

# Horst und Edeltraut

Culture, Art, Fashion, People, Berlin, Global, Online, Offline

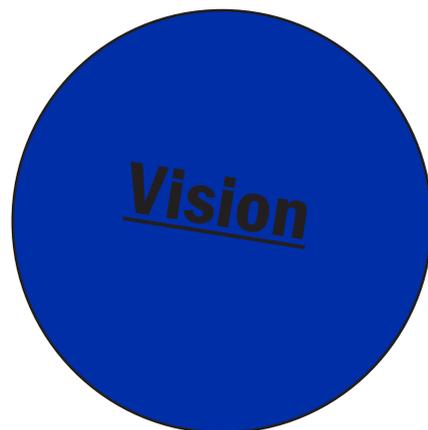
online  
offline

MEDIA RATES



# # profile

„# Horst und Edeltraut“  
is a melting pot of cultural  
trends and a discussion forum  
for networked  
creative exchange.  
What distinguishes  
„# Horst und Edeltraut“ is its  
wild mix for which readers che-  
rish the magazine – extravagant  
fashion series, artist portraits,  
interviews, and profiles of  
Young Creatives  
from around the world.



# # audience

„# Horst und Edeltraut“, developed in the midst of Berlin, wants to enchant with exciting topics and strong images. The metropolis stands for creativity and progress, be it in fashion, hard-software, art, photography, or lifestyle.

Ambitious, authentic, urban – Berlin has also been dubbed Europe’s Silicon Valley.

Our readers are creative, international individualists, cherish good design, are art lovers, opinion makers, and multipliers. They are bold and interested and want to cross borders.

Liking „#Horst und Edeltraut“ means living this notion, being open for new things, and critical in qualitative evaluation.



# # awards

Mercury Excellence Awards

Communicator Award

WorldMediaFestival Intermedia-Globe Gold

Astrid Awards

Fox Award

Spotlight Awards

Best of Corporate Publishing Award

Red Dot Communication Design

Econ Award

Galaxy Awards

Digital Communication Awards

European Design Awards

International Corporate Media Award



# # design

Each issue of „# Horst und Edeltraut“ follows a specific motto.

For the fourth edition of „# Horst und Edeltraut“, for example, (un)certainty was chosen. It has a range of 164 pages and supplies an

interchangeable cover: A selection of four different title pages are available, all of them designed by young artists.

The love of experimentation distinguishes

„# Horst und Edeltraut“. It becomes evident in the interior, where a concise typography, design, illustrations, and photography make for a distinctive mix.

For that, „# Horst und Edeltraut“ does not rely on razzle-dazzle, but on extraordinary quality. The look and layout of the magazine are therefore the basis for the longevity of the (exceptional) content.



# # details

format: 230 mm b x 300 mm h  
print run: 5,000 copies  
size: 109 pages  
ISSN 2194-8755  
frequency: 2 x per year

retail price

Germany: € 9  
Great Britain: £ 7  
USA: \$ 12

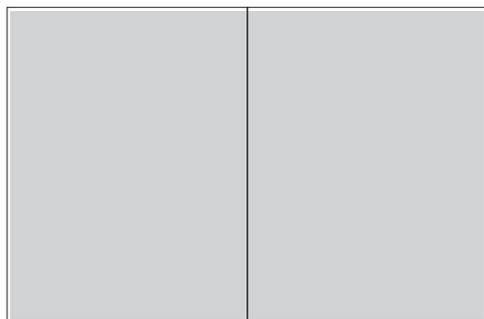
availability

In German train stations and  
airport bookstores as well as  
selected retails such as galle-  
ries and independent stores  
in Germany, France, and Great  
Britain.

W.E. Saarbach GmbH  
[www.saarbach.de](http://www.saarbach.de)  
[www.dpv.de](http://www.dpv.de)



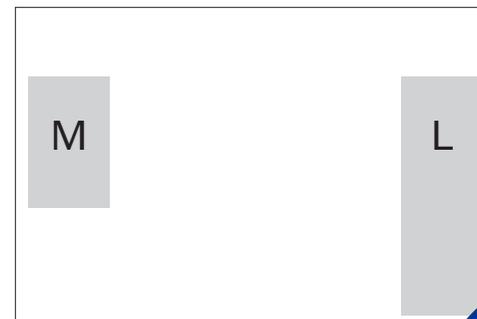
# # advertising rates



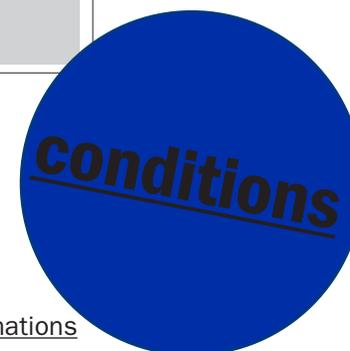
2/1-page



1/1-page



online



## advertising rates print

2/1-page: EUR 5,850  
1/1-page: EUR 3,850  
U2: EUR 4,950  
U3: EUR 4,950  
U4: EUR 5,850  
specials: from EUR 1,000  
on request

## advertising rates online

Rates for a period of three months.  
banner M (138 x 220 pixel):  
EUR 1,120  
Banner L (138 x 400 pixel):  
EUR 1,390

## supplements

Prices of supplements and inserts can be determined on request. Call us or e-mail us your wishes.

## discounts & combinations

For more than 2 pages:  
10 percent.  
For more than 3 pages:  
20 percent.  
For a combination of advertisements for print and online you will receive another discount of 10 percent on the package price.

Payment without deduction within 14 days of the invoice date.

# # file formats

## file formats

GIF (static or animated),  
JPG,  
SWF (encoded),  
HTML-banner

## file size

max. 40 KB

## sound

Sound may only be activated  
through users (click).

This must happen via text or  
graphic (speaker symbol).

The user must have the possibility to  
mute the sound.

## placement online

We reserve the right of placement  
according to visual aspects.

## advertisement consultation

horstundedeltrautcontact@gmail.com

All advertisements as  
print-PDF-files  
plus 3 mm trim

## printing color

CMYK euroscale resp. greyscale

## printing profile

Supply advertisement files  
only as printable  
PDF-files.

If you provide defective data formats  
we will exclude any warranty  
for the printing outcome.

## supplements

Supplements and loosely bound  
inserts must be supplied in a  
way that no additional tasks apart  
from enclosing are necessary.

## important

Before sending print or digital files please contact  
horstundedeltrautcontact@gmail.com

# # online

Online,  
„# Horst und Edeltraut“ informs daily  
on international trends and events in  
different categories:  
art, fashion, photography,  
design, Berlin...  
All posts will appear  
synchronously on  
facebook and twitter.  
This leads to discussions,  
linkings, comments,  
suggestions, and many postings.

Readers of „# Horst und Edeltraut“  
are opinion makers and reach  
like-minded people around world.

Many users visit  
[www.horstunedeltraut.com](http://www.horstunedeltraut.com) several  
times per day. Use the chance to  
make use of this up -to-date infor-  
mation source on worldwide trends  
and enrich this platform with your  
presence as an  
advertisement partner.



# # online details

[www.horstunedeltraut.com](http://www.horstunedeltraut.com)

„#Horst und Edeltraut“  
is visited by people from more than  
120 countries!

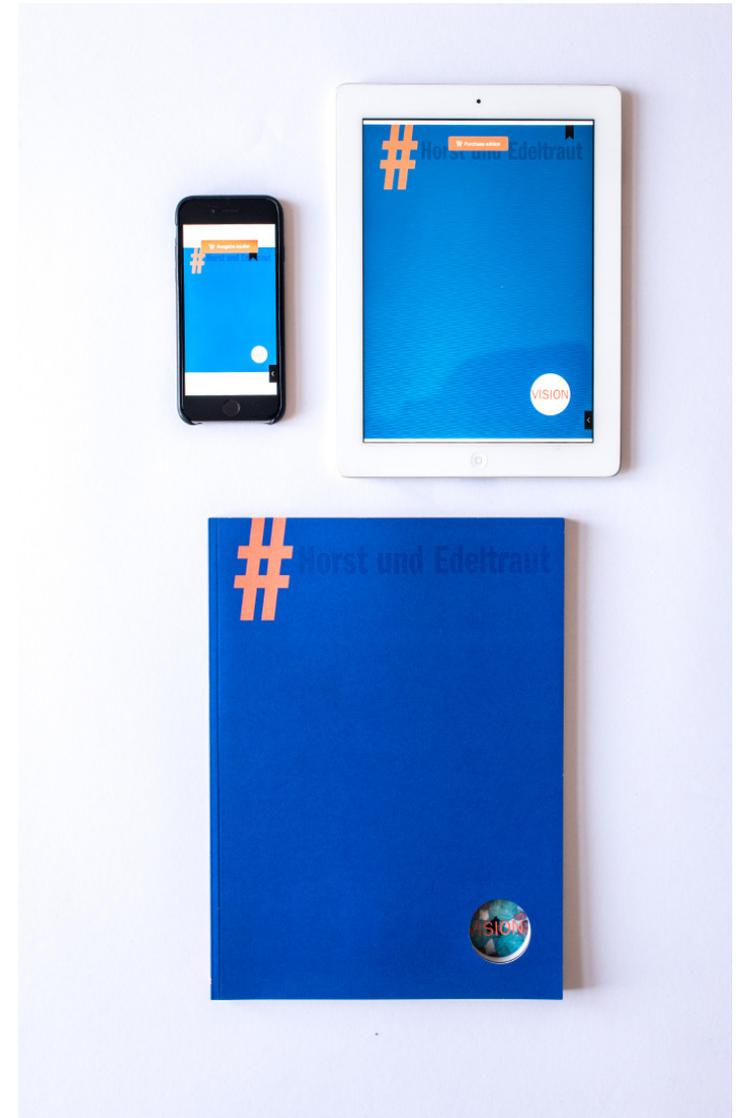
Most visitors are from  
Germany, Great Britain, the Netherlands,  
Switzerland, Austria, Italy,  
the USA, and Spain.

online sections

art, Berlin, blog-watch, book-watch, Biennial,  
culture, design, fairs, festivals, fashion, film,  
music, people ...

social network

facebook, instagram, twitter, vimeo



# # contact



[www.horstunedeltraut.com](http://www.horstunedeltraut.com)

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[Facebook](#)

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