

# Mediakit 2025



**THE NO. 1  
BATHROOM  
MAGAZINE  
IN GERMANY**

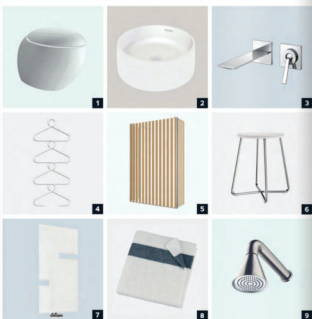
Your key to enter the  
German market

# Magazine - look and feel

IN TREND | LÖSUNGEN

## BAD LIEBLINGE

Diese neuen Styles für Ihr Badezimmer stiften Sie aktuell auf der Shortlist haben:



1 Die legendäre Badwanne "Nostalgie" – nun gerade ihre Wiedergeburt! – hat sich in "Nostalgie" von Hering und eine zeitliche Achse. 2 Die Badwanne "Nostalgie" – nun gerade ihre Wiedergeburt! – hat sich in "Nostalgie" von Hering und eine zeitliche Achse. 3 Die Badwanne "Nostalgie" – nun gerade ihre Wiedergeburt! – hat sich in "Nostalgie" von Hering und eine zeitliche Achse. 4 Die Badwanne "Nostalgie" – nun gerade ihre Wiedergeburt! – hat sich in "Nostalgie" von Hering und eine zeitliche Achse. 5 Die Badwanne "Nostalgie" – nun gerade ihre Wiedergeburt! – hat sich in "Nostalgie" von Hering und eine zeitliche Achse. 6 Die Badwanne "Nostalgie" – nun gerade ihre Wiedergeburt! – hat sich in "Nostalgie" von Hering und eine zeitliche Achse. 7 Die Badwanne "Nostalgie" – nun gerade ihre Wiedergeburt! – hat sich in "Nostalgie" von Hering und eine zeitliche Achse. 8 Die Badwanne "Nostalgie" – nun gerade ihre Wiedergeburt! – hat sich in "Nostalgie" von Hering und eine zeitliche Achse. 9 Die Badwanne "Nostalgie" – nun gerade ihre Wiedergeburt! – hat sich in "Nostalgie" von Hering und eine zeitliche Achse.

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INSPIRATION | DIE SCHÖNSTEN BÄDER DER WELT

## ENTSPANNT

Dieses Bad zeigt, wie man mit kleinen Details und hochwertigen Materialien eine Wohlfühlzone schaffen kann, die dem Stress des Alltags einsteht.



BAD 01

1 Die fantastische Badwanne, die mit einem zeitlosen Design und einer hochwertigen Ausführung, die dem Blick in die Natur einsteht, sich, ohne dass man es merkt, in eine Wohlfühlzone verwandelt, um in der Ruhe zu entspannen.



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# Publishing house & portfolio

## SMART LIVING



## WELLNESS



## BUILD & RENOVATE



## LIVING

# Market & Magazine



**BAD/DESIGN is the premium magazine for a high-purchasing power target group.**

BAD/DESIGN positions the personal luxury bathroom as an important lifestyle element in the consciousness of discerning builders and modernisers and provides indispensable design recommendations in the process. BAD/DESIGN is the style guide to design and quality products for the bathroom.

## THE READERS:

**BAD/DESIGN reaches an exclusive target group:**

**Age:** 35 to 65 years

**Household net income:** 4,000 euros per month and more

**School education:** A-levels, university entrance qualification, university studies

**BAD/DESIGN readers are looking for design and quality products.**

## THE DISTRIBUTION:

- BAD/DESIGN is available in D/A/CH through magazine retailers and in retail outlets.
- Displayed in high-quality bathroom and wholesaler exhibitions and at interior designers.
- Direct mailing to architects, interior designers, interior decorators, hoteliers and the high-end SHK trade.
- BAD/DESIGN is also distributed via sanitary, architecture and furniture trade fairs.

## DIGITAL:

With its ePaper version on the leading platforms, BAD/DESIGN is one of the leading and most successful interior magazine. **As ePaper at:**



|                |              |
|----------------|--------------|
| FOUNDING YEAR: | 2004         |
| CIRCULATION*:  | 35.000       |
| ISSUES P.A.:   | 2x           |
| FORMAT:        | 215 x 285 mm |
| PROCESSING:    | glue binding |

\*PRINT & EPAPER

# Issue schedule & Editorial features

## Issue 01/2025



### FIRST DAY OF SALE

May 9, 2025

### ADVERTISING DEADLINE

April 16, 2025

### PRINTING DOCUMENTS

April 17, 2025

### Topics

- The most beautiful Bathrooms
- Light in the bathroom
- Top designs of the year
- BAD/HEDLEN = Bathroom heroes

## Issue 02/2025



### FIRST DAY OF SALE

October 16, 2025

### ADVERTISING DEADLINE

September 24, 2025

### PRINTING DOCUMENTS

September 25, 2025

### Topics

- The most beautiful Bathrooms
- Smart in the bathroom
- Barrier-free bathrooms
- BAD/HEDLEN = Bathroom heroes

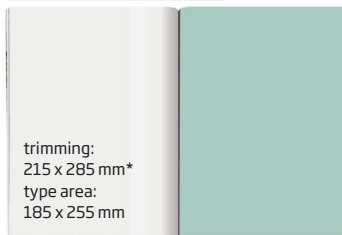


Selected contents and advertisements from the BAD/DESIGN magazine appear in our premiumhome magazine INTERIOR & LIVING.

We will be happy to make you a combined offer.

# Rates & Rebates

**1/1 page = 7.875 EUR**



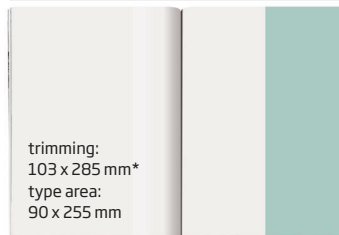
**PLUS 2/1 page  
Editorial**

**PLUS 1/1 page  
Editorial**

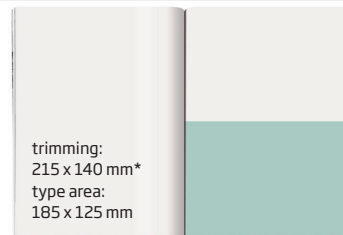
**This advertorial is also ONLINE at  
[www.baddesign-online.de](http://www.baddesign-online.de)**

**In addition to your advertisement**  
we will design an advertorial for you in the  
editorial section. This article about your com-  
pany or products/services will appear in the  
"Profile" section and the text and graphics will  
be agreed with you beforehand.

**1/2 page upright = 4.340 EUR**



**1/2 page horizontal = 4.340 EUR**



**1/3 page upright = 3.150 EUR**



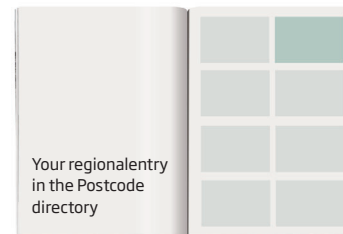
**1/3 page horizontal = 3.150 EUR**



**1/4 page = 2.600 EUR**



**Bad-Helden = 290 EUR**



\* Adverts in trimming = given format + 3mm trimming space at the outer sides.  
All prices in Euro plus value added tax.

## REBATES

### Early-Bird:

Book in time until 31.01.2025 and receive:

at

one issue **5% discount** two issues **20% discount**

## SUPPLEMENTS / BOOKLETS

### Supplements:

up to 30 g: 142,- € p.T.

up to 50 g: 171,- € p.T.

max. size = 200 x 275

**Booklets** have to get  
delivered as a final product  
prices and formats you will  
gladly receive by asking our  
sales contact.

# Bad-Helden & bad-helden.de

## BAD-HELDEN.DE

The who's who of the leading bathroom designers can be found in every issue of BAD/DESIGN. But these pages are more: at bad-helden.de you will find the biggest online guide for all interested parties who are looking for a bathroom expert in their area.



BAD-HELDEN.DE



**BÄDER-STUDIO UNGERER**

Badarchitektur  
von der Planung bis zur  
Realisierung

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## HERE YOU WILL BE FOUND:

You can be found quickly by sorting by postcode areas. The entry consists of the company logo, your reference picture, contact address, short text (max. 180 characters incl. spaces) and reference to the map in the booklet.

290 Euro per issue print & online

# Details & Technique

**Place of publication:** Munich

**Publishing house:** BT Verlag GmbH

**Adress:** Aidenbachstr. 52a, 81379 München

**Phone:** +49 / (0) 89 45 70 96 0

**E-Mail:** info@bt.de

**Web:** baddesign-online.de

**Bank details :** Commerzbank

**IBAN:** DE22700400410828315200

**BIC:** COBADEFFXXX

**USt-IdNr.:** DE230465893

**Frequency of publication:** 2x p.a.

**Circulation:** 35.000 copies

**Format:** 215 x 285 mm

**Selling price:** 4,80 EUR

**Year:** 20th year

**Media plan:** No. 22, effective from 10.10.2024

**Memberships:**



**Terms of payment:** Up to 7 days before the first dasy of sale. If payed before 2 % Skonto. If there is older payments due there will be no Skonto.

## TECHNICAL INFORMATION

| Shipping address:                                                                     | Print documents:                                              | Data formats:                                               | Printing process: | Paper:                                                           | Finishing:   |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------|-------------------|------------------------------------------------------------------|--------------|
| BT Verlag GmbH<br>Michaela Joachims<br>Aidenbachstr. 52a<br>81379 München<br>mj@bt.de | Please send digital<br>high-res data of the<br>advertisement. | Please send PDF (according to<br>ISO 15930-3), eps or tiff. | Offset            | Cover:<br>matt<br>Inner part:<br>matt, white,<br>climate-neutral | Glue binding |

## ONE BRAND - MANY CHANNELS:

Use our cross-media strategy for your marketing success.

### Talk to us about

Special advertising in the print edition,  
on baddesign-online.de or in the PDF  
app

- Promotional sites in print/web/app
- Editorial sponsoring
- Competitions in print/web/app
- Sales Coops

- sell directly
- Booklets on the cover
- Videos in the Ipad edition
- Movie DVDs on the cover

- Posters & calendars
- Online advertorials in web & app

### PRINT



### ePAPER



### WEB



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