

Gaafgoed

1
de interieur specialist. Glossy Vakmagazine voor de

Mediakit 2018

Gaafgoed, the number 1 glossy bimonthly trade journal for professionals in interior textiles, carpeting, beds and bedding, wall and window covering and lighting in the residential and contract market in the Benelux. Gaafgoed distinguishes itself from other magazines in the branch through its contents and design, as well as the approach of the target group.



Target Group

Gaafgoed readers are interior professionals in the Benelux; retailers, stylists, architects, interior decorators and interior designers. They are looking for subject oriented information. They like to be inspired and are interested in trends, rousing concepts and ambiance. Their clients can be found in the middle and top end of the market.

Objective

The interior atmospheres that consumers see in all kinds of media, do not always match what they see in the shops. Gaafgoed aims to hand the retailer ideas to bridge that gap. Everyone looking for information and inspiration to put change into practice need look no further than Gaafgoed.

Editorial Formula

In a sophisticated mix of high quality reports and short, enticing articles, Gaafgoed aims to capture the readers attention. We inform about trends and developments in a positive critical tone of voice. We give a lot of attention to images and design as we want to inspire the reader and create a high level of 'feel good'. The attractive lay-out of Gaafgoed does your communication messages justice.



Topics and themes

Gaafgoed writes about interior textile, carpeting and flooring, beds, bed- and bath textiles, window- and wall covering. In addition furniture, accessories, lighting and garden furniture will be discussed. Every issue will include a Special, devoted to a theme in which different aspects of a subject will be explored. Each theme is specifically chosen to coincide with the purchasing moment of the retailer to offer advertisers the right moment to reach their audience.



Advertising possibilities

- advertorials;
- product- or service advertisements;
- personnel advertisements;
- information leaflets;

Distribution

3.000 copies in the Benelux to a selective audience.



Delivery advertising material

- All advertisements must be delivered as Certified PDF.
- Departures from these standards create extra work, risks and costs for us which are borne by the client.
- Prepress charge: € 65,- an hour.
- Advertising material must be delivered 3 weeks prior to the issuing date at the latest. Please mail your digital files to advertentie@gaafgoed.com



Sizes

	Vertical	Horizontal
1/1	230 x 285 (ex. 3 mm bleed)	
1/2	98 x 262,5 mm	205 x 126,5 mm
1/4	98 x 126,5 mm	

Gaafgoed advertising rates - Full color

	1x	3x	6x
1/1 page	2,200	1,950	1,800
1/2 page	1,300	1,150	1,000
1/4 page	750	650	550

General Advertising Terms and Conditions

The following conditions apply to placement of all advertisements and/or other promotional manifestations in or by use of Gaafgoed.

To all advertisement orders are applicable:

- The Rules for Advertising filed with the Chamber of Commerce in Amsterdam and the Registry of the District Court in Amsterdam in compliance with the interpretations by R.O.T.A. (available on www.stichtingrota.nl)
- The terms of delivery for the Printing Industry, filed under number 6/2002 with the Registry of the District Court in Amsterdam (available on www.kvgo.nl)

When these conditions conflict, the Rules for Advertising will prevail. All applicability of general or other conditions from clients is herewith explicitly excepted. This is a translation. In case of conflict the Dutch wording of these conditions prevails and Dutch law is applicable.

Specials

Nr	Themes	Date of issue
1	Flooring	09-02-2018
2	Project Design	13-04-2018
3	Wall and Window Covering	15-06-2018
4	Bath and Bed Linen	17-08-2018
5	Living and Home Trends	12-10-2018
6	Preview Domotex, Heimtextil and Intirio	14-12-2018

Gaafgoed banner rates + Leaderboard

Type	Pixels	Format	Monthly costs
Half banner	120 x 60	jpg/png/(animated) gif	€ 60,-
Full banner	245 x 60	jpg/png/(animated) gif	€ 90,-
Dubbelsize banner	245 x 120	jpg/png/(animated) gif	€ 120,-
Leaderboard	728 x 90	jpg/png/(animated) gif	€ 150,-

www.gaafgoed.com

For information contact chief-editor Theo van Elk +31(0)6-50634054 or publisher Hans Huitenga +31 (0)6-54766547.

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