



DE *sign* LUXE

LIVING & LIFESTYLE

DESIGN | INTERIOR | REAL ESTATE | LIFESTYLE | GARDEN



MEDIA DATA

Our offer 2026: Your advertising partner for a precise, targeted approach in the interior and design sector.

MAGAZINE DESIGN DE LUXE



> 53.300
MAGAZINE READERS

DATES

#1/2026 | PD: April 24 | FPF: April 8, 2026
#2/2026 | PD: Sept. 18 | FPF: Sept. 2, 2026
(PD = Publication Date, FPF = Final Print Files)

PRINT FILES

kommunikation@designatelier.at
Color Profile: ISO coated V2 ECI

FORMAT

223 x 297 mm

FINISHING

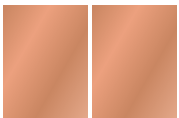
Cover made of high-quality fine linen with 270 g/m², refined with titanium foil with microembossing and partial glossy UV varnish

DISTRIBUTION

- 10.500 copies – postal delivery to design fair visitors*
- 430 copies – postal delivery to top decision makers Architecture & Real Estate
- 5.000 copies – Design Atelier VIP distributor
- 900 copies – postal delivery to premium hotels
- 1.990 postal delivery to design retail stores
- 3.400 copies – Premium distribution via Redmail (Vienna Districts: 1010, 1130, 1180, 1190 and also surrounding areas)
- 4.000 copies – distribution at the fairs Design Days & Design District
- + 25.400 digital distribution via E-Magazine to our fair visitors*

* Registered visitors of the Design Days and the Design District

AD RATES



Double page 2/1
446 x 297 mm + 3 mm bleed
€ 18.650,-



Single page 1/1
223 x 297 mm + 3 mm bleed
€ 10.750,-



Special placements
(U2, U3, U4 as well as 1st page)
€ 14.900,-



"BEST PRACTICE"

Theme series getting developed with the Design DE LUXE editorial team:

2 Pages: **€ 7.000,-**

4 Pages: **€ 12.000,-**





DIGITAL ADVERTISEMENT NEWSLETTER



38 %
OPEN RATE



> 25.000
SUBSCRIBERS



5 %
CLICK RATE



Editorial article (1 x | 4 x | 8 x)

Requested link to external page • reporting

€ 930,- | € 3.130,- | € 5.200,-

Single Brand Newsletter

Exclusive presentation • requested link to external page • reporting

€ 4.725,-

Property of the week

Special placement • Project presentation • requested link • contact details

€ 950,-

Pre-report/post-report on your event

2 editorial articles as a preview/review

€ 1.300,-

+ Photographer

€ 630,-

+ Video

€ 1.120,-

+ Picture gallery

€ 560,-



DIGITAL PACKAGE

Digital content story editorially prepared on design-deluxe.at with homepage placement • 1 editorial newsletter article with external link & header placement • Facebook & Instagram post

€ 1.650,-

DIGITAL ADVERTISEMENT WEBSITE & SOCIAL MEDIA

DISPLAY ADVERTISING ON DESIGN-DELUXE.AT

Perfectly positioned – your strong partner for a successful online campaign.



DESKTOP

- Leaderboard/Superboard banner (728 x 90 px)
- Sitebar (300 x 600, scalable)

1 month at fixed price!

€ 1.575,-

€ 1.995,-

MOBILE

MMA banner (320 x 50 px)

Max. advertising material size: 160 KB

€ 1.995,-

SPECIAL TOPICS ON DESIGN-DELUXE.AT

Please contact us for your individual offer.

SOCIAL MEDIA POSTING

Posting on Facebook & Instagram + targeted audience, linking, hashtag – promotional content in editorial appearance.

€ 515,-



> 1.950
MONTHLY INTERACTION



> 12.400
SOCIAL MEDIA FOLLOWERS



360° PRESENCE OPPORTUNITY "FEEL-GOOD PACKAGE"



SPRING

Print

Image ad (single page 1/1) in
Design DE LUXE magazine, issue #1/2026



Editorial feature (1/1 or 2/1)

In a relevant editorial context, an article will
be created using your images and texts.
Bookable as a single or double page.



Digital

Digital package consisting of:
Story with your content on design-deluxe.at •
Newsletter feature • Social media post

Instead of € 15.900,- package price: **€ 6.900,-**
(57 % savings compared to individual bookings!)

or

Package price including
a double-page editorial feature: **€ 7.950,-**

AUTUMN

Print

Image ad (single page 1/1) in
Design DE LUXE magazine, issue #2/2026



Editorial feature (1/1 or 2/1)

In a relevant editorial context, an article will
be created using your images and texts.
Bookable as a single or double page.



Digital

Digital package consisting of:
Story with your content on design-deluxe.at •
Newsletter feature • Social media post

Instead of € 15.900,- package price: **€ 6.900,-**
(57 % savings compared to individual bookings!)

or

Package price including
a double-page editorial feature: **€ 7.950,-**

FEEL-GOOD ANNUAL PACKAGE (SPRING + AUTUMN)

360° visibility throughout the year – with price advantages.

Package price with single-page editorial features:

Package price with double-page editorial features:



Instead of € 13.800,- just **€ 12.950,-**

Instead of € 15.900,- just **€ 14.900,-**

AD

Design Atelier

“ 4 Brands – 1 Mission ”



**DESIGN
DAYS**

8 - 10 MAY 2026



**DESIGN
DISTRICT**

9 - 11 OCT 2026



**DESIGN
DEPOT**

14 - 15 NOV 2026



**DE sign
LUXE**
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DESIGN-DELUXE.AT

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