

wohnkultur

Austrian journal for the entire interior design

Official body of the Federal Expert Committee of the specialized interior trade in the electrical and furnishing specialized trade as well as the specialized store trade in the competent national committees

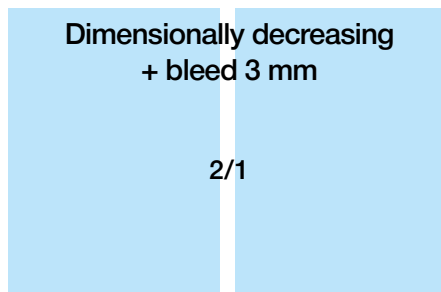
Tapezierer & Raumausstatter 

Media data

2026

61th year





Dimensions in the type area

2/1 pages (394 x 275 mm)

4C	€ 7.780,-
duplex	€ 6.215,-
monochrome	€ 5.910,-

2026

Front page € 6.155,-

Positioning surcharge

U4: 25 %, U2: 20 %

Format:

DIN A4 (297 x 210 mm),

sloping: plus 3 mm

Beilagen pro Stück (A4)

up to 10 g: 0,43 €

up to 20 g: 0,56 €

up to 30 g: 0,64 €

Banderole

high up to 50 mm: € 4.080,-

Advertising tax:: 5 %

value-added tax: 20 %

Artwork:

Image formats: tiff, eps, jpg

Picture Mode: CMYK

Resolution: 300 dpi

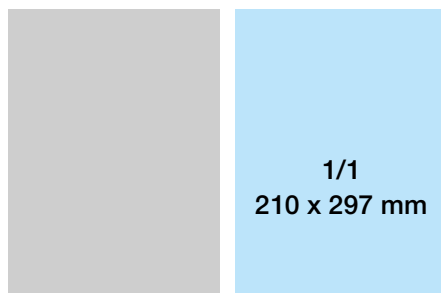
pdf: PDF/X-1a:2001

Paper: Art print

Frequency: 6 times a year

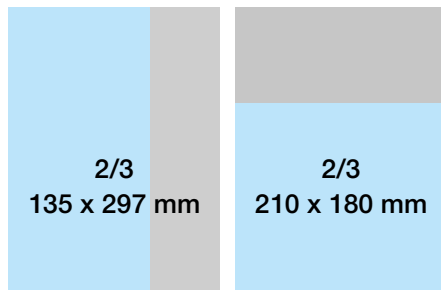
Circulation: 11.000

61th year



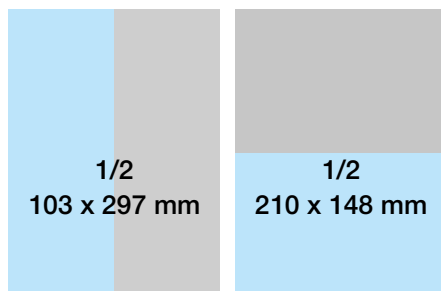
1/1 pages (303 x 210 mm)

4C	€ 5.120,-
duplex	€ 3.730,-
monochrome	€ 3.100,-



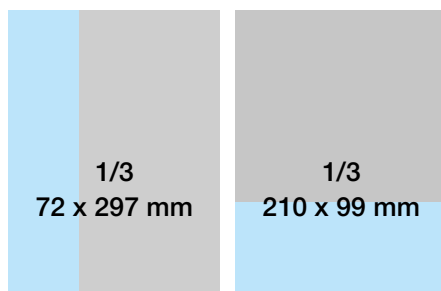
2/3 pages landscape (185 x 180 mm) portrait (122 x 275 mm)

4C	€ 3.920,-
duplex	€ 2.920,-
monochrome	€ 2.280,-



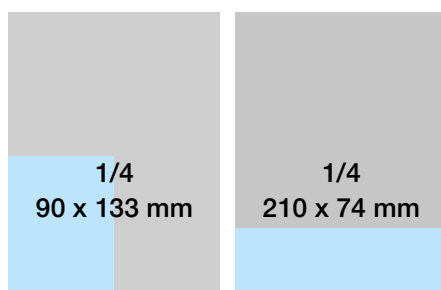
1/2 pages landscape (185 x 135 mm) portrait (90 x 275 mm)

4C	€ 3.550,-
duplex	€ 2.280,-
monochrome	€ 1.630,-



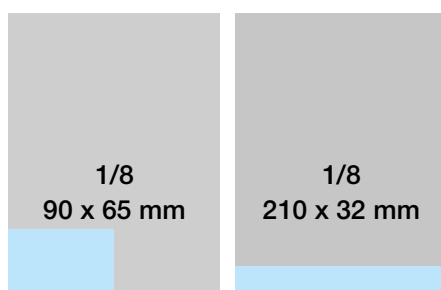
1/3 pages landscape (185 x 88 mm) portrait (61 x 275 mm)

4C	€ 2.520,-
duplex	€ 1.820,-
monochrome	€ 1.240,-



1/4 pages landscape (185 x 65 mm) portrait (90 x 130 mm)

4C	€ 2.060,-
duplex	€ 1.490,-
monochrome	€ 850,-



1/8 pages landscape (185 x 32 mm) portrait (90 x 65 mm)

4C	€ 1.790,-
duplex	€ 1.140,-
monochrome	€ 520,-

Other formats on request

Topicplan 2026

Issue **wohnkultur**

Tapezierer & R
Raumausstatte

Fairs

CD

RD

1/2	Outlook 2026 Market and Opinion White Goods Living in the Garden Point of Sale	News from the home textiles trade fairs Fabrics and accessories	Preview: Wohnen & Interieur, Wien Light + Building, Frankfurt/Main Salone del mobile, Mailand Follow-up reports: Heimtextil, Frankfurt/Main Domotex, Hannover imm cologne, Köln ambiente, Frankfurt/Main	9.2.	26.2.
3/4	Nicely tucked Sofa, Couch, Reclining Chair Bathroom and Wellness Furniture components Fleet currently Sustainability	Adhesive techniques Solar- and weatherprotection Designcoverings Flooring and Editing	Preview: Spoga, Köln Follow-up reports: Wohnen & Interieur, Wien Light + Building, Frankfurt/Main	10.4.	29.4.
5/6	Marketanalysis: Kitchen 2026 Rugs and Flooring Home accessories Circular economy	Trends in upholstery- Room Design Subsoil and soil treatment	Preview: DesignSalon, Salzburg Follow-up reports: Spoga, Köln	12.6.	29.6.
7/8	Table + Chairs Kitchen Equipment Acoustics and office furniture Bathroom equipment Garden furniture Fitting technology	Flooring and Editing Decoration and Fabrics Circular economy	Preview: area30, Löhne (D) M.O.W, Bad Salzfluhen (D) Küchen-, Möbelmeile (D) Orgatec, Köln Int. Möbelfest Brüssel	11.8.	28.8.
9/10	Upholstered Furniture Fleet currently Staying at the Hotel Contract furniture Health at work	Adhesive techniques Wall Decoration Flooring and Editing	Follow-up reports: Küchen-, Möbelmeile (D) M.O.W, Bad Salzfluhen (D)	12.10.	29.10.
11/12	Home textiles Mattresses and Bedding Kitchenappliances and accessories	About the window Curtains Window Coverings Upholstery Work Parquet flooring instal- lation and processing	Preview: Imm cologne, Köln Heimtextil, Frankfurt/Main Domotex, Hannover Follow-up reports: Int. Möbelfest Brüssel SICAM, Pordenone (I)	27.11.	16.12.

CD Closing Date
RD Release Date

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The **WOHNKULTUR**, the official body of the Federal Expert Committee of the furniture retail trade within the framework of the Federal Body of electrical and furniture retailers in the competent state bodies with the regular special section **TAPEZIERER** and **RAUMAUSSTATTER**, the official organ of the guilds, provides diverse insights and top information from all areas of the furnishing industry as well as up-to-date information about material, processing, product and design trends.

You can reach all with both media Decision Makers,
Buyers and Market Observers in Furnishings:

WOHNKULTUR and **RAUMAUSSTATTER** start

- the interior designer,
- the objectors,
- furniture retailers, carpenters,
- the shopping cooperations,
- the furniture and white goods industry,
- the specialist trade for kitchens,
kitchen equipment and white goods,
- the lighting and sanitary trade,
- the interior decoration trade,
- as well as the upholsterer, floorer
and painting industries

in the following distribution:

Burgenland:	433
Lower Austria:	1.697
Carinthia:	513
Upper Austria:	1.522
Salzburg:	793
Styria:	1.153
Tyrol:	751
Vorarlberg:	428
Vienna:	1.260
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Vocational schools:	200
Receipt/Advertising copies:	450
Total:	11.000

