

# TREND SET SUMMER 2024

## MEDIAKIT

### ■ MEDIA CHANNELS

TrendSet Journal

TrendSet TrendBlog

Social Media Channels

Newsletters

TRENDSET365

### ■ TRENDSET MEDIA SERVICES

Advertising in the TrendSet Journal

Advertising banners in the TrendSet newsletters

Advertising spaces at the fair

### ■ EDITORIAL PUBLICATION OF PHOTOS

# TRENDSET

## MEDIA CHANNELS

- TrendSet Journal
- TrendSet TrendBlog
- TrendSet Social Media Channels
- TrendSet Newsletters
- TRENDSET365

*More than  
80,000  
qualified  
contacts!*

JOURNAL

NEWSLETTER

SOCIAL MEDIA

TRENDBLOG

TRENDSSET365



OUR

# MEDIA CHANNELS

## TRENDSSET JOURNAL

The TrendSet Journal is published prior to the Munich-based TrendSet– International Trade Fair for Interiors, Inspiration and Lifestyle. It is a trade fair-preparatory and trade fair accompanying medium for the trade visitors. Besides the information about the fair, trade visitors will find an exhibitor listing from A-Z, the individual hall plans as well as product pages with an editorial selection of the illustrated new products\* clearly arranged according to product categories.

This medium is sent by mail to around 20,000 qualitative trade visitors in German-speaking countries in the run-up to the trade show. In addition, the journal will be published on the website. The link to the e-magazine will be sent to the mailing list consisting of the TrendSet trade visitor database with more than 80,000 qualified contacts.

## TRENDSSET365

As a TrendSet exhibitor, you can benefit from the additional, free online platform for more sales and product presence. TRENDSSET365 is the search engine optimized Online Inspiration area of TrendSet. It shows 365 days a year around the clock all products, innovations and trends of the current and coming

seasons. And thus creates the best possible inspiration for trade visitors to prepare for the trade fair and place their orders.

## TRENDSSET TREND BLOG

What is the trend for the next and following order seasons? In the TrendSet TrendBlog you get an idea. We give you an outlook on the coming trends and trend products. Here, trade visitors will find inspiration, information, designs and styles from the areas of living, eating, leisure and giving.

## TRENDSSET SOCIAL MEDIA

In the social media channels Instagram, Facebook and YouTube, we post selected products and scenes from our exhibitors in the context of trends and trend colours to give trade visitors a trend outlook.

## TRENDSSET NEWSLETTERS

The bilingual TrendSet newsletters inform domestic and foreign trade visitors in the run-up to the fair and provide important information on planning for the fair.

\*The selection and publication of product images is the responsibility of the TrendSet editorial team.

# TRENDSET

## MEDIASERVICES

- Advertising in the TrendSet Journal
- Advertising in the TrendSet Newsletters
- Advertising spaces at the fair

**PUBLISH**

# ADVERTISEMENT

**IN THE JOURNAL**



*Strengthen your  
brand/product  
presentation!*

## AD SIZE EXAMPLES



1/1 page



**B:** 210 mm  
**H:** 297 mm

+ 3 mm crop

1200.00 EUR\*



1/3 page



**vertical**  
**B:** 70 mm  
**H:** 297 mm

+ 3 mm crop

500.00 EUR\*

## YOUR ADVANTAGES

- **Effective Platform** for presenting your new products
- **Additional publication** of your product images **free of charge**
- **Direct link** to your web presence

## INTERESTED?

Contact us at [trendset@increon.com](mailto:trendset@increon.com)

The deadline for sending the data of your advertisement is **17 May 2024**.

## FILE FORMAT

pdf, jpg

## RESOLUTION

Minimum 300 dpi



**AD ORDER  
DEADLINE**

26 April 2024

**DEADLINE FOR  
SENDING IN THE DATA**

17 May 2024

\*All rates are exclusive of the respectively applicable statutory VAT

BOOK

# ADVERTISING BANNERS

IN NEWSLETTERS



Circulation of 80,000 addresses

## BRIEF CHARACTERISTICS

The bilingual TrendSet newsletters inform domestic and foreign trade visitors prior to the fair and provide important information on planning for the fair.

## READERSHIP

Before each fair, four TrendSet newsletters are sent out to around 80,000 selected specialist retailers in Germany and neighbouring countries. The basis for the list of recipients is the trade visitor database, which is updated with each trade fair. The fair is a trade visitor-only event.

Newsletter Banner



B: 580 px  
H: 125 px

500.00 EUR\*

## YOUR ADVANTAGES

- Circulation of 80,000 addresses
- Publication 4 x prior to fair
- Languages: German and English

## INTERESTED?

Contact us at [trendset@inreon.com](mailto:trendset@inreon.com)

The deadline for sending the advertisement data is always **2 weeks before the newsletter is sent.**

## DATA

jpg, gif, no animation,  
link to website

## RESOLUTION

minimum 150 dpi



## DELIVERY DATES\*

CW 23 | CW 25 | CW 26 | CW 27

## DEADLINE FOR SENDING IN THE DATA

Two weeks before the newsletter is sent.

\* Dates subject to change.

\*All prices plus the applicable statutory value-added tax.

# ADVERTISING SPACES

## AT THE FAIR

*striking  
&  
eye-catching*

*9 advertising opportunities!*



### ADVERTISING SPACES EXAMPLES

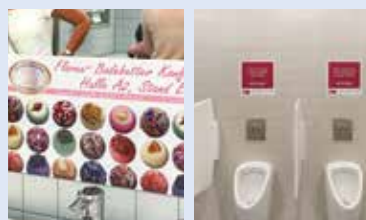
City Light Poster



Indoor Banner



Advertising in restrooms



### BRIEF CHARACTERISTICS

The advertising spaces at TrendSet draw the attention of trade visitors specifically to your stand. And that already on the way to the fair or while strolling through the exhibition grounds.

### YOUR ADVANTAGES

- Support of your trade fair presence
- Choice of diverse advertising options
- Eye-catching advertising spaces

### INTERESTED?

All important information about the advertising spaces can be found here: [Advertising Spaces at the fair](#)



**DEADLINE FOR SENDING IN THE ORDER**  
2 May 2024

Trend motif: Sweet Simplicity

Trend motif: Elementary Quest

# EDITORIAL PUBLICATION OF PHOTOS

Trend motif: Soul Fever



TRENDBLOG

Upload your  
images  
now!

JOURNAL

ONLINE-SEARCH

TRENDSSET365

SOCIAL MEDIA

FREE

# EDITORIAL PUBLICATION OF IMAGES

As an exhibitor at TrendSet, we offer you the service of presenting your products in the TrendSet Journal, at TRENDSSET365, on the Trendblog and on the social media channels **free of charge**. Sounds good?

Then add your **products** today to the upcoming **fall/winter season and Christmas 2025!** You are welcome to add products with pictures of your **spring/summer collections 2025**, if you already have them. And simply mark them with the tag „Preview“.

## YOUR ADVANTAGES

- Support/**Strengthening of your trade fair presence**
- **Draw the attention of fair visitors** to your presentation

## INTERESTED?

Then simply log in to the TrendSet Center, maintain your profile and add brands/products: [trendset.de/center/produkte](https://trendset.de/center/produkte).

## DATA FORMAT

pdf, jpg, png

## RESOLUTION

minimum 150 dpi



**EDITORIAL DEADLINE** for uploading the  
data for the **TRADE FAIR JOURNAL:**  
26 April 2024

## QUESTIONS?

*In case you have further questions  
we are happy to help.*

*Contact us at  
[trendset@increon.com](mailto:trendset@increon.com)*