ISO-Norm 12647 UGRA / FOGRA

Litho:

For binding technical details and information on deadlines, samples and delivery, please contact Thomas Lösch (t.loesch@loesch.eu). or the current requirements, dimensions and delivery address for bound inserts and loose inserts, please contact:

anzeigen@goodlife-magazin.de Tel. 0711 998826-61

INSERTS TIP-ONS BOUND INSERTS.

GOODLIFE
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Price list no. 7, valid for issues on sale from 1st January 2025

1

INSERTS

Inserts are products delivered ready for processing that are enclosed unbound in the magazine with the closed side facing the gutter.

up to 25g - € 200

up to 50g - € 300

over 50g - € 350

2

TIP-ONS

Tip-ons are always in addition to a carrier ad. Tip-ons are products delivered ready for processing which are stuck onto a carrier ad and can be removed by the reader.

up to 10g (postcard) - € 200

up to 25g (booklet) - € 300

up to 50g (booklet) - € 350

Product samples: up to max. 20g - € 250

3

BOUND INSERTS

Bound inserts are integrated into the magazine. They are delivered ready for processing at the printers.

4 pages - € 300

8 pages - € 500

12 - 16 pages - € 650

More pages on request.

TECHNICAL SPECIFICATIONS

Price per 1.000 items

PRINT RUN 35.000 copies / PRINTING PROCESS web offset

MAXIMUM FORMAT for inserts 198 x 265 mm

MAGAZINE FORMAT and maximum format for bound inserts 213 x 277 mm plus 3 mm bleed

PRINT DOCUMENTS Create file in final format, 3 mm trim for trimmed motifs, text gap of 5 mm from the trim, crop marks for consistency.

DELIVERY: Frank Druck GmbH, WV / Corona, Industriestraße 20, 24211 Preetz

TOPICS & DEADLINES.

Price list no. 7, valid for issues on sale from 1st January 2025

Magazine	Topic	On sale	Booking Deadline	Materials Deadline
GOODLIFE 01/25 (No. 184)	PLURALISM - A kaleidoscope of ways of life Dossier Cuisine: kitchens, cooking, restaurants	06.12.24	29.10.24	05.11.24
GOODLIFE 02/25 (No. 185)	INSPIRATION - What are creative people inspired by? Dossier: Travel	28.02.25	28.01.25	28.01.25
GOODLIFE Special Issue SUMMER EDITION 2025 (No. 186)	SUMMER TIME Dossier: Outdoor collections 2025	11.04.25	11.03.25	11.03.25
GOODLIFE 03/25 (No. 187)	IMMERSIVE - Using all our sense Dossier interior: living, lights, bathrooms, scents	30.05.25	29.04.25	29.04.25
GOODLIFE 04/25 (No. 188)	INVESTMENT - What should we buy? Furnishings as an investment Dossier: Culture & art	29.08.25	29.07.25	29.07.25
GOODLIFE Special Issue Style UPDATE (No. 189)	LIVING IN THE HERE AND NOW FURNITURE: Collections, BATHROOMS: Fittings, showers & baths, accessories, KITCHENS: Appliances, recipes, tableware	17.10.25	16.09.25	16.09.25
GOODLIFE 01/26 (No. 190)	IDEALS - Values, philosophers, role models Dossier: Gourmet & culinary art	05.12.25	28.10.25	28.10.25

KEY FACTS GOODLIFE WOHNDESIGN
 Homepage: <https://goodlife-magazin.de/>
 Frequency: 4 classic issues per year, 2 special issues per year
 Copy price: € 9,50
 Print run: 40.000 copies
 Sold circulation: 31.217* copies
 Distribution: 39.000* copies
 Subscriptions: 9.150*
 Digital subscriptions: 18.600*
 (*Publisher's data Q2/2024 print + online)

Special issue at PoS

SUMMER EDITION 2025 OUTDOOR COLLECTIONS



SUMMER EDITION 2024

The SUMMER EDITION is the leading compendium for a stylish life outdoors. In the dossier we focus on the best OUTDOOR COLLECTIONS from premium brands and designers.

In addition, the glossy special edition presents design tips and inspires lovers of modern gardens to purchase accessories.

3 months at PoS

Copy price: €9,50

Ad price see page 4

Special issue at PoS

INTERIOR - BRANDS. PROFESSIONALS. PROJECTS. FURNITURE. KITCHENS.BATHROOMS.



INTERIOR - PROFESSIONALS, BRANDS, PROJECTS: THE BEST FURNITURE AND DESIGNS OF THE YEAR

The special issue presents FURNITURE COLLECTIONS, curated by the editorial team, in an exclusive layout. It shows the latest interior pieces_ from tables and chairs, wardrobes and beds to sofas. Individualists with an affinity to design find brands, projects and extraordinary, beautiful interiors from the best interior professionals in this special issue. There are also multiple pages on BATHROOMS and KITCHENS, and we show the most beautiful fixtures, surfaces, accessories and built-in fittings. In addition: Real estate.

GOLD at the 15th ICMA-Award www.icma-award.com

3 months at PoS

Copy price: €9,50

Ad price see page 4



Booklet

CROSSMEDIAL SHOPPING GUIDE.

Price list no. 7, valid for issues on sale from 1st January 2025



In selected issues of GOODLIFE, the exclusive SHOPPING GUIDE appears as a removable pocket-sized booklet. Four hundred top furniture stores, bathroom and kitchen studios offering first-class service, grouped by their respective postcodes, present themselves and provide detailed information about the manufacturers and brands they represent.

Ad price in printed version (available online simultaneously):

1/1 page inside (148 x 210 mm) € 3.000,-
U2 and U3 € 4.000,-

Please send as printable PDF in the abovementioned format with a bleed of at least 3mm

Digital prices

1/1 page inside (148 x 210 mm) € 1.500,-
U2 and U3 € 2.000,-

Discount scale: 2 Adverts 5 %
3 Adverts 10 %
6 Adverts 15 %

An e-paper of the print version can be found on the **homepage**. Additionally, all the information in the print version is constantly updated and shown in the **digital ShopFinder**. Searching via supplier name, brand name, product category and postcode enables users to quickly find the furniture stores, kitchen and bathroom studios in the region.

Contact: anzeigen@goodlife-magazin.de

GOODLIFE READERSHIP.

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GOODLIFE is a magazine for all those who want to celebrate and enjoy a good life.

Defining concrete target groups would be presumptuous. Whilst we know our readership is highly educated with a **household net income of over 7.000 Euros**, is wealthy and has a **wide range of interests** – but our content is prepared in such a way that it is accessible for anyone interested in the topics that we cover.

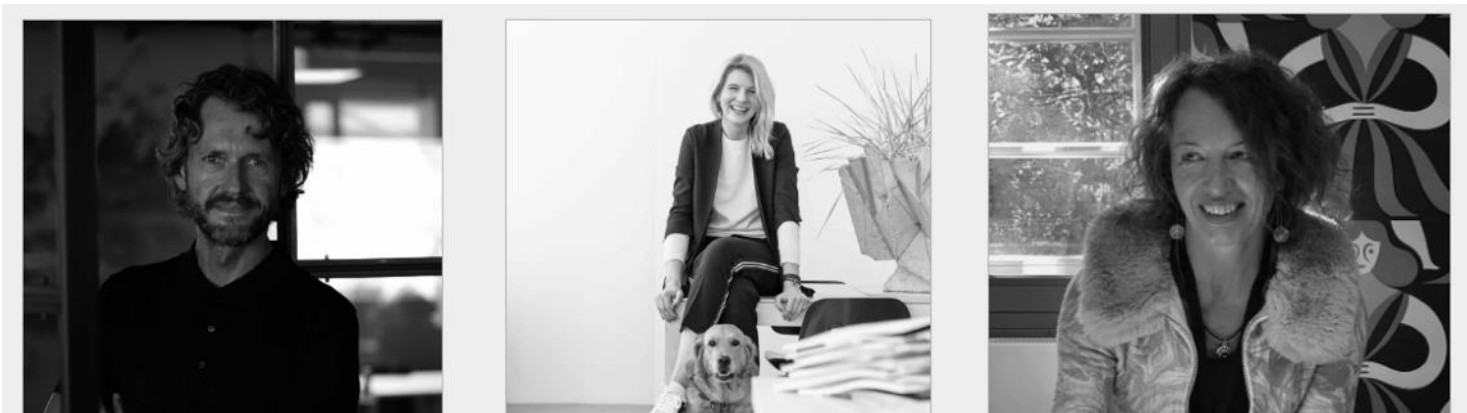
GOODLIFE – WOHNDESIGN readers are cosmopolitan with a high level of education and an appreciation for the journalistic approach of the magazine as well as for the quality and diversity of the stories.

They have a strong interest in **DESIGN, INTERIOR, FASHION, ART** and the current **ZEITGEIST** and **TRENDS**. They are multipliers, networkers and opinion leaders in various areas of life and creative fields.

GOODLIFE is modern, honest, extravagant and colourful. Just like our readers. They have the highest quality standards, a flair for design and live multi-faceted lives. Our readership includes countless architects, designers and creative industry heads.

The readers are exceptionally well educated, **earn very well** and **invest frequently**. GOODLIFE reaches around **57% women and 43% men** with an average **age of around 40 to 60 years old**.

Each issue reaches around 212.000 contacts. The readers shape their lives according to their own ideas. Delving into GOODLIFE is a real luxury that they do not want to miss out on and moreover, they see the magazine as an important source of inspiration.



DIGITAL FORMATS WEBSITE.

Price list no. 7, valid for issues on sale from 1st January 2025

Website www.goodlife-magazin.de				
Product	Description	Specs	Duration	Fixed price in €
Display Ads				
Top Leaderboard Banner	Present placement on the homepage.	Size: max: 1.400 x 200 px. jpg, png, svg, gif, webP, html5 Film, mpg, mp4 (H.264), html scrip	4 weeks	3.000
2nd Leaderboard	Present placement on the homepage.	Size: max. 1.400 x 400 px	4 weeks	3.000
Video	Brand or product video on the homepage	Size: 1.200 x 900 px	4 weeks	3.000
Native Ads				
Branded Article	Article written by the editorial team in the look & feel of GOODLIFE - WOHNDESIGN with a link to the customer's landing page	Max. 8 images, text, video optional, homepage Delievery 3 weeks in advance	4 weeks	2.500

KPIs (Timeframe: 4 weeks)

Page Impressions: 164.453
CTR: 1,7%
Sex: 66,8% female, 33,2% male

GOODLIFE Newsletter

Sent: 2x weekly
Subscribers: 11.000
Opening rate: on average 40% (Market standard is 25%)

DIGITAL FORMATS SOCIAL.

Price list no. 7, valid for issues on sale from 1st January 2025

Instagram: goodlife_wohndesign_magazine			
Product	Description	Duration	Price in €
Instagram Story	Consists of 3 story snippets of approx. 5 seconds	One-off	2.000
Instagram Post	One post on the account consisting of one image	Permanent	2.000
Instagram Video Post	A video post on the account	Permanent	2.500
Instagram Carousel Post	Placement on the homepage via scrolling. One image and text beside it.	Permanent	2.500

KPIs (Timeframe: 12 weeks)

Followers: 8.460 (September 2024)
 Accounts Reached: 23.500
 Accounts Engaged: 736
 Content Interactions: 2.655
 Engagement Rate: 0,74 %
 Age range: 25 - 54

PAYMENT CONDITIONS.

Price list no. 7, valid for issues on sale from 1st January 2025

PAYMENT CONDITIONS:

Invoices are due within 30 days of the invoice date. A 2 % discount will be granted within 14 days of the invoice date, unless older publisher's receivables are outstanding.

TERMS AND CONDITIONS:

For the processing of orders, the Terms of Payment and Terms of Business apply, which can be obtained from the publisher or can be viewed at <https://goodlife-magazin.de/agb/>.

Due to tax regulations, we request that you provide your tax number and/or sales tax ID when placing your order.

The information contained in this price list may be updated during the year. You can find the latest, binding version at: www.goodlife-magazin.de



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