

Media Kit

Portrait

The trade magazine for concrete projects around natural fibers and dyes. We spin, dye, weave, felt, card weave, bring ideas and creative people together.

"Wollkraut" offers projects for beginners, advanced and the fun of tangible, creative do-it-yourself projects. The authors are passionate about this hobby sharing tips and inspiration. Fiber portraits, reports and background information top off the magazine.



Dates and Mottos 2024

Issue	Spring (No.11)	Summer (No.12)	Fall (No.13)	Winter (No.14)
Planned print run	1.800	1.800	1.800	1.800
Motto of edition	„vielfach“ („manifold“)	„bewegt“ („moved“)	„unverwüstlich“ („durable“)	„drunter&drüber“ („topsy-turvy“)
Closing date	08.01.24	08.04.24	15.07.24	30.09.24
End of booking	22.01.24	22.04.24	29.07.24	14.10.24
Printing material	24.01.24	24.04.24	31.07.24	16.10.24
Published	22.02.24	23.05.24	29.08.24	14.11.24

Pricing

Ad 1/1	500 € plus tax
additional prices for special placements:	
inside front cover	+15 € plus tax
inside back cover	+30 € plus tax
outside back cover	+45 € plus tax
Ad 1/2	260 € plus tax
Ad 1/4	140 € plus tax
Ad 1/6	85 € plus tax

Please contact

Anne-Christin Amlinger

[T] +49 (0) 15 75 - 6 13 55 20

[E] anne@wollkraut.de



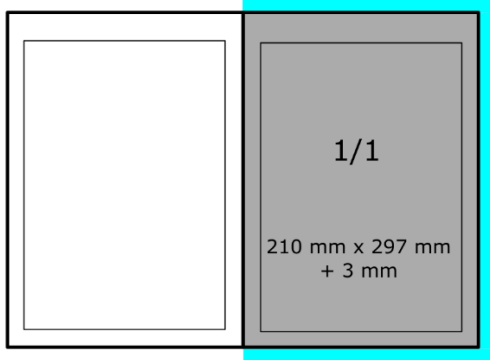
Specifications

PDF-Data according to standard PDF X/4 or PDF X/3
ICC-Profil „ISO Coated v2 300% (ECI)“

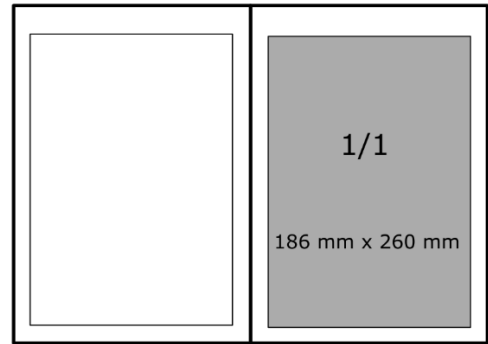
Send to: Layout Wollkraut [E] info@wollkraut.de
 Detlef Hinderer [T]+49 (0)1 51 - 55 91 97 61

F Formats

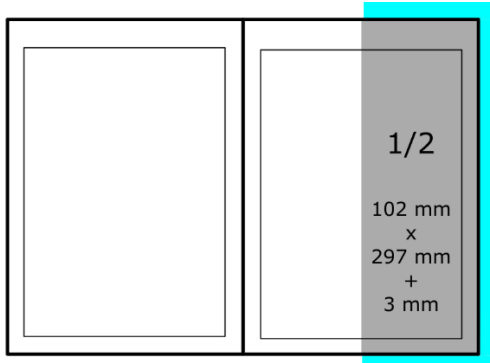
For bleed advertisements: add 3mm for trimming. Bleed ads need to be at least 8mm away from the trim.



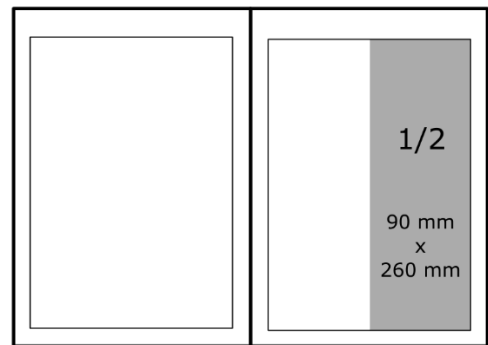
Bleed Ad 1/1: 210 mm x 297 mm + 3mm



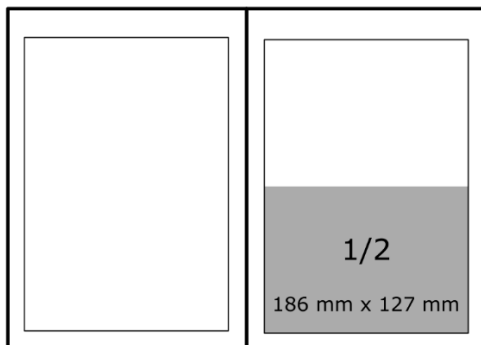
Ad 1/1: 186 mm x 260 mm



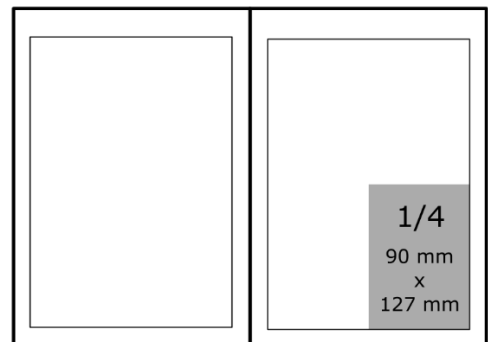
Bleed Ad 1/2: 102 mm x 297 mm + 3 mm



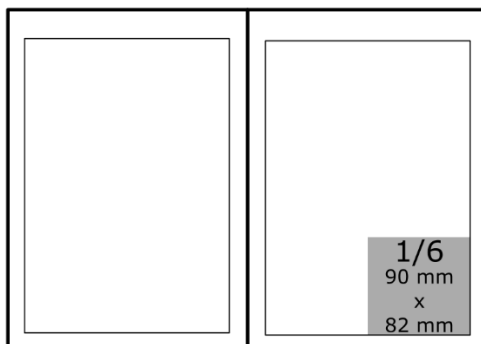
Ad 1/2: 90 mm x 260 mm



Ad 1/2 landscape: 186 mm x 127 mm



Ad 1/4: 90 mm x 127 mm



Ad 1/6: 90 mm x 82 mm

Info

You can order a free pre-issue (PDF) here:

<https://wollkraut.de/produkt/kostenlose-vorschau-ausgabe>



For sample or special format contact:

Detlef Hinderer

[E] info@wollkraut.de

[T] 01 51 - 55 91 97 61

Media Kit Newsletter

Portrait

Our newsletter reaches more than 1.200 users and is published approximately every three weeks.

Topics include industry news, video tips and announcements.

Dates

Approximately every three weeks on the weekend.

Fixed dates on request.

Pricing Newsletter-Ads

Entry* 215 € plus tax

* will be marked as „Anzeige“ (advertisement)

Specifications

Headline:
max. 36 characters including spaces (ASCII)

Text:
max. 680 characters including spaces (ASCII)

1 Picture:

Will be shown with 150 x 212 Pixels

Send to/technical questions: Layout Wollkraut
Detlef Hinderer
[E] info@wollkraut.de
[T] 01 51 - 55 91 97 61

Your contact person

Anne-Christin Amlinger

[T] +49 (0) 15 75 - 6 13 55 20

[E] anne@wollkraut.de



recipients: 1.250
opening rate: 62 %
click rate: 25 %
as of 25.08.2023