

falstaff
LIVING

MEDIAKIT
2026



EDITORIAL	falstaff LIVING
OPENING A NEW CHAPTER WITH CONFIDENCE, STABILITY AND PASSION	
The year 2025 has shown us all how challenging times can be, even for the media landscape. Ongoing economic uncertainties due to global conflicts, inflation, changing reading habits and intense competition have challenged the entire industry – including us at Falstaff LIVING. However, we have seen these months as an opportunity to develop further, remain courageous and live up to our high standards of quality, style and inspiration for our readership even more clearly. It is precisely in turbulent times that the true strength of a brand becomes apparent. And so we can proudly say: Falstaff Verlag, with Falstaff LIVING and all its other magazine titles, has stayed on course in 2025 – with passion, a spirit of innovation and a loyal, discerning readership that supports and motivates our work. The wonderful result: according to the latest media analysis, with a reach of 4.1% and over 300,000 readers, we are THE growth leader, clearly ahead of 'Die Presse' and 'Freizeit Kurier'. We are therefore delighted to present the latest mediakit from Falstaff LIVING Verlags GmbH for 2026. We are looking ahead to 2026 with great optimism. We not only want to consolidate what we already have, but also dare to try something new: – LIVING, our design magazine and long the new benchmark when it comes to interiors, architecture and real estate, will be published nine times in 2026 with a strong summer double issue. – With LIVING RESIDENCES, we analyse the latest trends and news from the world of real estate twice a year – nationally and internationally. – The LIVING editions, which focus on seasonal touchpoints inspiration for luxury, jewellery, watches, fashion and upscale lifestyle will also continue. – The LIVING Design Awards will enter their fourth year in 2026 and will focus on important topics such as sustainability, innovation, circular design and international players: the future of design. In Austria and also internationally. – Furthermore, in 2026, in collaboration with the Salone del Mobile – the world's largest design fair – we will open a new chapter in Milan in terms of networking, community and information exchange. – I am also delighted to announce that LIVING 2026 will be published in Germany, Austria and Switzerland for the first time. We know that success can no longer be taken for granted today. It is built on trust, cooperation and a shared enthusiasm for what we do. That is why we would like to thank our readers and partners for their loyalty, inspiration and belief in our vision. Let us shape 2026 together – with courage, creativity and the certainty that challenges always give rise to something new. Yours sincerely,  ANGELIKA ROSAM angelika.rosam@falstaff-living.com angelika.rosam@falstaff.com angelikarosam, falstaff.living	 Angelika Rosam Publisher Falstaff LIVING and Falstaff, Editor in Chief Falstaff LIVING

falstaff
LIVING



Falstaff LIVING
The Design Magazine

With its design magazine LIVING, Falstaff Verlag presents an exclusive platform covering interior design, real estate and international trends in upmarket living. Join us as we delve into the world of architecture, interiors, design and real estate. Falstaff LIVING Verlags GmbH has been a subsidiary of Falstaff Verlag since 2020 with its magazines LIVING and Falstaff LIVING RESIDENCES.

- CIRCULATION**
- 75.000 copies incl. e-paper in Germany, Austria and Switzerland (D-A-CH)
- DISTRIBUTION**
- 34.000 copies as exclusive delivery to subscribers and Falstaff Gourmet Club members
 - Airport-Lounges
 - Newsstands
 - Exclusive delivery to real estate developers, architects and property developers
- READING BEHAVIOUR AND UTILISATION**
- 84% of readers pick up (almost) every issue.
Reading intensity is exceptionally high: 28% read for up to an hour.
Print inspires: a full 83% prefer the high-quality print edition – as a stylish coffee table magazine and source of inspiration to keep.
- REACH AND ENGAGEMENT**
- Longevity/pass-along: 36% keep magazines, 26% archive articles, 25% pass them on, 82% tell others about them.
- DIGITAL AND GROWTH**
- Newsletter: 10% daily, 39% weekly; 48% attest to high added value.
- TARGET GROUP AND PURCHASING POWER**
- Highly educated readership: Education: 61% employed, 54% university/technical college, 25% secondary school leaving certificate, 20% apprenticeship/technical college.
 - Position at work: 28% in management, 24% self-employed, 86% in the private sector.
- HOUSING SITUATION**
- 59% freehold (house), 21% freehold flat.
- NET HOUSEHOLD INCOME**
- 21% of our readers have a net household income of up to €6,000.
- PR-ANGLES**
- 'Falstaff influences decisions' – ratings and guides as credible authorities.
 - 'Print with extra reach' – high pass-along and retention rates.
 - 'Premium target group' – high purchasing power.

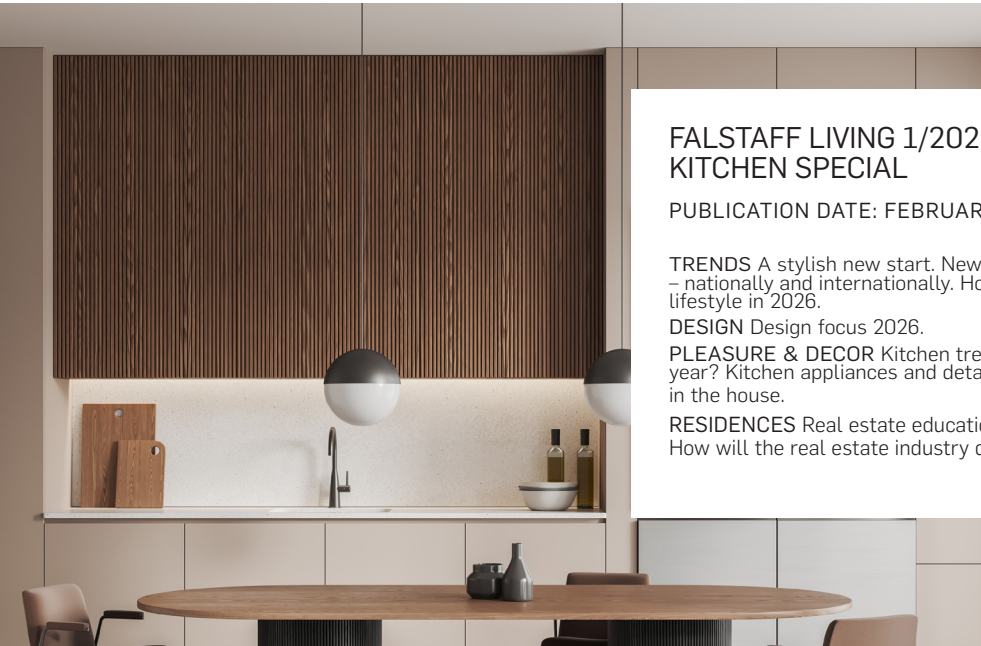
Source: Falstaff reader survey 2025.

Schedule 2026

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2026	28.01.	29.01.	06.02.
2/2026	04.03.	05.03.	20.03.
3/2026	30.03.	31.03.	24.04.
4/2026	11.05.	12.05.	29.05.
5+6/2026	15.06.	16.06.	03.07.
7/2026	24.08.	25.08.	11.09.
8/2026	28.09.	29.09.	12.10.
9/2026	09.11.	10.11.	27.11.

For Falstaff LIVING, the prices listed in the price list starting on page 10 apply. Subject to change without notice.

TOPICS 2026



FALSTAFF LIVING 1/2026 | THE BIG TREND EDITION PLUS KITCHEN SPECIAL

PUBLICATION DATE: FEBRUARY 6, 2026

TRENDS A stylish new start. New year, new interior design ideas, new inspiration – nationally and internationally. How architecture and interior design will shape our lifestyle in 2026.

DESIGN Design focus 2026.

PLEASURE & DECOR Kitchen trends for 2026 – how will kitchens evolve in the new year? Kitchen appliances and details that are revolutionising the most important room in the house.

RESIDENCES Real estate education; building and living; heating and energy efficiency. How will the real estate industry develop in 2026?



FALSTAFF LIVING 3/2026 | SMART HOME SPECIAL

PUBLICATION DATE: APRIL 24, 2026

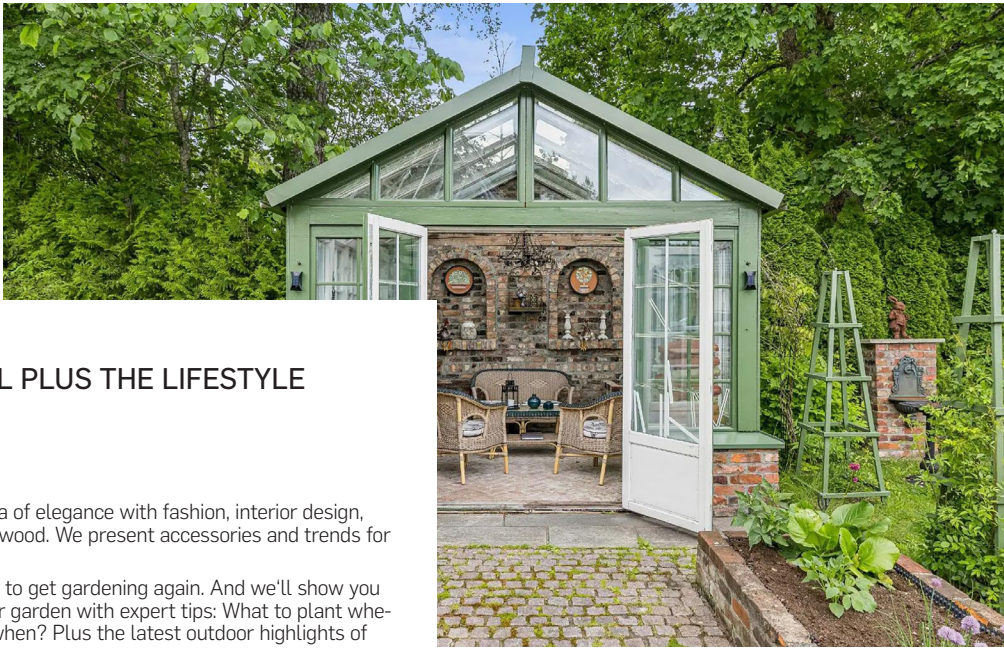
TRENDS Spring awakening – lightness, colors, and freshness: decoration and inspiration for the start of the new season. Wall coverings, wallpaper, patterns.

SMART HOME SPECIAL Innovation meets design. The products and high-tech gadgets that are redefining living.

DESIGN Female power: which female designers are setting the tone.

PLEASURE & DECOR Best of outdoor restaurants. Table decor for a successful early summer table setting.

RESIDENCES Office and commercial real estate; renovation and refurbishment; prefabricated houses.



FALSTAFF LIVING 2/2026 | GARDEN & OUTDOOR SPECIAL PLUS THE LIFESTYLE SURROUNDING THE OSCARS

PUBLICATION DATE: MARCH 20, 2026

TRENDS Pure Oscar glamour—the grand gala of elegance with fashion, interior design, and lifestyle in the glitz and glamour of Hollywood. We present accessories and trends for stylish appearances and red carpet attitude.

GARDEN- & OUTDOOR SPECIAL: It's time to get gardening again. And we'll show you how to create your own plant paradise in your garden with expert tips: What to plant where, where to weed, what's best to plant and when? Plus the latest outdoor highlights of the season.

DESIGN Glass and facades: How do I plan correctly, what do I need to bear in mind? Ready for a new pool experience. Or would you prefer a swimming pond?

PLEASURE & DECOR Falstaff LIVING presents the latest outdoor kitchens. What you definitely shouldn't miss out on this year, including all the details and gadgets.

RESIDENCES climate:active focus; Vienna Real Estate Fair; Financing your own home; A new approach to property management.

FALSTAFF LIVING 4/2026 | SALONE DEL MOBILE SPECIAL

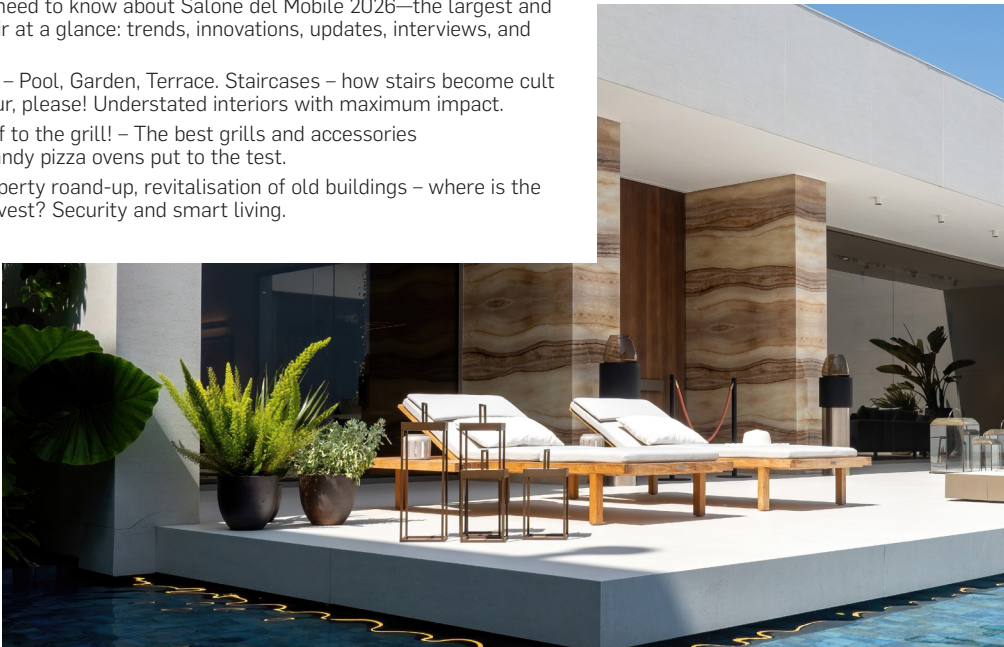
PUBLICATION DATE: MAY 29, 2026

TRENDS Everything you need to know about Salone del Mobile 2026—the largest and most important design fair at a glance: trends, innovations, updates, interviews, and profiles.

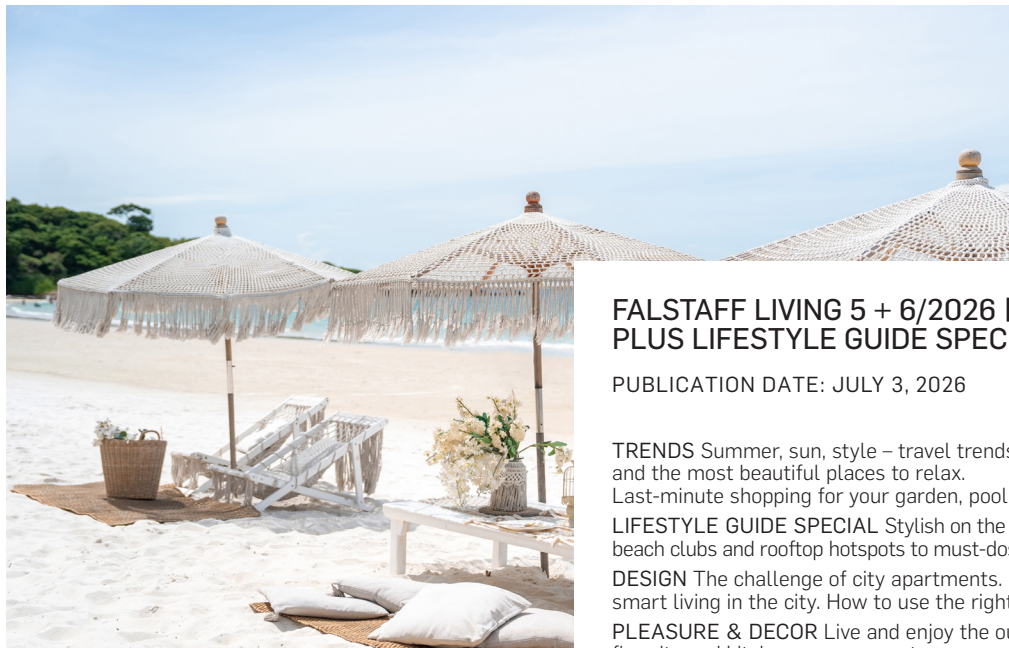
DESIGN Outdoor Dreams – Pool, Garden, Terrace. Staircases – how stairs become cult objects. Laid-back glamour, please! Understated interiors with maximum impact.

PLEASURE & DECOR Off to the grill! – The best grills and accessories for passionate foodies. Handy pizza ovens put to the test.

RESIDENCES Luxury property roand-up, revitalisation of old buildings – where is the most effective place to invest? Security and smart living.



TOPICS 2026



FALSTAFF LIVING 5 + 6/2026 | SUMMER DOUBLE ISSUE PLUS LIFESTYLE GUIDE SPECIAL

PUBLICATION DATE: JULY 3, 2026

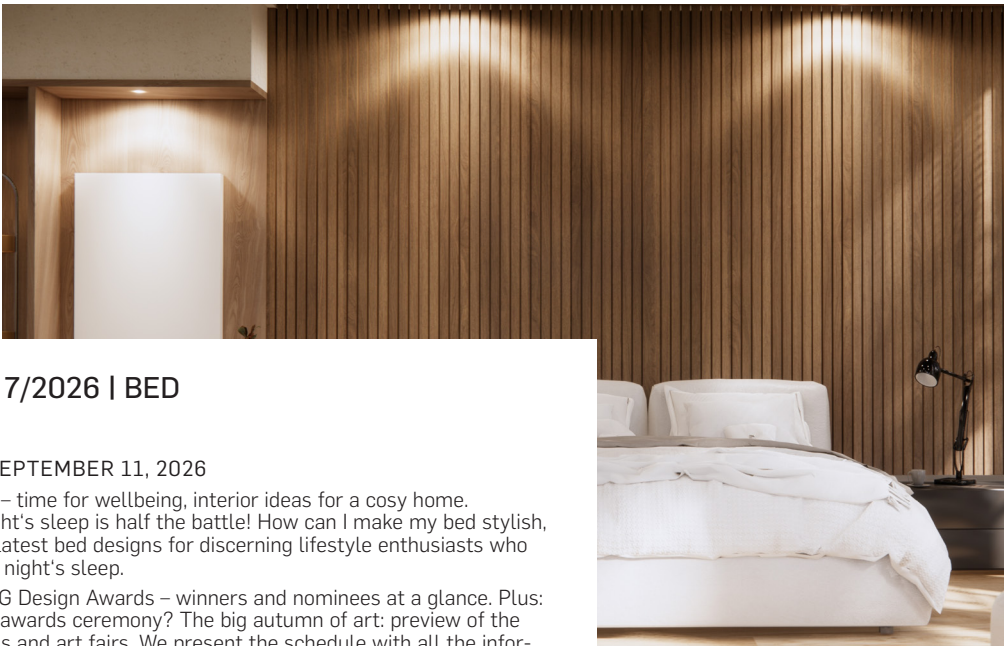
TRENDS Summer, sun, style – travel trends, sun protection, summer beauty and the most beautiful places to relax. Last-minute shopping for your garden, pool, patio and balcony.

LIFESTYLE GUIDE SPECIAL Stylish on the go: from travel essentials, accessories, beach clubs and rooftop hotspots to must-dos at the lake and in the mountains.

DESIGN The challenge of city apartments. Designing sensible, chic and smart living in the city. How to use the right colour efficiently in every living space.

PLEASURE & DECOR Live and enjoy the outdoors – with the trendiest fire pits and kitchen arrangements.

RESIDENCES Luxury and waterfront living; loft conversions; financing your own home.



FALSTAFF LIVING 7/2026 | BED SPECIAL

PUBLICATION DATE: SEPTEMBER 11, 2026

TRENDS Golden autumn – time for wellbeing, interior ideas for a cosy home.

BED SPECIAL A good night's sleep is half the battle! How can I make my bed stylish, trendy and healthy? The latest bed designs for discerning lifestyle enthusiasts who are looking for a peaceful night's sleep.

DESIGN The fourth LIVING Design Awards – winners and nominees at a glance. Plus: what's new at the design awards ceremony? The big autumn of art: preview of the most important exhibitions and art fairs. We present the schedule with all the information and facts.

PLEASURE & DECOR Cocooning and joy in autumn.

RESIDENCES Sustainable building and living.

Photos: © Shutterstock; manufacturer; provided.
Themes are subject to change.

FALSTAFF LIVING 8/2026 | BATHROOM SPECIAL

PUBLICATION DATE: OCTOBER 12, 2026



TRENDS From Halloween to Advent – between pumpkins and candlelight: autumnal decorations, markets and festive anticipation.

BATHROOM SPECIAL The latest design trends in the bathroom: how to transform your bathroom into a small home spa – an international roand-up.

DESIGN Decorate your home to reflect how you want to feel. Fabrics and wallpapers that beautify your four walls and get you in the mood for the cold season. Retro love: the most beautiful designs of all time.

PLEASURE & DECOR Palazzo style for the table, decorating in an extraordinary ambience. Little effort with a big impact – sustainable, modern, cosy.

RESIDENCES Investment properties; Expo Real; Erste home fair at the MAK

FALSTAFF LIVING 9/2026 | X-MAS SPECIAL

PUBLICATION DATE: NOVEMBER 27, 2026

TRENDS Chalet chic – bring alpine style into your home. Cosiness factor: high! Accessories and design objects for cold days. We love rugs and are showing you our best selection!

X-MAS-SPEZIAL: We know Christmas! Gift ideas, styles, city gourmet highlights for the festive season. The big Christmas tree decorating event for lifestyle aficionados.

DESIGN Decorations and designs for a glamorous end to the year. Preview 2027: Which colours and materials will set the tone in the coming year?

PLEASURE & DECOR Festive decorations – the most beautiful tableware settings for the festive season. Biscuit design: How do I bake my own world of delights?

RESIDENCES Investment properties; heating and energy. Real estate outlook for 2027.

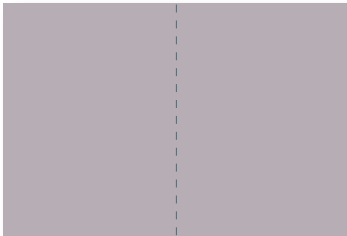


THE NEW TOP SERIES in the LIVING magazines 2026:

1. We expand our jewelry and watch expertise with essays and reports by renowned experts.
2. Behind the Scenes: We present portraits of watch and jewelry manufacturers.
3. My Design Hotel: Everything about the latest design concepts and renovations of new hotel hotspots nationally and internationally.

YOU CANNOT POSITION YOURSELF ANY BETTER!

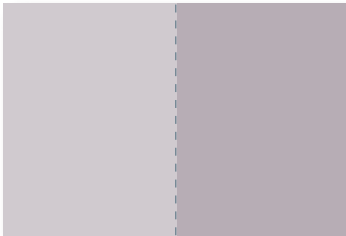
Advertising without wastage: this is what it costs to target your audience with pinpoint accuracy.



2/1 Double page

466 x 300 mm Bleed
436 x 268 mm Text space
Centre Page Spread
approx. 3 mm bleed per page

excl. ad tax and VAT € 18.600



1/1 Full page

233 x 300 mm Bleed
203 x 268 mm Text space

excl. ad tax and VAT € 11.900

1/1 Advertorial

203 x 268 mm Text space

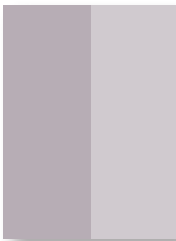
excl. ad tax and VAT € 13.200

2/1 Advertorial

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Centre Page Spread

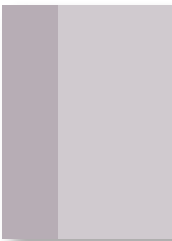
excl. ad tax and VAT € 21.300

Prices include design and copywriting.



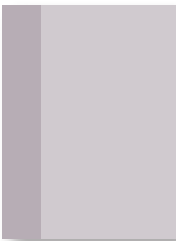
1/2 vertical

114 x 300 mm Bleed
97,5 x 268 mm Text space



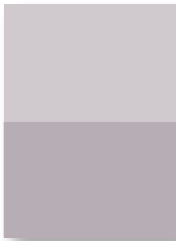
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81 x 300 mm Bleed
60,3 x 268 mm Text space



1/4 vertical

64 x 300 mm Bleed
48 x 268 mm Text space



1/2 land-scape

233 x 148 mm Bleed
203 x 132 mm Text space

excl. ad tax and VAT € 7.500



1/3 land-scape

233 x 96 mm Bleed
203 x 80 mm Text space

excl. ad tax and VAT € 5.100



1/4 land-scape

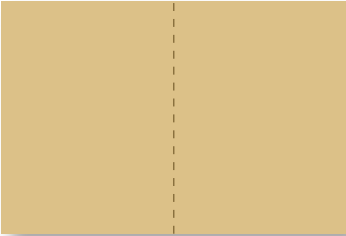
233 x 74,5 mm Bleed
203 x 58,5 mm Text space

excl. ad tax and VAT € 4.100

All prices are exclusive of taxes and duties. Subject to change without notice.

PREMIUM PLACEMENTS

For premium placements, an early advertising deadline applies: 8 weeks before the regular Ad Close.



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Centre Page Spread
approx. 3 mm bleed per page

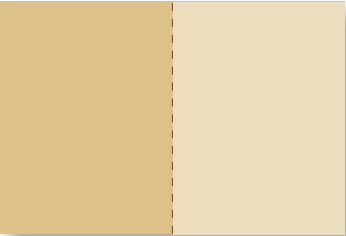
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First 2/1 after OS

excl. ad tax and VAT € 19.500

Second 2/1 after OS

excl. ad tax and VAT € 19.100



U2

233 x 300 mm Bleed
203 x 268 mm Text space

excl. ad tax and VAT € 14.200

First right-hand page

excl. ad tax and VAT € 14.200

First left-hand page

excl. ad tax and VAT € 13.400

U4

233 x 300 mm Bleed
203 x 268 mm Text space

excl. ad tax and VAT € 15.400

U3

233 x 300 mm Bleed
203 x 268 mm Text space

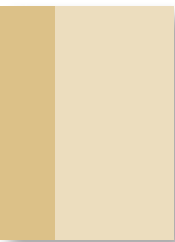
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Second right-hand page

excl. ad tax and VAT € 13.400

Second left-hand page

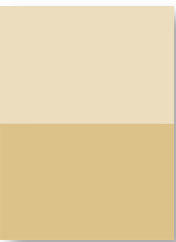
excl. ad tax and VAT € 12.900



First 1/3 page

excl. ad tax and VAT € 6.000

81 x 300 mm Bleed
60,3 x 268 mm Text space



First 1/2 page

excl. ad tax and VAT € 8.100

233 x 148 mm Bleed
203 x 132 mm Text space

Supplements and special advertising formats are available on request. Discounts available for combined bookings with Falstaff magazine or Falstaff LIVING RESIDENCES.

falstaff
LIVING
RESIDENCES



Falstaff LIVING RESIDENCES

Since 2020, Falstaff LIVING has also been publishing its major real estate magazine. We show you the trends in the real estate industry and offer you an overview of the most important developments on the market. RESIDENCES whets your appetite for real estate and living! With its innovative magazine concept, Residences provides the real estate market with attractive reading material on the topics of real estate, living, and many real estate offers, and also offers a detailed service/event section.

TOPIC EXCERPT
TRENDS: Sustainability, energy saving, concierge reloaded, open spaces.
RESIDENTIAL CONSTRUCTION: Real estate as an investment in Austria, security, new building materials.
PLANNING: Renovation of old buildings, infrastructure, commercial properties.
STANDARDS: Chalets, lighting, digitalisation.

CIRCULATION
• 75.000 copies in Germany, Austria and Switzerland (D-A-CH)

DISTRIBUTION
Austria: • Subscribers and gourmet club members of Falstaff and Falstaff LIVING magazines
• Airport-Lounges and private aviation
• Top hotels and restaurants
• Selected partners

Germany: • Subscribers and top contacts
Switzerland: • Subscribers and VIP contacts

TARGET GROUP
• Real estate investors
• Architects and urban planners
• Builders and developers
• Readers with an interest in design and sustainability
• Influencers from the media, politics and business

Schedule 2026

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
1/2026	01.06.	02.06.	19.06.
2/2026	27.10.	28.10.	13.11.

For LIVING RESIDENCES, the prices listed in the price list starting on page 16 apply. Subject to change without notice.

TOPICS 2026



FALSTAFF LIVING RESIDENCES 1/2026

- PUBLICATION DATE: JUNE 19 , 2026
- Smart living solutions and connected spaces
 - Sustainability in everyday life – energy, materials, resources
 - Design and architecture: how spaces create emotion
 - Health and well-being: spaces that support body and mind
 - Technology and innovation: AI, IoT, connected living
 - Price and rent trends
 - Changes in asset classes and their use
 - Sustainability, technology and regulation
 - Location and market shifts
 - Soft minimalism: colours, materials, forms of deceleration
 - Design and emotion: how spaces create a sense of well-being
 - Sensual style: scent, light and acoustics as design elements

Photos: © Shutterstock; manufacturer; provided.
Themes are subject to change.

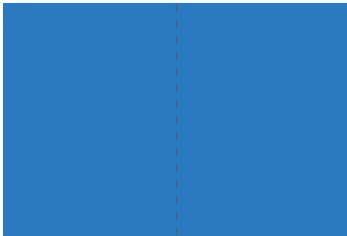
FALSTAFF LIVING RESIDENCES 2/2026 I

- PUBLICATION DATE: NOVEMBER 13, 2026
- Smart Living 2027 – intelligent buildings that learn and respond
 - The green house – climate neutrality as the new standard in living
 - Architecture with soul – how design creates quality of life
 - Real estate markets in transition – what investors need to know in 2027
 - Mixed use – the new model for success
 - Financing in a changing interest rate environment – strategies for smart investments
 - The 15-minute city – everything within reach
 - Vertical gardens and green roofs – bringing nature back to the city
 - Adaptive architecture – buildings that change
 - The makers of tomorrow – portraits of architects, developers and start-ups
 - Dream homes realised – extraordinary projects from Europe
 - 'Voice of the Future' – column by architects, investors and sociologists on responsibility and vision



YOU CANNOT POSITION YOURSELF ANY BETTER!

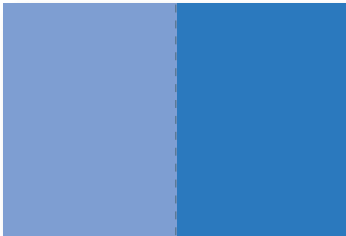
Advertising without wastage: this is what it costs to target your audience with pinpoint accuracy.



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Centre Page Spread
approx. 3 mm bleed per page

excl. ad tax and VAT € 26.100



1/1 Full Page

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203 x 268 mm Text space

excl. ad tax and VAT € 15.800

1/1 Advertorial

203 x 268 mm Text space

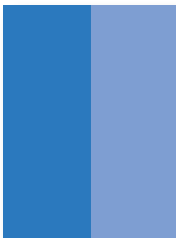
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2/1 Advertorial

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Centre Page Spread

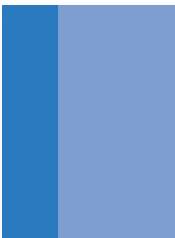
excl. ad tax and VAT € 29.400

Die price verstehen sich inklusive Gestaltung and Textierung.



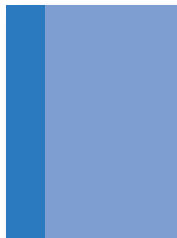
1/2 vertical

114 x 300 mm Bleed
97,5 x 268 mm Text space



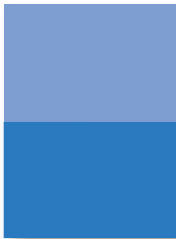
1/3 vertical

81 x 300 mm Bleed
60,3 x 268 mm Text space



1/4 vertical

64 x 300 mm Bleed
48 x 268 mm Text space



1/2 land-scape

233 x 148 mm Bleed
203 x 132 mm Text space

excl. ad tax and VAT € 9.200



1/3 land-scape

233 x 96 mm Bleed
203 x 80 mm Text space

excl. ad tax and VAT € 6.900



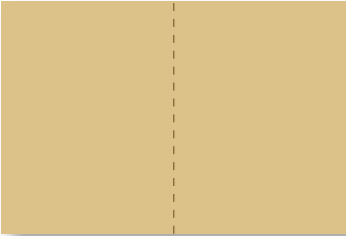
1/4 land-scape

233 x 74,5 mm Bleed
203 x 58,5 mm Text space

excl. ad tax and VAT € 5.300

PREMIUM PLACEMENTS

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2/1 Opening Spread

466 x 300 mm Bleed
436 x 268 mm Text space
Centre Page Spread
approx. 3 mm bleed per page

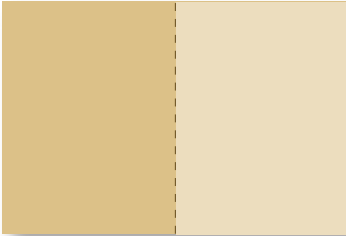
excl. ad tax and VAT € 31.600

First 2/1 after OS

excl. ad tax and VAT € 28.500

Second 2/1 after OS

excl. ad tax and VAT € 26.600



U2

233 x 300 mm Bleed
203 x 268 mm Text space

excl. ad tax and VAT € 20.700

First right-hand page

excl. ad tax and VAT € 18.400

First left-hand page

excl. ad tax and VAT € 18.400

U4

excl. ad tax and VAT € 21.800

233 x 300 mm Bleed
203 x 268 mm Text space

U3

233 x 300 mm Bleed
203 x 268 mm Text space

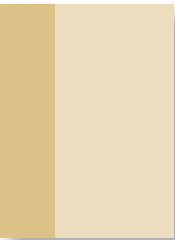
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Second right-hand

excl. ad tax and VAT € 17.300

Second left-hand page

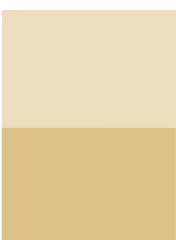
excl. ad tax and VAT € 17.300



First 1/3 page

excl. ad tax and VAT € 7.900

81 x 300 mm Bleed
60,3 x 268 mm Text space



First 1/2 page

excl. ad tax and VAT € 9.300

233 x 148 mm Bleed
203 x 132 mm Text space

falstaff
LIVING



Falstaff LIVING
Christmas & Lifestyle Edition

The discerning readership of Falstaff LIVING will have the opportunity to be inspired by brands and companies, experience trends first-hand and enjoy curated content perfectly tailored to lean-back mode with the pre-Christmas **Lifestyle Edition 'Watches, Jewelry & Fashion'**.

INCREASED CIRCULATION

- Distributed circulation of 50,000 copies, including e-paper

DISTRIBUTION

- 34,000 copies sent exclusively to subscribers and Falstaff Gourmet Club members
- Airport-Lounges
- Newsstands
- Exclusive mailing to property developers, architects and builders
- 10,000 copies sent exclusively to international and national partners from the media, society, business and politics

THIS IS WHAT AUSTRIANS THINK*

- 73 % state that interior and lifestyle have significant personal value
- 78 % own property and report plans to enhance it through targeted investments
- 91 % have an outdoor space
- 76 % plan to make purchases for indoor and outdoor areas within the next 1-2 years
- 84 % have a strong connection to fashion
- 78 % report a strong interest to cosmetics, fragrances and perfumery items

* Source: TQS study, May 2022.

Schedule 2026

ISSUE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
The Jewelry Edition	27.10.	28.10.	13.11.

The prices listed in the price list starting on page 22 apply to Falstaff LIVING Jewelry Edition.
Subject to change without notice.

OUR LIVING DESIGN AWARDS

THE OPPORTUNITY TO PRESENT YOURSELF AS AN ATTRACTIVE BRAND AND MAKE CONTACTS!



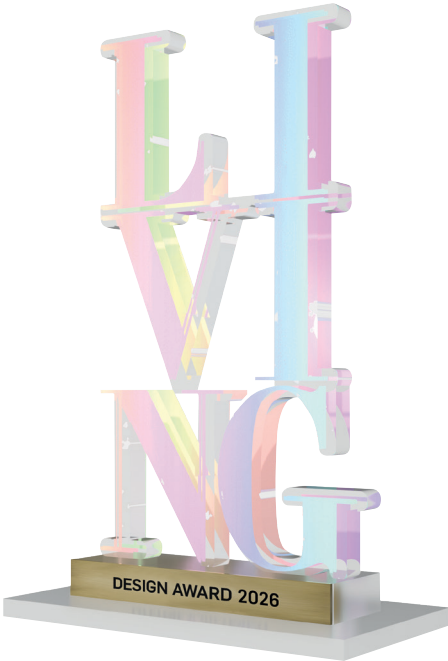
Superstar Marcel Wanders was honoured with the Lifetime Achievement Award.



This is what winners look like! Presenter Teresa Vogl with Flora Lechner, Stefan Ettinger, Christian Ippisch, Laura Schoditsch, Michael Vasku, Hauke Unterburg, Benedikt Stonawski, Falstaff-LIVING publisher Angelika Rosam, Marcel Wanders, Lisa Rümmele, Lion Haag, Agla Egiłsdóttir, Sandra Haischberger, Sebastian Menschhorn (from left to right)..



The Museum of Applied Arts Vienna was the venue for the third edition of the LIVING Design Awards.



falstaff
LIVING
DES/
GN
AWARDS 2026

LIVING DESIGN AWARDS 2026

ON 12 OCTOBER 2026 FALSTAFF LIVING WILL HONOUR THE MOST CREATIVE MINDS IN THE DESIGN AND ARCHITECTURE SCENE FOR THE FOURTH TIME.

The Falstaff LIVING Design Awards recognise outstanding achievements – both nationally and internationally – in the following categories:

- Innovation made in Austria, Object Design, Lifetime Achievement, Lighting, Newcomer, Space, Sustainability
New: Female Designer, Automobil Design, Bar Design, Hotel Design, Immobilien Design, Outdoor Design, Restaurant Design, Schmuck Design und Store Design

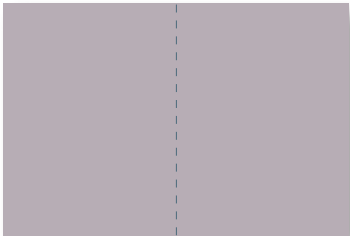
SPONSORSHIP PACKAGES

SILVER	GOLD	PREMIUM GOLD
€ 8.000,—	€ 11.000,—	€ 16.000,—
× Sponsorship of a table for 10, ideal for inviting guests/ customers × Follow-up report: print, online & social media × 1/1 advertisement/ advertorial in the LIVING Award issue	× Sponsorship of an award (selection from the award categories) × Follow-up report: print, online and social media × 1/1 advertisement/ advertorial in the LIVING Award issue	× Sponsorship of a table for 10, ideal for inviting guests/ customers × Sponsorship of an award (selection from the award categories) × Branding and local presence × Follow-up report: Print, online & Social Media × 1/1 advertisement/ advertorial in the LIVING Award issue

* Further individual sponsorship tools available on request

YOU CANNOT POSITION YOURSELF ANY BETTER!

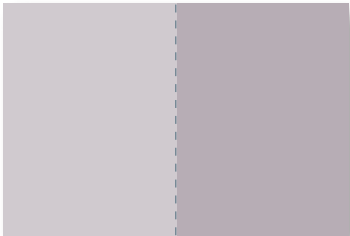
Advertising without wastage: this is what it costs to target your audience with pinpoint accuracy.



2/1 Double page

466 x 300 mm Bleed
436 x 268 mm Text space
Centre Page Spread
approx. 3 mm bleed per page

excl. ad tax and VAT € 18.600



1/1 Full Page

233 x 300 mm Bleed
203 x 268 mm Text space

excl. ad tax and VAT € 11.900

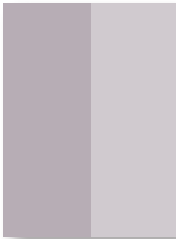
1/1 Advertorial

203 x 268 mm Text space
excl. ad tax and VAT € 13.200

2/1 Advertorial

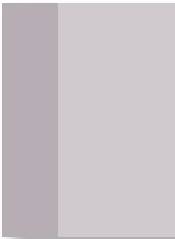
436 x 268 mm Text space
Centre Page Spread
excl. ad tax and VAT € 21.300

Die price verstehen sich inklusive Gestaltung and Textierung.



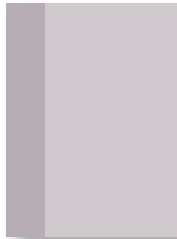
1/2 vertical

114 x 300 mm Bleed
97,5 x 268 mm Text space



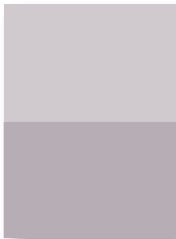
1/3 vertical

81 x 300 mm Bleed
60,3 x 268 mm Text space



1/4 vertical

64 x 300 mm Bleed
48 x 268 mm Text space



1/2 land-scape

233 x 148 mm Bleed
203 x 132 mm Text space

excl. ad tax and VAT € 7.500



1/3 land-scape

233 x 96 mm Bleed
203 x 80 mm Text space

excl. ad tax and VAT € 5.100



1/4 land-scape

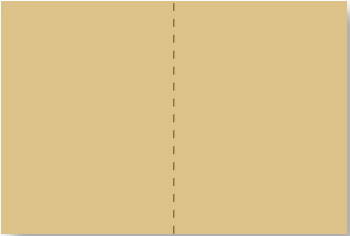
233 x 74,5 mm Bleed
203 x 58,5 mm Text space

excl. ad tax and VAT € 4.100

All prices are exclusive of taxes and duties. Subject to change without notice.

PREMIUM PLACEMENTS

For premium placements, an early advertising deadline applies: 8 weeks before the regular Ad Close.



2/1 Opening Spread

466 x 300 mm Bleed
436 x 268 mm Text space
Centre Page Spread
approx. 3 mm bleed per page

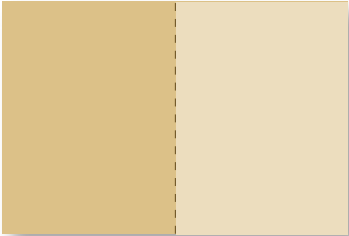
excl. ad tax and VAT € 22.100

First 2/1 after OS

excl. ad tax and VAT € 19.500

Second 2/1 after OS

excl. ad tax and VAT € 19.100



U2

233 x 300 mm Bleed
203 x 268 mm Text space

excl. ad tax and VAT € 14.200

First right-hand page

excl. ad tax and VAT € 14.200

First left-hand page

excl. ad tax and VAT € 13.400

U4

233 x 300 mm Bleed
203 x 268 mm Text space

excl. ad tax and VAT € 15.400

U3

233 x 300 mm Bleed
203 x 268 mm Text space

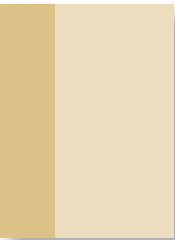
excl. ad tax and VAT € 13.400

Second right-hand page

excl. ad tax and VAT € 13.400

Second left-hand page

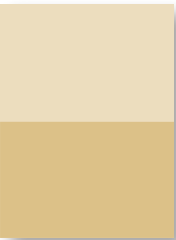
excl. ad tax and VAT € 12.900



First 1/3 page

excl. ad tax and VAT € 6.000

81 x 300 mm Bleed
60,3 x 268 mm Text space



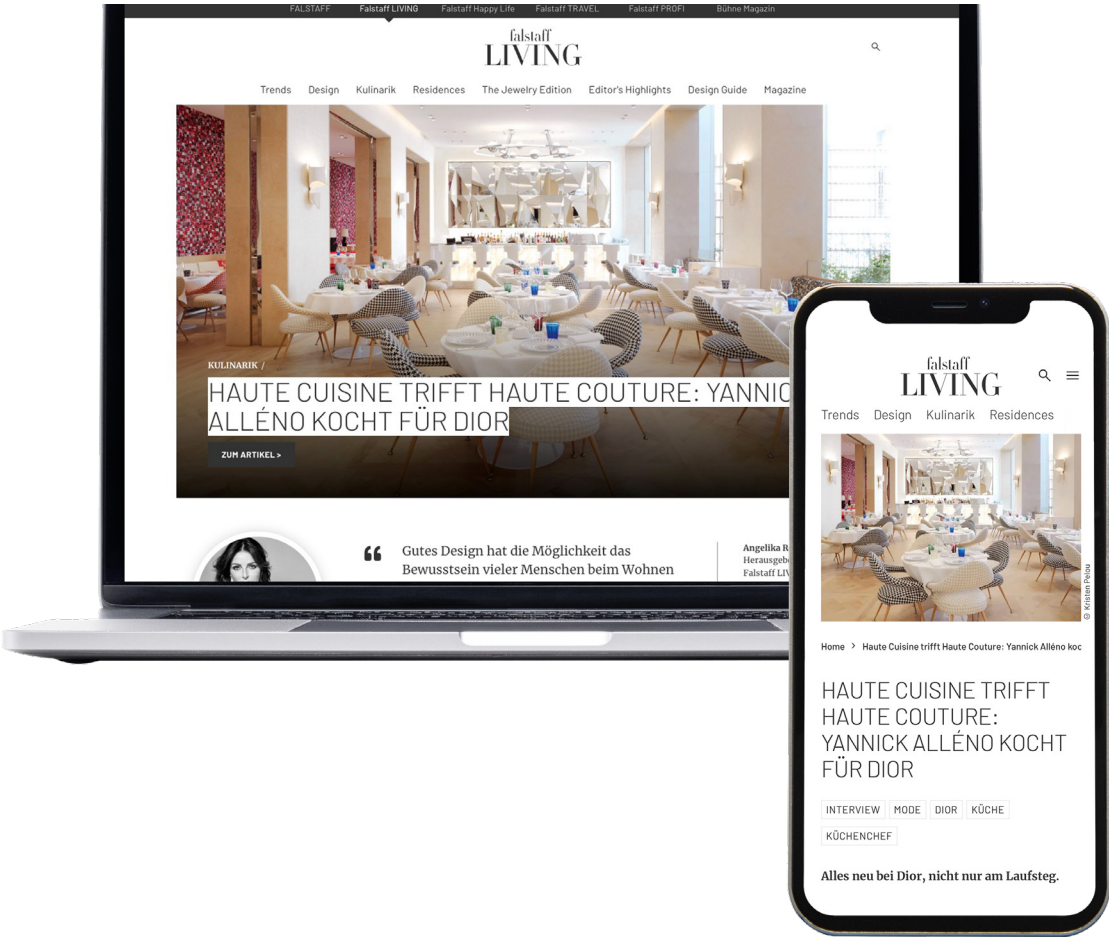
First 1/2 page

excl. ad tax and VAT € 8.100

233 x 148 mm Bleed
203 x 132 mm Text space

Supplements and special advertising formats available on request. Discounts available for combined bookings with Falstaff magazine or Falstaff LIVING RESIDENCES.

FALSTAFF LIVING DIGITAL OFFERS



With a passion for design, an affinity for interiors and always up to date with the latest trends and must-haves in the world of interior design, the Falstaff LIVING channel has been given a complete makeover. Angelika Rosam and her experienced team of home aficionados love design and provide valuable tips and tricks for transforming your personal living space into a dream home come true. Positioning your brand or product here is a step towards guaranteed success!

Facts & Figures

Newsletter subscribers	65,000
Open rate	33 %
Published	Saturday morning
Page Impressions	750,000/month*
Visits	340,000/month*
Unique Clients	90,000/month*
Social media followers	85,000

PRODUKT OVERVIEW

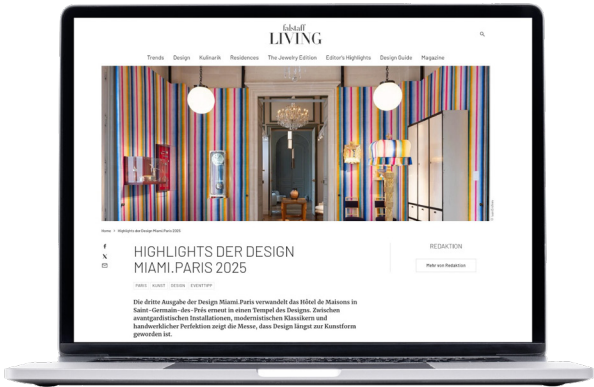
ADVERTISING FORMAT		PRICE
Design Advertorial		€ 2.400,-
Advertorial & Newsletter		€ 4.800,-
Sweepstake & Newsletter		€ 5.800,-
Sitelink LIVING newsletter		€ 2.400,-
Design Easter Nest	March 23rd – April 6th 2026	€ 3.000,-
Design Advent Calendar	December 1st – 14th, 2026	€ 3.500,-
Design Advent Calendar	December 15th – 24th, 2026	€ 3.000,-
Property of the Week		€ 4.800,-
LIVING Property in Motion		€ 9.900,-
Lead Generator		€ 11.900,-
Featured Advertorial		€ 6.000,-
Social Performance Posting		€ 6.000,-
Social Post		€ 3.600,-
Designguide Shop of the Week		€ 2.200,-
Designguide Shop Upgrade		€ 700,-
LIVING Homestory		€ 7.200,-
LIVING My Dream Home		€ 7.200,-

* Strongest month in 2024 (source: GA).

STANDARD ADVERTISING FORMATS

Design Advertorial

The ideal way to introduce new products and key facts about fresh designs to the Falstaff audience. A PR article highlighting the latest trends is featured for three days on the homepage of falstaff-living.com in the signature look and feel of Falstaff LIVING news.

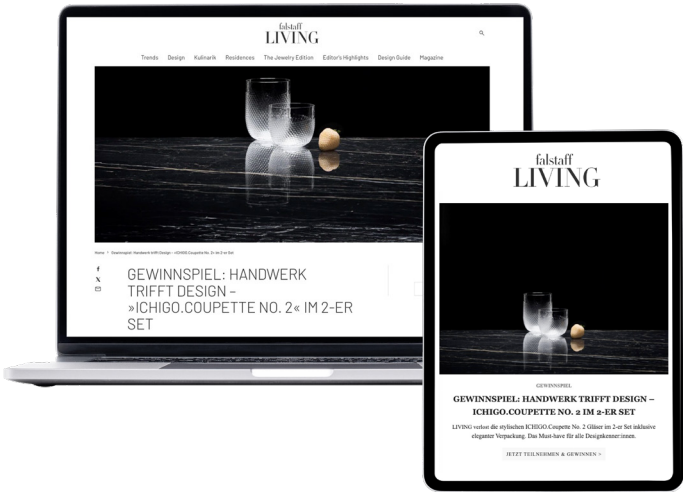


Design Advertorial	high response rate, in-depth information	€ 2.400,-
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Sweepstake and Newsletter

The advertising format where everyone wins: while your brand or offering is subtly and charmingly introduced to the Falstaff community, our readers get the chance to win. The package includes an advertorial, a giveaway, and a newsletter entry.

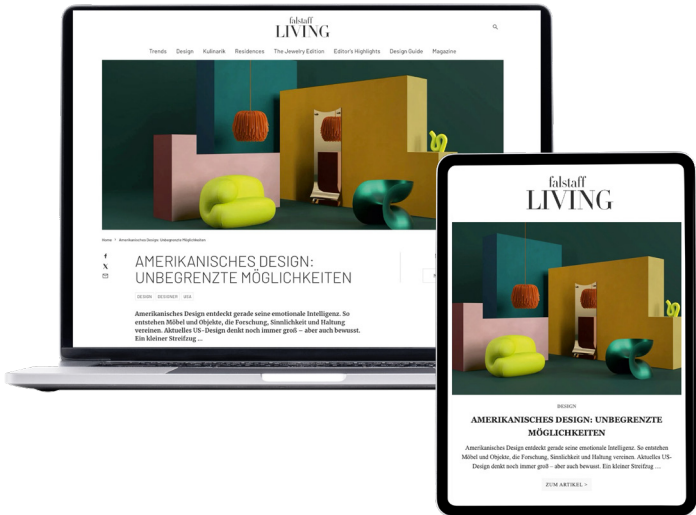
The Falstaff editorial team crafts up to 10 questions centered around your product. This format is known for its high response rate!



Sweepstakes & Newsletter	over 65,000 LIVING Newsletter subscribers	€ 5.800,-
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Advertorial and Newsletter

The ideal way to showcase the strengths and story of your brand or offering to Falstaff users in a comprehensive manner. The editorially designed feature on falstaff-living.com leaves nothing to be desired: opportunities include links to additional websites, video integration, detailed descriptions, and, of course, visual representation of the project through image galleries. Take full advantage of this format to captivate and inform.



Advertorial & Newsletter	over 65,000 LIVING Newsletter subscribers	€ 4.800,-
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Sitelink LIVING-Newsletter

The most efficient way to leverage our newsletter reach. With an impactful photo and a brief text, traffic can be directed straight to the client's website through an embedded link.



Sitelink LIVING Newsletter	high response rate, in-depth information	€ 2.400,-
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HOLIDAY SPECIALS

Design Easter Nest Design Advent Calendar

Make a perfect impression with sweepstakes on falstaff-living.com at an unbeatable price – here's how it works:

- An advertorial featured in the Advent Calendar or Easter Nest on Falstaff LIVING
- Your advertorial is the highlight for one day!
- Your logo is visible on the homepage from the day of the launch
- A question about your company enhances desirability and brand awareness!



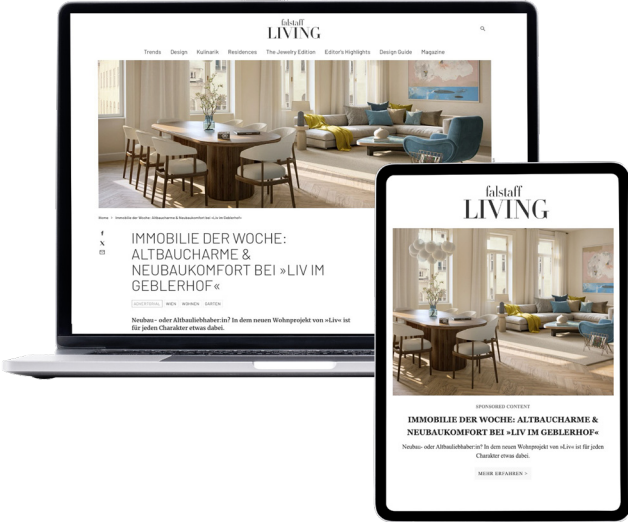
One day in the Design Easter Nest	March 23rd - April 6th, 2026	€ 3.000,-
One day in the Design Advent Calendar	December 1st –14th, 2026	€ 3.500,-
One day in the Design Advent Calendar	December 15th –24th, 2026	€ 3.000,-

+ Prize must be worth at least €300.
Add-on: Participant contact data for those who agreed to sharing data: €0.50 per address.

REAL ESTATE ADVERTISING

Property of the Week

We handle the featuring of your property across our channels, boosting your credibility and making your offering visible to a precisely defined target audience. The editorially crafted feature on falstaff-living.com leaves nothing to be desired: links to additional websites, video integration, detailed descriptions, and project visualizations through image galleries offer a range of options to maximize engagement. Distribution is carried out via the popular LIVING newsletter.



Advertorial & Newsletter

over 65,000 LIVING Newsletter subscribers

€ 4.800,-

LIVING Property in Motion

In coordination with the client, we handle the full production and distribution of a real estate video tailored specifically to the viewing habits of social media users. To ensure maximum reach, we leverage the full spectrum of our digital platform. The real estate video will be embedded within a dedicated, descriptive advertorial on falstaff-living.com and promoted via Facebook. The clip will also be linked in the LIVING newsletter and remain available on the Falstaff LIVING YouTube channel for at least one year.



LIVING Property in Motion

high response rate, in-depth information

€ 9.900,-

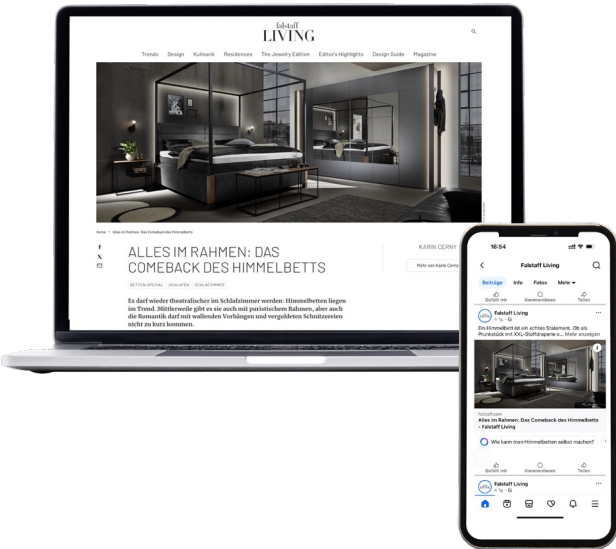
The price includes the following services:
Production management / 1 video producer / filming day within Vienna (up to 4 hours)/up to 10 text inserts/royalty-free music, 1 song/
up to 3 revision rounds/maximum total length 90 seconds.
External and add-on costs (e.g., filming permits, municipal fees, second video producer, special effects, etc.) are billed separately

NATIVE ADVERTISING

Featured Advertorial

Featured Social Stories blend promotional content with an editorial look. Posts are created in consultation with the client, presented as lists or intriguing, high-quality facts. In addition to being published on falstaff-living.com, Featured Social Stories are promoted through Facebook timeline posts and supported with a dedicated campaign budget. Client integration in falstaff-living.com stories includes images, text, and external links.

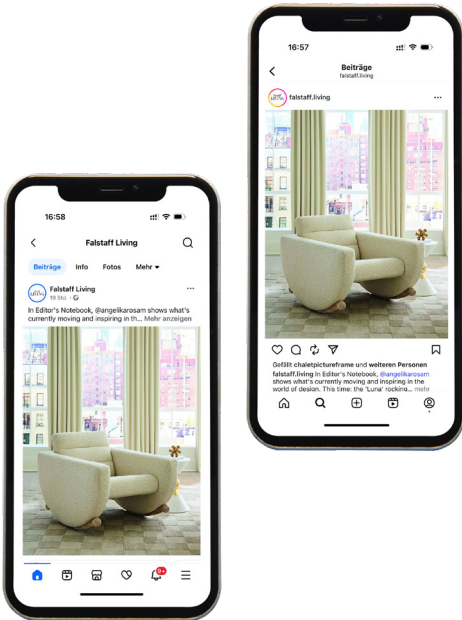
Benefit: Embedding the client enhances credibility



Featured Advertorial	40,000 reached people, 2,000 page impressions	€ 6.000,-
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Social Post

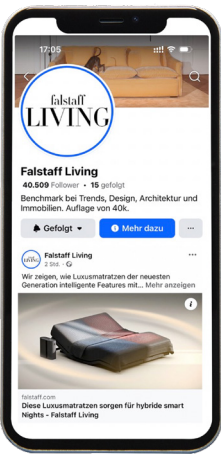
Posts on Facebook and Instagram support campaigns on falstaff-living.com and ensure additional reach on our **social media channels**. These are published on Facebook or Instagram in a concise, informative, graphically appealing and content-enhancing manner. Social posts with client tagging support time-limited campaigns to ensure **recognition** among the target groups.



Social Post	50,000 reached people	€ 3.600,-
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Social Performance Posting

In addition to our classic Featured Social Stories, our customizable Social Media Extensions increase your **visibility with your target audience**. This format drives traffic directly to the client's external website through Falstaff-sponsored posts.

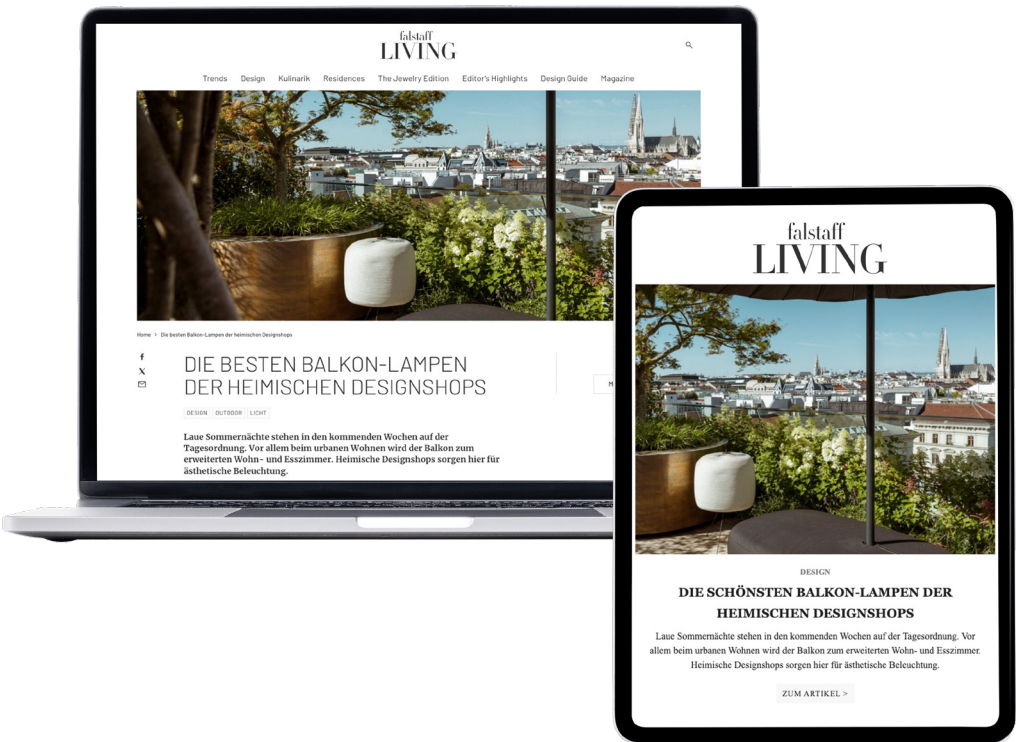


Social Performance Posting	3,000 link clicks	€ 6.000,-
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DESINGUIDE ONLINE

Design Shop of the Week

The LIVING DESIGN GUIDE is a guide through the current design world across ten categories. Showcase your products for added reach with the Falstaff digital audience.



Design Shop of the Week

Feature your shop in the weekly Falstaff LIVING newsletter, including a direct link

€ 2.200,-

Design Shop Premium Upgrade

Provide a detailed self-description of your shop with the option to showcase an image gallery, increasing traffic to your page on falstaff-living.com.

€ 700,-

ONLINE-SPECIALS

LIVING Home Story

The best way to introduce hotels to the Falstaff audience and showcase their design elements: a PR article is featured on falstaff-living.com for three days in the LIVING look and feel, covering the hotel's decor, restaurant, service, rooms, and history. For added visual impact, the hotel is presented with a video feature shared on Facebook and Instagram.

Additionally, embedding the advertorial in the LIVING newsletter boosts visibility and expands reach.



LIVING Home Story online

falstaff-living.com, Newsletter, Facebook and Instagram

€ 7.200,-



LIVING My Dream Home

The ideal way to introduce hotels to the Falstaff audience and highlight their design elements: a PR article is posted on falstaff-living.com in the LIVING look and feel for three days, covering the hotel's decor, restaurant, service, rooms, and history.

For enhanced visual appeal, the hotel is presented through a video feature shared on Facebook and Instagram. Additionally, embedding the advertorial in the LIVING newsletter further strengthens its presence and ensures extended reach.



LIVING My Dream Home

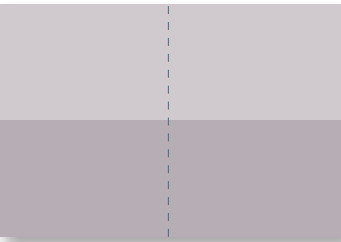
falstaff-living.com, Newsletter, Facebook and Instagram

€ 7.200,-



OUR SPECIAL ADVERTISING FORMATS

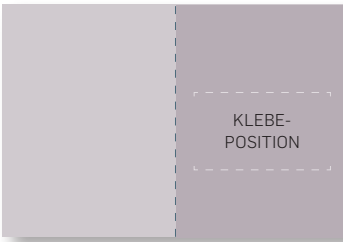
Exceptional concepts require unique executions. Our special advertising formats are perfectly suited for outstanding products, ensuring maximum visibility and impact.



Panorama:
1/2 page

466 x 148 mm tapered
436 x 132 mm text area

Price on request.



Tip-on-Card 2-sided

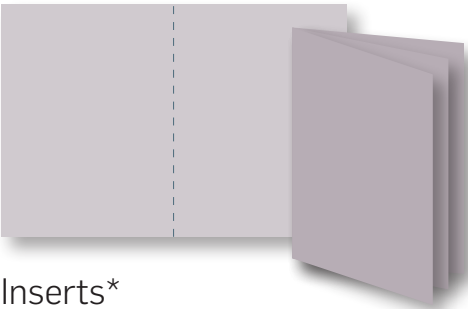
Format:
60 x 80 mm – 200 x 200 mm

Weight:
115 g/m² – 250 g/m²

Placement:
Position on the sheet break and a minimum of 2 cm distance from the edges.

Price on request.

Only in combination with full-page ad.



Inserts*
Bound inserts up to 20

Austria	per 1,000 copies	€	400
	per 20 g added weight per 1,000 copies	€	22

plus a contact fee of € 0.30 per contact

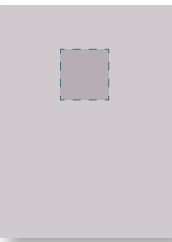


Banderole around
the magazine

ca. 557 x 80 mm tapered

A banderole is wrapped around the magazine and glued together at the back.

Price on request.



Sachet

Only in combination with full-page ad.

Price on request.

Discount Scale

2 Issues	3 %
4 Issues	7 %
6 Issues	10 %
8 Issues	15 %

All prices are exclusive of taxes and fees. Subject to change.

TECHNICAL DATA

TECHNICAL SPECIFICATIONS FOR SUBJECTS

- High-res PDF with a minimum of 300 dpi
- Fonts fully embedded or converted to outlines
- Color profile for magazine: ISO Coated v2
- At least 3 mm bleed (or „overfill“) around all edges
- Recommended 4c black with the following color values: C 80, M 80, Y 40, K 100
- Suggested safety margin of at least 5 mm between text/logos and the paper edge, with a minimum of 10 mm from the spine

TECHNICAL SPECIFICATIONS FOR INSERTS

FORMATS:
Minimum Size: 105 x 105 mm
Maximum Size: 190 x 260 mm
Book format: 233 x 300 mm

All format dimensions are width x height – other sizes available upon request.
(The longer side should be the closed edge.)

PAPER WEIGHTS:
2 pages: min. 115 g/m², max. 250 g/m²
4 pages: min. 80 g/m², max. 200 g/m²
8–16 pages: min. 60 g/m², max. 135 g/m²
16–32 pages: min. 60 g/m², max. 80 g/m²
(Max. thickness of an insert: approx. 1 mm)

PROCESSING ALLOWANCE:
A processing allowance of 2% for provided inserts should be added to the circulation.

DELIVERY ADDRESS:
Ferdinand Berger & Söhne GmbH, Wiener Straße 80, AT 3580 Horn
Map available at www.berger.at under: Directions & Contact

DELIVERY TIMES:
Deliveries accepted Monday to Thursday from 7:00 to 12:00 and 13:00 to 16:00, and Fridays from 7:00 to 12:00. Delivery must be made at least 10 working days before the publication date (Falstaff AT).

TEST RUN:
Sample for test run (for non-standardised products): at least 200 copies to Druckerei Ferdinand Berger & Söhne GmbH, Wiener Straße 80, 3580 Horn, 3 weeks before publication date.

falstaff LIVING

Contact media sales and cooperations

anzeigen@falstaff-living.com

T: +43 1 9042141

Falstaff LIVING Verlags GmbH Schottenring 2-6 1010 Wien

anzeigen@falstaff-living.com www.falstaff-living.com

Terms & Conditions

The publisher's terms and conditions apply to the processing of orders.

(www.falstaff.at/living/agb)